

A STUDY OF CONSUMER BEHAVIOUR OF DIGITAL MARKETING – WITH SPECIEL REFERENCE TO CHENNAI CITY

Dr. A. Kadhar Lal¹, V. Dakshinamoorthy²

¹Assistant Professor & Research Supervisor, PG & Department of Commerce , The New College, Chennai

²Research Scholar, The New College, Chennai

ABSTRACT

This Research Paper entitled “A STUDY OF CONSUMER BEHAVIOUR OF DIGITAL MARKETING – WITH SPECIEL REFERENCE TO CHENNAI CITY”. The development of digital marketing is inseparable from technology development. One of the first key events happened in 1971, when Ray Tomlinson sent the first email, and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. On a daily basis we check our phones on average 150 times; here in the lab it is the first thing we do in the morning. The last thing we do at night and continually throughout the day, digital media marketing is everywhere. Over the years there have successfully developed their brand to accommodate the needs of consumers, but of course where there are successes there are failures, and many platforms have failed to stay relevant in an ever changing climate. The sample size chosen for data collected 100 respondents from Chennai . The collected data the determination of sample size is a commercial decision that weighs the cost of a larger sample against the benefits of greater accuracy and meaningful interpretation is drawn. The Statistical Tools used for analysis are Percentage analysis and chi-squared test. The area of the study has been confined to Chennai city.

INTRODUCTION

The advancement in the internet in recent years has made new system available to business: digital media such as online communities being a good example (Lu et al. 2010). The general availability of the internet has given individuals the opportunity to use digital media, from email to Twitter and Face book, and to interact without the need for physical meetings (Gruzed et al. 2011). This has been facilitated by Web 2.0 applications. Web 2.0 is a new advancement, which has transferred the internet to a digital media by introducing digital media, where individuals can interact and generate content online (Lai & Turban 2008). Web 2.0 has emerged to give users easier interconnectivity and participation on the web (Mueller et al. 2011). With the rise of digital media and online communities, individuals can easily share and access information (Chen et al. 2011). Online communities and digital networking sites (DNS) are an effective web technology for digital media interactions and sharing information (Lu & Hsiao 2010). DNS take center-stage in e-commerce in the current environment (Fue et al. 2009), where consumers make digital connections and participate in cyberspace (Mueller et al. 2011). Today’s consumers have access to many different by other Customers information and recommendations (Senecal & Nantel 2004). This is an important point as customer involvement through digital media is a key factor in marketing (DO-Hyung et al. 2007).

Digital media offer different value to firms, such as enhanced brand popularity (de Vries, Gensler & leeflang 2012). Facilitating word- ofmouth communication (Chen et al. 2011b), increasing sales (Agnihotri et al. 2012), sharing information in a business contest (Lu & Hsiao 2010) and generating digital support for consumer (Ali 2011; Ballantine & Stephenson 2011). In addition, the networking of individuals through digital media provides shared values, leading to a positive impact on trust (Wu et al. 2010). Today, with the expansion of digital media and DNS to develop marketing strategies in firms through trust-building mechanisms and affecting customer’s intention to buy online products. The area of the study has been confined to Chennai city.

HISTORY

The importance of understating the history of digital media marketing is not only the development of the platforms but how they also offer something unique for the customers and offer a personal, yet sometimes interruptive form of advertising for businesses. Knowing how to use digital media marketing for your business properly and acknowledge upcoming platforms as well as out-of-date sites gives you advantage over others. At the moment video is a hot trend but images do still have more engagement on digital media, so be sure to use the right method for your business. There are so many different

rends available and with the platforms continually updating it is more important than ever to make sure that you are creating content that your audience will see. Audiences are now more accessible than ever with the help of these digital media sites providing advertising and specific targeting opportunities.

The majority of the sites that are still relevant are using paid advertising on their platforms, this is increasingly important as businesses want to be where consumers are, and if your platform is good enough it will have the people. Using paid advertising on digital media allows you to target specific demographics, choosing the right digital media marketing strategy will have shifted over the years and now 37% have Google accounts almost all the respondents using the digital network. If you are wishing to target this audience, it would be illogical to money into advertisements on Instagram for example where the demographic is much younger. As well as primarily using social networks to advertise, they will allow you to monitor audience trends and adapt to them. Digital networks also let you to communicate with your audience directly, by doing this you are making your brand more personable; breaking down the impression that your accounts are being run by corporate robots. Overall, social networks allow you to get your name out there, by interacting with your target demographic this can create a chain effect in growing your business. If you are unsure of whether you are up to date on the digital media marketing platforms available for your business or if you are unsure that you are using them correctly you're your business, get in touch for a no obligation conversation.

OBJECTIVES OF THE STUDY

The objective of the study for which the research is undertaken are:

- To understand the present scenario of Digital media marketing in India
- To identify the popularity of Digital media marketing Chennai city
- To elicit the growth of Digital media marketing in India.
- To summarise the findings, suggestions and conclusion.

METHODOLOGY

The following are the methodology adopted for this study:

- a) **Research design:** The research design adopted in the study was descriptive design which is concerned with the description of a group. Descriptive study is one in which information is collected without changing the environment. It can provide information about the naturally occurring health status, behavior, attitude or other characteristics of a particular group.
- b) **Sources of data:** The questionnaire is used for collecting primary data from the respondents. The questionnaire consists of questions about personal details of the respondents, our first brand awareness campaign example focused on new views and follower. Simple, social media giveaways are a highly effective way to reach new audience.
- c) **Sample technique:**
 - I. **Sample design:** Convenience sampling technique is applied in the study. It is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access.
 - II. **Exploratory design:** An exploratory design is conducted about a research problem when there are few or no earlier studies to refer to. The focus is on gaining insight and familiarity for later investigation or undertaken when problems are in a preliminary stage of investigation.
 - III. **Sample size:** The sample size chosen for data collected 100 respondents from Chennai. The collected data the determination of sample size is a commercial decision that weighs the cost of a larger sample against the benefits of greater accuracy and meaningful interpretation is drawn.

ASSUMPTION OF THE STUDY

The following two assumptions are framed and tested in the study null hypothesis.

- There is no significant association between the education level and ability to use the Digital network sites.
- There is no relationship between income level and category of products purchasing on Digital network sites.

LIMITATIONS

- The study has been limited to only Chennai region and does not cover the whole population of the selected region.
- Due to time constraint the number of respondents was limited to 100
- Since digital media marketing is a growing concept, many people were not aware of this.

REVIEW OF LITERATURE :

Literature Review In digital marketing, understanding consumer behaviour is key for marketing success as consumers have

A STUDY OF CONSUMER BEHAVIOUR OF DIGITAL MARKETING – WITH SPECIEL REFERENCE TO CHENNAI CITY

embraced utilizing the internet and onlinesocializing tools :-

1. **Vinerean, Cetina, Dumitrescu, and Tichindelean, (2013)**. Consumer purchasebehaviour is influenced by having the knowledge and being brand oriented. Also,brand awareness is coupled with good brand perception and loyalty result with a stronger brand image in consumer’s mind, which will influence the consumers positively and becomes part of their purchase behavior
2. **Malik et al., (2013)**. Consumer purchase behaviour is how individuals, organisations, and groups select, buy and make use of product, service, experience or ideas to satisfy their needs and wants.
3. **Rasool Madni, (2014)**. Digital media is always considered as most convenient, easy and economic mode to both marketers and consumers. Digital media provides one stop solution for information, comparisons, sharing, recommendations and purchase of different products and services and hence it is only medium which is a two way communication .
4. **Kee(2008); Godes & Silva(2012)** The Study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read atleast four reviews before make their final decision of purchase. Reviews play important role in purchase decision.
5. **Roberts & Micken (2015)** explained that society has experienced an economical shift, driven by digital technology. Roberts & Micken (2015) cited Dean et al. (2012)discoveries of a 4.7% gross domestic product contribution to the United States (U.S.)economy in 2010. The noted growth in 2010 is expected to continue at more than 10% per year.
6. **Pineiro-Otero & Martinez-Rolan (2016)** expressed that digital marketing has become innovative phenomena. The new strategy helps organizations achieve theirmarketing goals through establishing a link between customization and mass distribution. There are a considerable number of professionals that hold to the ideology of McCarthy, which views marketing utilizing the 4P model: product, place, promotion and price. The traditional marketing strategy used by McCarthy isa powerful, credible and widely-recognized foundational strategy, but leaves no roletoto the consumer.
7. **Armitage (2015)** explained that digital stratagem should be the cornerstone of an organization “go to” market strategy. These thoughts are echoed by González Romo, García-Medina & Plaza Romero (2017), which explained that new technologies have forced companies to reconsider marketing strategies. The authors continued to explain that the implementation of technology into marketing would help marketingprofessionals reach a younger audience that heavily use mobile devices on a regular basis. The views of Slade (2016) regarding a link between the implementation of innovative technology and marketing strategy concurred Armitage (2015) and González Romo, García-Medina & Plaza Romero (2017), by proving insight that technology is rapidly developing and will take businesses out of there comfort zone. A marketing strategy that use technology to enhance an organization’s ability to obtain more exposure starts with a sound strategy.
8. **Longo (2016)** concurred with these thoughts by expressing that strategy in digital marketing must be prioritized. The President of EDventure Holding Inc., Esther Dyan, explained that the internet is not just an additional sales or advertising method, but has become a tool that has essentially revamped the way that an organization does business. Digitalization is projected to have exponential growth in the future (Patruti Baltes, 2016). Client-focused Strategy Maximization of organization-to-client exposure must by a primary marketing goal of an organization that seeks to successfully make contact with prospective customers.
9. **Pineiro-Otero & MartinezRolan (2016)** explained that the traditional productionfocused paradigm was challenged some years later by Lauterborn’s user-centered model. The new model made a shift in focus from the attention being on production to the user. The thoughts regarding user-centered marketing strategy is resonated by Patruti Baltes (2016), which further elaborated on digital marketing’s role in ensuring that the focus remains on the consumer. The scholar of the Transylvania University of Brasov voiced similar concerns of those expressed by Pineiro-Otero & Martínez-Rolan (2016), by elucidating that the attention given to the customer essentially has been “dethroned” by excessive focused being placed on the product.
10. **Munshi (2012)**. Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results.
11. **(Chen at al. 2011a)**. Other platforms with ability to generate reviews and ratings, such as Amazon.com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chen at al.2008). Byusing digital media, consumers can create content and offer valuable advice to other.
12. **Liang & Turban (2011)**. Digital commerce is a new stream in e-commerce, whichencourages the digital interaction of consumers through digital media (Haji 2013). Digital media provide opportunities for businesses to become more attractive universally.
13. **Chen et al (2011)**. Although digital commerce and digital media are key phenomena in e- commerce and the marketing literature, few studies, if any, have examined the concepts of trust and user’s intentional behavior. In the next section the literature related to the model of study maps out the theoretical foundation of theresearch.
14. **Yannopoulos (2011)** “The internet is the most powerful tool for businesses” He concluded that with the help of internet connection only digital marketing reaches a great place in the society. Marketers reach their consumers soon through this internetonly.

15. **DR.C.S. RAYUDU (2016)** in their study on E-Commerce E-Business titled (2016)From Electronic data interchange to e-commerce many changes has been seen. In the highly competitive market growth of the internet has created potential vision of the e-commerce. E-Commerce is nothing but a traditional business by using electronic means. A comprehensive change has been seen from Electronic Data Interchange to e-commerce. With the growth of internet has created the potential vision for Internet. Today traditional market becomes outdated now future depends on e-commerce, new way of doing market research and using new digital strategies.It involves all the process from buying to manufacturing and selling of goods by using Internet. It helps to build closer relationship between both the customers and the sellers and it also allows companies to be more flexible in their operations. For the companies all over the world internet is the global business platform. E-commerce is all about increase speed, make product globalize, increase productivity and reaching to the new customers in less time.
16. **Andrew T. Stephen** in their study on The role of digital and social media marketing in consumer behaviour titled (2015): Technology has become part of trillions of people today. For example In America current usage rate of internet is closer to 100% in coming years especially for higher education group and higher income group. Social media has become crucial part in the growth of usage of internet, as number of hours youth spent time on social media is almost double from last decades. In short today people are more attracted towards internet and social media.By using internet consumer search information provided by organization and makes comparison among others and then finally makes purchase decision and also share their experience with others. So it is very important today for the marketers to understand consumer behavior in digital market and shift to the digital marketing channels. Consumers use mobiles and mobile apps which play very important part of online shopping as consumers can search information by using their smart phones at any time and at anywhere.
17. **MKamlesh K Bajaj, Debjani Nag** in their study on E-commerce stated (2016) E- Commerce was largely seen as the vehicle to propel and accelerate these changes. Now a days business and economics feel accepted that e-commerce is here to stay, new methods are tried and tested along with the novel methods for exploiting the internet to make business survive in highly competitive market place. With the new opportunities internet has created global digital economy. Through the process of consolidation it has graduated from new technology to a medium technology. E-Commerce transforms the paper transactions into electronic transactions which makes organization much easier.
18. **The exploratory research by Chi (2011)** was done through the questionnaire survey method. This research was carried out in Taiwan in order to find out the diverse needs of e-customers for online social capital and psychological benefits towards various brands and their advertising and marketing. This research work emphasizes two important aspects of e-users: perception and motivation towards social media marketing and brand community advertising.

MOST POPULAR DIGITAL MEDIA SITES



Facebook

This is the biggest Digital media networks on the internet, both in terms of total number of users and name recognition. Founded on February 4, 2004, Facebook has within 12 years managed to accumulate more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with your business. It is estimated that more than 1 million small and medium – sized businesses use the platform to advertise their business.



Twitter

You might be thinking that limiting your posts to 140 characters is no way to advertise your business, but you will be shocked to know that this Digital media platform has more than 320 million active monthly users who make use of the 140 character limit to pass on information.

Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California.



Google +

While it's no Twitter, Facebook or LinkedIn, Google+ has its place among the popular Digital media sites. Its SEO value alone makes it a must-use tool for any small business. Launched on December 15, 2011, Google+ has joined the big leagues registering 418 active million users as of December 2015.

A STUDY OF CONSUMER BEHAVIOUR OF DIGITAL MARKETING – WITH SPECIEL REFERENCE TO CHENNAI CITY



Youtube

You tube – the largest and most popular video-based Digital media website – was founded on February 14, 2005, by three former Paypal employees. It was later bought by Google in November 2006 for \$1.65 billion. You tube has over 1 billion website visitors per month and is the second most popular search engine behind Google.



Instagram

Like Pinterstet Instagram is a visual digital media platform. The site, launched on October 6, 2010, has more than 400 million active users and is owned by Facebook. Many of its users use it to post information about travel, fashion, food, art and similar subjects. The platform is also distinguished by its unique filters together with video and photo editing features. Almost 95 percent of Instagram.



Snapchat

Snapchat is an image messaging application on software product that was created by Reggie Brown, Even Spiegel and Bobby Murphy when they were students at Stanford University. The app was officially released in September 2011, and within a short span of time they have grown immensely registering an average of 100 million daily active users as of May 2015. More than 18 percent of all Digital mediausers use Snapchat.



Whatsapp

Whatsapp messenger is a cross-platform instant messaging client for Smartphone's PCs and tablets. The app relies on the internet to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, Whatsapp inc. Was acquired by Facebook on February 19 2004, for about \$ 19.3 billion. Today, more than 1 billion people use the servicetoo communicate with their friends, loved ones and even customers.



Viber

Viber is voice over IP (VoIP) and instant messaging app for mobile devices that was developed and released by Viber media on December 2, 2010. The app also allows for the exchange of audio, video and images between users. As of April 2014, Viber had accrued users and 230 monthly active users.

FINDINGS:

A study which begin with questionnaire and feedback should obviously end with finding which can be used to generate suggestion and conclusion. Accordingly, the feedback received from the respondents is provided here with as findings:

- A majority of the members **86%** are Male.
- A Maximum of the respondents **87%** belong to the Age group 18-30 years.
- A maximum of the respondents **47%** earn income 10000-15,000.
- A maximum of the respondents **51%** are Graduate.
- A majority of the **37%** employee.
- A maximum of the respondents **37%** facing the privacy problem Digitalnetwork sites sometimes.
- Majority **86%** of the respondents are belong to the category of option yes,
- Majority **57%** of the respondents are belongs to the category of website.
- Majority **38%** of the respondents are belongs to the category of customerresource.

- Majority **46%** of the respondents are Agree about the digital network sites is trusty and worthy.
- Majority **49%** of the respondents are Agree about the enjoy to using digital network sites.
- Majority **40%** of the respondents are belong to the category All the above.
- Majority **60%** of the respondents are belong to the category cash on delivery.
- Maximum number of the respondents **50%** of less then 5000 are spending amount for the purchase through digital network sites.
- Maximum number of the respondents **57%** prefer to purchase electronic products on digital network sites.
- Maximum number of the respondents **75%** prefer to smart phone.
- Maximum number of the respondents **73%** prefer to Expectation.
- Maximum number of the respondents **46%** are says to better planning.
- Maximum number of the respondents **40%** are says daily updating on website.
- Maximum number of the respondents **55%** are says Instagram.
- Maximum number of the respondents **33%** are says google ads.
- Maximum number of the respondents **32%** are says 15min-30min spending times on digital network sites.
- Maximum number of the respondents **55%** are says skillful in using the digital network sites.

SUGGESTIONS:

As more than 50 percentage of the respondents check their Digital Network Sites less than 30 minutes per day, companies should device their advertisements and eWOM in such a way than they should influence or impress the audience within 30 minutes. The opportunity for growth is more in Digital Network Sites especially for marketing of goods and service, because more than three fourth of the respondents are willing to stay back in their respective media in future. Hence, companies can use this medium to promote their products effectively to reach their target audience.

Most of the respondents purchase products like smart phone and clothes which are at low price, companies can also market their products which are low in price, through Digital Network Sites. Generally, respondents feel apprehension of paying money in advance while purchasing products through online. So, they want to get their product first and then they pay money, which is proved in this study the most of the respondents prefer to pay cash on delivery. Therefore, companies initially may adopt this method of payment to get reputation, and then move the buyers to net banking or other modes of payments. Most of the respondents receive information about the products through advertisements compared to WOW and pages. Hence it suggested that the marketers should develop advertisement that focus on provoking the curiousness of viewers and motivate them to read the advertisement fully.

Respondents reacted positively toward three aspects (behavioral response, trust and informative) out of five aspects that represent attitude toward advertisement therefore, companies should contemplate on building trust among the audience towards advertisement. Besides, the advertisement should include clear information pertaining to the products or services. Not like other traditional media, in Digital Network Sites, companies need not focus on entertaining aspect of advertisement as the respondents give moderate importance to entertaining. Rather, it is recommended than the products executives can think of using persuasive advertisement. Since, respondents show positive toward brand awareness and brand image, it is recommended to the companies to utilize DNS for creating awareness about the brand at a faster pace. Besides, easy recognition of product features and easy memorizing of the brand logo comes as additional benefits.

As post purchase behavior is found to be positive, companies could promote to sell their products through DNS, because people found that the products purchase through Google is a good quality and they are also satisfied with the price of the product. Additionally, when companies meet out the promises given in the Google advertisement, customer's satisfaction level will increase to a greater extent. Since the respondents who spend less to me on DNS significantly differ from other categories, companies should position their products or service either categories, companies should position their products or services either through advertisement or eWOW within short duration of time. For instance, within 15 minutes, people normally check their DNS account and simultaneously scan the advertisements that pop up during the time. Hence it is suggested to the brand managers to release single frame advertisement that appear more frequently in a short span of time. This would enhance the recall level among the viewers.

CONCLUSION :

Digital Network Sites are most popular now-a-days and several activities are being performed through this medium like business, politics and networking. This study contemplated on the business aspect in Digital Network sites in general, and Google in particular. After performing a range of analysis, several conclusions have been drawn from this study. Result show that youngsters, undergraduates, government employees and students show greater interest on DNS and tend to perceive positively towards advertisement, eWOM, brand, impulse buying, shopping and also they are loyal on Digital media. In addition to this, frequency of checking, longevity of purchase and amount spend for purchase, are the key aspect in DNS

A STUDY OF CONSUMER BEHAVIOUR OF DIGITAL MARKETING – WITH SPECIEL REFERENCE TO CHENNAI CITY

that determine the effectiveness of key variables considered for this study. The study finding showed good evidence that the argument quality and source credibility are the important factors in eWOM that determine shopping behavior are important factors in eWOM that determine shopping behavior. The result also indicated that when the information is useful people be inclined to adopt the information and go for shopping. The outcome of this study could show clearly that the customer who purchase through DNS is satisfied with their purchase and also they a propensity to commune other through eWOM. It is therefore strongly recommended that the companies should satisfy their customers during purchase which may result in addition of other customers. Finally, the engaged customers are highly important for successful marketing as they are more likely to influence other existing and prospect customers by providing referrals and recommendation, which in turn will help business to achieve new and retain existing customers. The outcome of the model evidently confirm that customer's affirmative attitude towards advertisement, eWOM, brand and impulse buying will lead to an enhanced shopping attitude. Trust, information and entertaining aspects of advertisement receive importance while determining the shopping attitude of customer. Further, brand image and excitement in impulse buying also have strong association in determining shopping attitude. If companies adopt this shopping model, they will be succeeding in their business through online media and build prospective customer base over years in future.

REFERENCES

- **Dr. sourbhi Chaturvedi, Rahul Barbar (2014)**, "IMPACT OF DIGITAL MEDIA ON CONSUMER BEHAVIOR", Indian journal of research in Management, Business and so Digital sciences, ISSN; 23-9-6998 I vol. 2 lissue 2 I jun. 2014.
- **Elisabeta Ioanas, Ivona Stoica (2014)** "Digital media and its impact on consumers behavior", International journal of Economic practices and theories, vol. 4 No.2 2014.
- **Ethel Lee (2013)**, "IMPACTS OF DIGITAL MEDIA ON CONSUMER BEHAVIOR" – Decision Making process, THESIS, TURKU UNIVERSITY OF APPLIED SCIENCE.
- **Nicole Busscher (2013)**, "Digital media: their role as marketing tools in B2B marketing", 1 st IBA Bachelor Thesis conference, June 27th 2013, enschede, the Netherlands.
- **Christine Adhaidmbo Odhiambo (2012)**, "Digital media s a tool of marketing and creating Brand Awareness", case study research, VAASAN AMMATTIKORKEAKOULU UNIVERSITY OF APPLIED SCIENCE
- **Sniderman, B. (2012)**. what consumers know that marketers Don't. <http://www.forbes.com/sites/forbesinsights/2012/11/27-what-consumers-know-that-marketers-dont/>
- **Kuruk k., (2007)**. An analysis of consumer power on the Internet, Technovation, 27(1-2), 47-56.
- **Sin s., Nor K. M. & Al-agaga A. M., (2012)**. Factors Affecting Malaysian young consumers' online purchase intention in Digital media websites, Procedia – digital and Behavioural Sciences, 40, Pages 326-333.
- **Mersey R., Davis, Malthouse E, & Calder B., (2010)**. Engagement with Media, Journal of Media Business Studies, 7(2), 39-56.
- **Kaplan A. and Haenlein M., (2010)** Users of the world unite !The challenges and opportunities of Digital media, Business Horizons, 53.59-68.

WEBSITE :

<https://www.researchgate.net/www.jetir.org>
www.academia.edu