

ASSESSING THE IMPACT OF DIGITAL MARKETING ON THE BUYER BEHAVIOR OF SMARTPHONE USERS DURING THE COVID 19 PANDEMIC

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Research Article

Assessing The Impact Of Digital Marketing On The Buyer Behavior Of Smartphone Users During The Covid 19 Pandemic

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Abstract

The Covid-19 Pandemic has changed the way we work, shop and communicates with people more than any other disruption (including technology) in the recent past. The two most common digital marketing techniques employed by businesses are social media marketing and email marketing. The usage of digital media has altered the behaviour of consumers and the way businesses conduct themselves. Social and digital marketing provides companies tremendous potential of lowering expenses, improving brand recognition and increasing revenues. Nevertheless, the bad electronic mouth and the intrusive and irritating presence of internet brands were significant barriers. The experts' perspective provides a thorough overview of essential features and views of more particular concerns, including artificial intelligence, enhanced reality marketing, digital content management, mobile marketing and marketing, B2B marketing, Mouth-to-Mouth electronics and ethical difficulties. This research offers both researchers and professionals an essential and timely contribution to challenges and opportunities by highlighting the limitations of current research, identifying research gaps, and developing questions and suggestions that can promote knowledge in digital marketing. The present study aims to analyze various reasons to buy smartphone customers during the pandemic period and to study the impact of digital marketing during the Pandemic on the behaviour of smartphone customers. To measure the impact the digital marketing on the buying behaviour of smartphone users during the Pandemic, the sample respondents are selected purposively who have bought smartphones during the pandemic period. Two hundred fifty sample respondents are chosen using the convenient sampling method. For collecting the data, Google forms were used. Friedman test and discriminant analysis have been applied for analyzing the data. It is concluded that the impact of digital marketing has been found more among young smartphone users and the people who feel the smartphone is more important in the day-to-day life.

Keywords: Digital Marketing, Purchase Behaviour of Customers, Smart Phone users and COVID-19 Pandemic.

1. Introduction

Digital marketing plays an activity of promoting products and services via the Internet. A brand on the Internet via digital media, such as websites and social media platforms. In a nutshell, Digital marketing varies from conventional marketing by using internet platforms and techniques that allow businesses and organizations to monitor and manage the success of their marketing efforts, sometimes in real-time, to better understand what works. Digital advertising, web advertising or online advertising promote the product and services through the digital format in the modern era (Poornima V Bhat, 2019). The

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establishment of an internet presence was a common occurrence in most businesses in the twenty-first century. The email was widely used, and technological advances made it possible for people to handle it with relative ease. It has been known for some time that customer relationship management (CRM) systems may be used to manage databases. Some companies used the same advertising approach for all of their banners and advertisements on their websites. Future-focused corporations collaborated with certain affiliates to develop their search engine marketing strategies. Internet marketing was used throughout, and online marketing teams and experts will evolve as time progresses. The most frequent kind of digital marketing is the promotion of an organization's website. Digital marketing provides the opportunity to interact with and engage with target consumers in ways that were previously unattainable. People are using digital media pace that has never been witnessed before. More than half the globe has a stable internet connection, with people spending six hours each day online, according to statistics. They are creating enormous economic and brand opportunities for businesses. As the number of portable internet-connected devices continues to grow, this trend is not expected to slow down. The need for the smartphone is increasing in different folds. The usage pattern of smartphones is added in different perspectives, including e-commerce, education, communication, etc. Smartphone users are also focusing on the security system provided in smartphones (Cha, 2009). Mobile phone services or e-services are supported by complex technology. Consumers do not have any barriers to using mobile phone services (Mort & Drennan, 2007).

This research examines the variables that influence customer choice for mobile phones and the factors that prompt consumers to buy new mobile phones in the first place. There is an investigation on the brand loyalty of customers, as well as the impact of gender on purchasing decisions. Consumer preferences have the potential to have a more significant influence on the technology-driven mobile phone industry's ability to develop new models and include novel features to meet their needs. Smartphone usage is becoming an integral part of consumers' lifestyles. Over 50% of the worldwide population own at least one smartphone, and the adoption of mobile technologies have reshaped the boundaries between online and offline (Muneta, 2016). Digital marketing has changed a lot of influence in the monetary aspects of the advertisement industry. It helps the economy to help the government to work more efficiently (Munshi 2012). Thompson found from his study that Digital Marketing is providing customized interactions and delivering value to customers. The customers are provided communication through the digital format, and it helps to improve the customers' relationship (Teo, 2005). A show that a positive impact of the use of the smartphone in the students learning activities such as easy sharing and accessing of lecture materials online, accessible communication with colleagues and course masters, being able to carry smartphone any anywhere and at any time because of its portability as compared to a laptop and many others (Darko-Adjei, 2019). Digital marketing dramatically impacts the economy generally, and promoting in particulars poses several threats and challenges to the vendor within the competitive market. A study reveals that young people believe that losing their mobile phone is the most likely threat to their private or sensitive data security, yet 80% of them choose not to use PIN codes to lock their devices. It is also be considered from the digital marketing point of view (Kurkovsky & Syta, 2010).

1.1 Presence on the Internet

When assessing the relevance and potential of digital marketing for a firm, it is essential to keep in mind that various business types offer different opportunities and challenges.

1.1.1 E-commerce website

Online shops, travel agencies, financial service providers, and manufacturers all make their products accessible for purchase via the Internet. The sale of these goods constitutes the single most important contribution made by the organization. Customers who prefer to buy goods in person rather than online may benefit from the company's websites, which can help them learn more about the company.

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1.1.2 A website that focuses on services-oriented relationship development

It generates information to stimulate purchasing and the establishment of connections. The majority of the time, products is not available for purchase online. The website provides information and email marketing to help customers make informed purchasing decisions. The most significant contribution to the business is the promotion of offline sales and the generation of enquiries or information from potential customers. Through information relevant to existing clients, these websites also contribute to add value.

1.1.3 Brand site-building

Goods are usually not accessible for online purchases, but products may be purchased. The primary purpose is to help the business to create an online brand experience through the usage in combination with social media platforms of content marketing. They are shared for low-value, high-volume and fast-moving consumer goods (FMCG) brands on media portals or websites. The primary role of the intermediaries or publishers in this company sector is to provide information and resources. Such services are all instances of services covering the terms “portal” or “information gateway,” such as search engines, directories, news, blog material and shopping comparisons. The website contains a lot of information and connections to other websites. Online publishers have a range of income generation options, including advertising, commission-based sales and the use of subscription or pay-per-view models to provide content access.

1.1.4 Social network or community site

It facilitates community relationships among a diverse range of customers (C2C model). Comment and reply remark, messaging, rating content, and information categorization are examples of typical interaction types. Facebook and LinkedIn are two well-known examples; however, other less prominent specialty groups are in a market to choose. Plug-ins or application programming interfaces and independent social networking sites can be used to integrate social connections into a variety of different types of websites.

1.2 Digital Marketing Scenario in India

India has the world’s third-biggest net population, behind China and the United States; because of the widespread use of the Internet, marketing strategies have taken root to reach the general population successfully. Associate in comparison to other marketing strategies, digital marketing has seen significant growth and development. Looking at the current situation in Asian countries, people here are not only aware of the Internet, but they are also utilizing it for a variety of purposes in their daily lives. As a result, the Internet is a thriving tool for boosting trade in India. In Asian countries, social media is the primary force behind the adoption of digital advertising. Although Asia is a relative latecomer to the internet shopping revolution, it is anticipated to increase online sales by 50% each year within the next few years, according to analysts. According to estimates, with more than 120 million internet users, the country is currently the third most populous in the world. The rapid acceptance of mobile commerce is anticipated to increase users to more than 550 million by 2020. Social media contributes to the advancement of digital marketing and advertising. Increasingly wealthy populations of young internet-savvy customers are spending more time and money on the Internet. As a result, they are having an impact on fashion trends and trendsetters. Books, consumer physical science, travel, financial services, apparel, and beauty care are some of the most popular items available for purchase on the Internet. Online shopping is concentrated in large metropolitan conurbations, with the city serving as the primary hub, followed by the town and Kolkata, respectively. A significant percentage of the purchases is made through online marketplaces such as Snapdeal, which was established in 2010. Currently, the Internet accounts for only a minuscule fraction of India’s total worth, but experts believe that a retail internet boom is just around the corner for

the country. India's youthful generation is said to adhere to ethical solid and familial values, and they are expected to devote their whole time and attention to academics and professional development.

1.3 Purchasing Behaviour of Consumer towards Smart Phones

A commotion has erupted throughout the world as a result of the rapid increase in demand for smartphones. Nowadays, most customers prefer to use a smartphone instead of a traditional computer. Because of the rising level of innovation in the mobile phone industry, individuals have become obsessed with their smartphones. An operating system with enhanced computational capabilities and connections is used to configure a smartphone on the market. The purchasing behaviour of an individual has a significant impact on client behaviour in general and on the behaviour of customers in particular. Purchasing behaviour promotion could be a method of establishing relationships between products offered within the market and targeted purchasing behaviour teams. It involves segmenting the market on the premise of purchasing behaviour dimensions, positioning the merchandise in a very approach that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns that exploit getting behaviour appeals to reinforce the market value of the offered product. In India internet is around twenty-two years recent. India is among the highest three populations of web users, with a hundred forty-five million shoppers.

1.4 Benefits of Digital marketing for customers

1.4.1 Keeping up to date with products or services

Digital marketing technologies enable consumers to keep up with the latest corporate information. In today's world, many consumers may use the Internet from anywhere at any time, and businesses are constantly updating information about their products or services.

1.4.2 A greater level of participation

Consumers can participate in the company's different operations through digital marketing. Online purchases and feedback can be provided by consumers who visit a company's website and read information about the items or services and offer comments.

1.4.3 Product or service information that is easy to understand

Consumers receive clear information about the items or services they are interested in through digital marketing. When data is obtained from a salesperson at a retail establishment, there is a slight possibility that it may be misinterpreted. On the other hand, the Internet provides complete product information on which buyers may trust when making a purchasing choice.

1.4.4 Comparison with others is simple

Because so many businesses are attempting to promote their products or services through digital marketing, it is quickly becoming the most advantageous option for customers to compare products or services offered by different vendors in a cost-effective and time-efficient manner, which is becoming increasingly important. Customers do not have to visit many various retail establishments to obtain knowledge about the items or services being offered.

1.4.5 Shopping is available 24x7

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The fact that the Internet is accessible at all hours of the day means that there are no time constraints for customers who wish to purchase a product online.

1.4.6 Pricing that is obvious

The company displays the prices of its products or services through the use of digital marketing channels, allowing clients to see the costs clearly and transparently. The company may modify the pricing or provide specials regularly.

1.4.7 Allows for immediate purchase

Customers that use traditional marketing first see the commercial and then visit a real business to acquire the items or services are referred to as “traditional marketers.” Customers, on the other hand, may receive the items or services immediately through digital marketing.

2. Review of Literature

(Sahu, 2020) revealed that the most preferred features before buying a cell phone by respondents of Bilaspur city were performance, camera, design and gaming. The goal of this study is to understand the perception and behaviour of consumers towards various mobile brands, the customer preference for different mobile phones, the main features a customer is looking for in a mobile phone before making a purchase, and the factors influencing decision making when purchasing a mobile phone. The data were subjected to ANOVA to test the hypothesis, and multiple regression analysis was performed to test the significance and correlation using SPSS software. The results noted that the leading brands of mobile phones purchased by the consumers. It was observed that the consumers mostly prefer online shopping for buying mobile phones. The researcher stated that the main factors for the selection of a particular model of a cell phone by the consumers were electronic billboards, affiliated videos of cell phones, best sellers and word of mouth. A significant difference ($p \geq 0.05$) exists between consumers' responses for features of buying a mobile phone. Consumers were proven to be consistent in establishing expectations evaluations, assessing service quality and satisfaction when purchasing mobile phones.

(Dr. Subramaniam Seshan, 2019) defined that Digital marketing refers to the promotion of products or services, often on the Internet, by using digital technology. However, it can also include mobile phones, advertising displays, and other forms of media. The primary objective was to know the efficacy of digital marketing advertising and its influence on adolescent purchasing decisions. The survey is based on the answers supplied by young people in Nagpur. The researcher revealed that digital purchasing customers are pleased with quick delivery and perfect payment systems that establish consumer confidence. Online merchants are increasingly targeting more categories like electronics and white goods. The researcher concluded that these new models focused on intangible assets like connections, information, people, brands and systems.

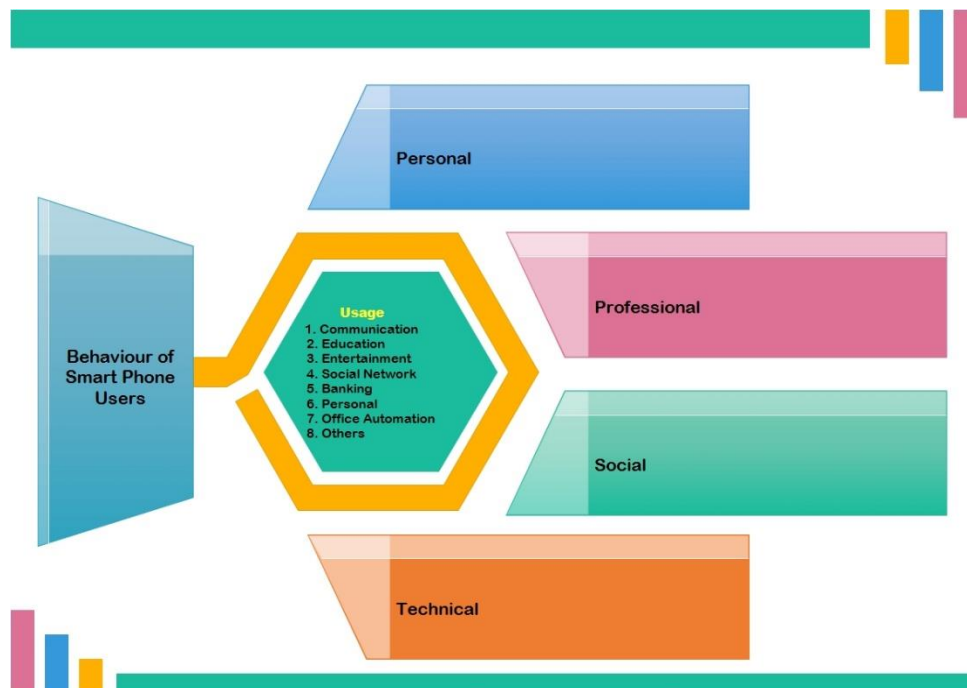
(Bala & Verma, 2018) article outlined some present and future marketing trends. The content is based on modern and business literature. It is based on secondary information. Literature and internet sources are the basis of the paper. The many publications, research, reports, journals, magazines, websites and web content have been evaluated. In India, we are experiencing a considerable digitalization transition. Consumers are trying to find out more on the Internet than traditional or outdated means for sellers across India. In this study, we realized that companies could benefit from digital marketing such as optimization of search engines (SEO), marketing search engines (SEM), content marketing, marketing influencers, content automation, e-commerce marketing, campaign marketing, and optimization of social media, email, advertising, displaying, e-books, disc and games. The author has determined that digital marketing is economical and has enormous commercial implications. Another critical component of ensuring that internet marketing effectively identifies which social media websites a firm utilizes for its target.

(Dinseshkumar, 2015) aimed to study customer purchase behaviour towards the mobile phone. Customer purchases are not only transfer from the vendor to the consumer. The consumer wishes to have a pleasurable buying experience. You want to view, touch and feel the products you purchase. Many enterprises have come to acquire this happy event to grasp the consumer's mentality. The study is carried out in Erode City, and many mobile phones have been taken into accounts, such as Nokia, Sony Ericsson, Samsung, HTC, and Micromax. This study also helps to assess the level of consumer satisfaction with different mobile brands. This study also helps to find out why the customer is unsatisfied. The client buys a selection of mobile telephones that meet his demands and are constantly pushed by his purchasing activities to choose a specific brand or shop for others. Most people enjoyed Nokia's mobile phones. The study provided researchers with a lot of valuable data about client purchase behaviors.

Conceptual frame work for the study

The buyers behavior is influenced by various factors. Particularly, the smartphone users behaviour is influenced by many factors like, personal, social, professional, technical skills, etc. The present study makes a conceptual frame work on the behaviour of the smartphone users. The smartphone is used by everyone beyond their age limit for multi-purpose, the usage of the smartphone is aslo becoming the part of day-to-day life of the common people. In this context, the following framework is made.

The personal, professional, social and technological factors include all the factors related to the smartphone users. The personal factor includes psychological, economical, attitude, knowledge and family factors. Professional factor denotes the smartphone users' employment, usage of the smartphone related his/her profession, etc. The social factors are the major factors contributing more on the behaviour of the smartphone users. These factors are social status, social contact (Social networking), etc. The technical factor cannot be avoided as the smartphone is purely growing on the technology development.



Factors influencing the behavior of the smartphone users

Every day, there is development in the technology of the smartphones. Many research and development programs are undertaken. The technology does not mean only the manufacturing aspect but also the user skills. The different operating systems and regular updating or modifying the system requires a technical

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skill from the user. In this context, the personal, professional, social and technological skill are considered as major factors influencing the smartphone users' behavior. Considering the concept, 4 major factors are taken for the analyzing the user behavior. Age, number of hours usage, experience of using the smartphone and the importance of the smartphone in their life are those factors which are the key factors of the smartphone users.

3. Need of the study

The rising popularity of smartphones among individuals is the primary reason for the author's increased interest in conducting a further study on the subject. The infatuation with smartphones is growing at an alarming rate among the general public. Consumer behaviour refers to the selection, procurement, and consumption of items and services, as well as the fulfilment of their desires that consumers engage in. Consumer behaviour involves several procedures. First, the customer attempts to identify what goods he wants to consume and then only picks those goods which offer more usefulness. After the items have been selected, the customer estimates the money available that he can spend. Finally, the customer evaluates the commodity prices prevailing and decides on the goods that they should consume.

Meanwhile, several additional factors affect customer purchases, including marketing, personal, social, cultural, personal and psychological aspects. Understanding the consumer behaviour of Smartphone consumers is extremely important to a broad spectrum of industries that are directly or indirectly related to the smartphone, as it will allow them to make real-world changes in their marketing mix and marketing strategy to increase their sales. Furthermore, this research will benefit students and future academics who wish to do additional research on the same subject of consumer purchasing behaviour.

4. Objectives

- To analyze various reasons to buy smartphone customers during the pandemic period.
- To study the impact of digital marketing during the Pandemic on the behaviour of smartphone customers.

5. Research Methodology

The study has been conducted in Chennai city during May 2021. To measure the impact of digital marketing on smartphone users' buying behaviour during the Pandemic, the sample respondents are selected purposively who have bought smartphones during the pandemic period. Two hundred fifty sample respondents are determined using a convenient sampling method. For collecting the data, Google forms were used. Friedman test and discriminant analysis have been applied for analyzing the data.

5.1 Reasons for go on online shopping during the Pandemic

The paper is aiming to identify the reason for buying smartphones during the Pandemic. The smartphone use is unavoidable for people from all categories beyond age, education, income and what not! Mainly the usage of the smartphone has increased during the lockdown period of the Covid-19 Pandemic. To identify the most influenced reason for buying the smartphone, the Friedman test was applied. The result is given below.

Table 1. Reasons for buying the smartphone during the Pandemic

Reason	Description of Reasons
Reason - 1	Online educational system
Reason - 2	Business purpose
Reason - 3	Personal use

Reason - 4	Use of social media during lockdown
Reason - 5	Introduction of new model
Reason - 6	Offers and promotions made by the online shopping companies
Reason - 6	Increased demand for a greater number of mobile phones in the home

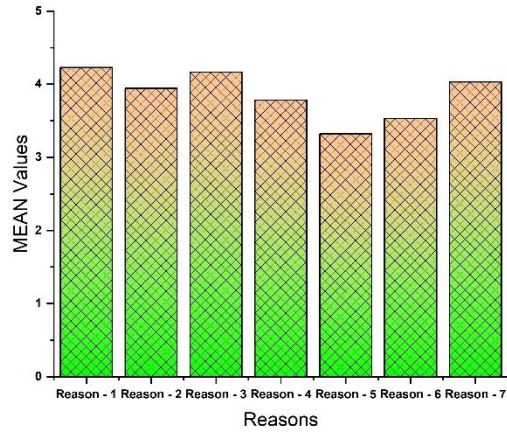


Figure 1. Reasons for buying the smartphone during the Pandemic (Mean Values)

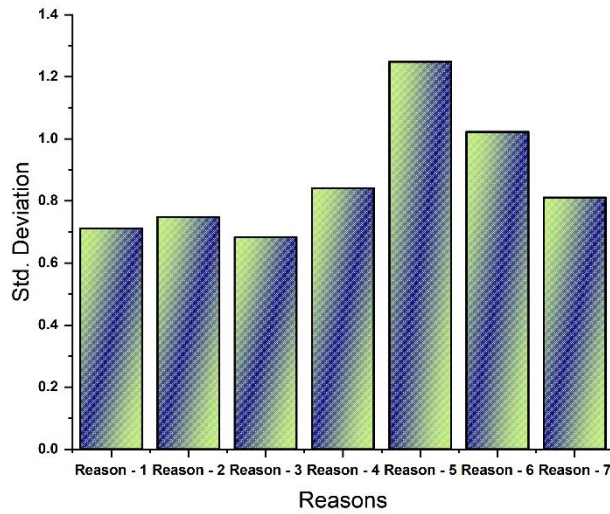


Figure 2. Reasons for buying the smartphone during the Pandemic (Standard Deviation)

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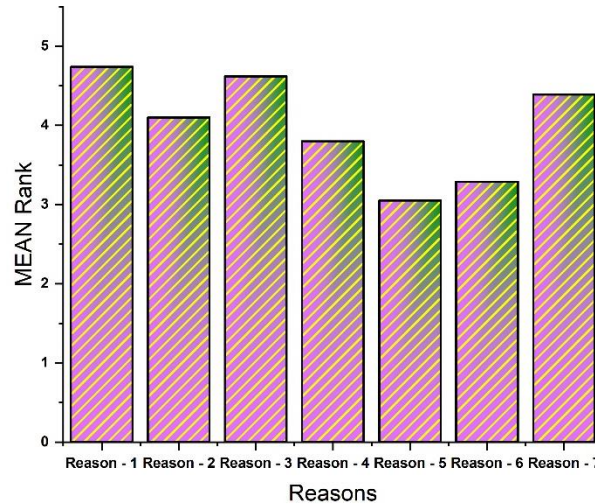


Figure 3. Reasons for buying the smartphone during the Pandemic (Mean Rank)

The above figures shows that most respondents have bought the smartphone as their children need smartphones to attend online classes during the Pandemic. In the study area, the regular classes for the school and college students are conducted through online courses. All the class activities, including tests, assignments, etc., are also carried out in the online classes. Hence, the respondents have mentioned that the online education system has been cited as the most influencing factor in buying the smartphone (Mean - 4.2280; Mean rank - 4.74). Secondly, the personal use of the smartphone has increased to a greater level during the Pandemic (Mean – 4.1640; Mean rank – 4.62). In the contemporary world, as everyone in the family uses the smart phone, a greater number of smartphone usage in a family has been increased. It is ranked third among various reasons (Mean - 4.0320; Mean rank - 4.39). The smartphone use for business purposes and social media is also ranked fourth and fifth, respectively.

5.2 Impact of the digital marketing during the Pandemic on the behaviour of the smartphone customers

Digital marketing has a significant role in the modern mobile market. The respondents are asked to mention the impact of digital marketing on the buying decision towards the smartphone during the Pandemic. The level of impact of digital marketing has been scaled into three, i.e., the influence of digital marketing has not been increased during the Pandemic, moderately increased and highly increased. Based on the respondents' opinion towards the impact of digital marketing on purchasing decisions of the smartphone buyers, its relationship with the nature of the respondents like age, years of using smart hone (experience), number of hours of using the phone a day and the opinion of the respondents towards the importance of the smartphone in regular life is studied using the discriminant analysis. The age, experience and number of hours used are collected in scale data, and the importance is ordinal data (Very less, less, moderate, high and very high).

Out of 250 respondents, 44 (17.6%) respondents opined that the impact of digital marketing has not increased during the Pandemic. 76 (30.4%) respondents say it has risen moderately and 130 (52.0%) say highly increased. This opinion of the respondents is related to their characters (age, experience, number of hours used and importance of the smartphone). The means the age of the respondents is decreased when their opinion towards the impact of digital marketing is increased. The mean of the respondents who opined the effect is not increased is (45.0000), moderately increased (36.2500) and highly increased (36.7440). Age is discriminating against based on the opinion about the impact of digital marketing.

Table 2: Group Statistics

Impact		Mean	Std. Deviation	N
Not increased	Age	45.0000	8.42753	44
	Experience	8.9091	3.85685	
	Hours used	4.6136	1.58798	
	Importance	2.0682	0.54550	
Moderately	Age	36.2500	7.82496	76
	Experience	8.9211	4.17217	
	Hours used	5.1184	1.53160	
	Importance	3.0132	0.88684	
Highly increased	Age	34.2385	7.27404	130
	Experience	7.9769	3.56657	
	Hours used	5.0000	1.61869	
	Importance	3.9846	0.76740	
Total	Age	36.7440	8.57418	250
	Experience	8.4280	3.82404	
	Hours used	4.9680	1.59031	
	Importance	3.3520	1.06236	

The means of the experience are 8.9091, 8.9211 and 7.9769 respectively. The difference in the standard across the level of influence is not at a greater level. The mean number of hours used is also not significant. They are 4.6136, 5.1184 and 5.0000. But the opinion of the respondents about the importance of the smartphone has a considerable difference. The mean of the significance of the use of the smartphone is 2.0682 for the not increased category, 3.0132 for the moderately increased classification and 3.9846 for the highly enriched class. The significance in the difference is tested with F values as below.

Table 3: Tests of Equality of Group Means

Characteristics	Wilks' Lambda	F	Sig.
Age	0.791	32.717	0.000
Experience	0.985	1.898	0.152
Hours used	0.988	1.464	0.233
Importance	0.526	111.397	0.000

The Wilks' Lambda values are lesser for the age and the respondents' opinion about the importance of the smartphone. The F values are also found significant at the 1% level for these two variables. It is concluded that the impact of digital marketing on the buying decision of smartphone users is more among the young respondents than the older people. Further, the respondents who feel that the importance of smartphones is very high also opined the impact of digital marketing is higher on the buying smartphones during the Pandemic. The difference in the means of the other variables (experience and number of hours used) is not significant.

Table 4: Box's test of equality

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F	Box's M	23.354
	Approx.	1.134
	df1	20
	df2	71053.016
	Sig.	0.305

The Box's test of equality shows an insignificant difference between the overall means across various levels of impact of digital marketing. The significance is found at 30.5%. The story of discrimination among the different groups of impact is measured with the Eigenvalues as below.

Table 5: Eigenvalues and Wilks' Lambda

Function	Eigenvalue	% of Variance	of Canonical Correlation	Wilks' Lambda	Chi-square	df	Sig.
1	1.098	95.5	0.723	0.453	194.293	8	0.000
2	0.052	4.5	0.222	0.951	12.401	3	0.006

The first one has Canonical Correlation at 0.723, which is 52% variance from the two functions found from the analysis. The Wilks' Lambda values are also found significant.

Table 6: Structure Matrix

Characteristics	Function	
	1	2
Importance	0.902	0.412
Age	-0.470	0.660
Hrs	0.070	-0.353
Experience	-0.101	-0.287

The Canonical values of the characteristics in the structure matrix describe that the respondents' opinion about the importance of the smartphone (0.902) is highly correlated with the impact of digital marketing. The age is 0.660.

The above table indicates a 73.2% hit ratio, which shows fair discrimination among the different levels of impact. 84.1% of the respondents are in the not increased category, 78.5% are in the highly increased, and 57.9% are in the moderate increase in the digital marketing during the Pandemic. It is concluded that the impact of digital marketing has been found more among young smartphone users and the people who feel the smartphone is more important in the day-to-day life.

Table 7: Classification Results

		Impact	Predicted Group Membership			Total
			Not increased	Moderate	highly increased	
Original	Count	Not increased	37	7	0	44
		Moderately	18	44	14	76
		highly increased	5	23	102	130
	%	Not increased	84.1	15.9	0.0	100.0

		Moderately	23.7	57.9	18.4	100.0
		highly increased	3.8	17.7	78.5	100.0
Cross-validated	Count	Not increased	37	7	0	44
		Moderately	19	43	14	76
		highly increased	5	23	102	130
	%	Not increased	84.1	15.9	0.0	100.0
		Moderately	25.0	56.6	18.4	100.0
		highly increased	3.8	17.7	78.5	100.0

(73.2% of original grouped cases correctly classified)

6. Conclusion

It's never been simple to understand the customers' purchasing purpose; this situation is also becoming more difficult in today's market. The customer buys a range of mobile phones that meet his demands and is always affected by certain factors in his purchase activities that led to picking a specific brand, feature, selection method or shop. The study found that several aspects are considered selecting criteria for smartphones. Not all mobile phone buying determinants necessarily impact a person to the same way and extent. In the event that a customer chooses mobile brands in Chennai, physical characteristics such as price, charge, operational facilities, size and weight are evaluated mainly by consumers. Mobile firms may utilize the results to manufacture cellular telephones that the consumer demands. This study adds a novel database to the current literature to understand the intention of customers to buy mobile phones. Each customer has their unique conduct towards the purchase process, but they are all impacted by specific variables. The respondents who feel that the importance of smartphones is very high also opined the impact of digital marketing is higher on buying smartphones during the Pandemic. The difference in the means of the other variables (experience and number of hours used) is not significant. It is concluded that the impact of digital marketing has been found more among young smartphone users and the people who feel the smartphone is more important in the day-to-day life. The study ultimately suggests that readers and users remember all the Digital marketing portals and use their utility to the most extent with utmost care and caution.

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