

## IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE DECISION IN TIRUNELVELI DISTRICT

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### **Abstract**

The main purpose of this study is to examine the perception of consumer about digital marketing in consumer purchase decision and to find the consumers awareness of digital marketing and how the digital channels influence the consumers in their purchase decision. This study is carried out with survey from 157 respondents. The results of this survey is analyzed using Garrett Rank. The findings of this study reveal that customers are aware of digital marketing and they prefer to buy products through digital channels.

**Keywords:** Digital Marketing, Consumer Purchase Decision, Digital Channels,

### **Introduction**

Digital marketing is the use of digital channels in order to reach the desired market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement. Digital marketing has been considered as a new form of marketing and provided new opportunities for business firms to do businesses. Marketing activities carried via digital channels enable the advertisers directly to communicate target customers in a rapid time and eliminate geographical barrier. Digital marketing is referred as one of the best means to cut through the mess and interact directly with target consumer. While considering digital channels, the recent development is mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is predicted to attain millions of users in the upcoming decades.

One of the for the most important indicator of this transformation is emergence of new communication channels. New communication tools emerging with the development of technologies are called "digital marketing". When we talk about digital channels, what comes to intellect are Facebook, Twitter, Instagram and similar social networks that are used online and virtual platforms like web sites, micro blogs and search engines. With the advent of new communication to customers with digital channels, already available communication tools are now fetching to be called as "traditional communication channel". Traditional communication channels are printed (journals, newspapers etc.), visual (television, cinema etc.) and audio (radio) communication channels.

### Objectives of The Study

- To study the awareness of consumer about digital marketing in Tirunelveli.
- To analyze the influence of digital marketing channels in purchase decision.
- To know about the kind of products bought by utilizing digital channels.
- To analyze the impact of digital marketing in consumer purchase decision.

### Scope of The Study

The suggestion from this study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight of how digital marketing is influencing in consumer buying decision.

### Research Methodology

#### Research Design

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 157 respondents from the specified area. The samples have been considered by using non-probability sampling technique (convenient sampling method). Secondary data is also being collected from articles, journals etc.

The tool used to analyze the data is Garrett Rank.

#### Area of the Study

This study is Carried out with 157 respondents randomly selected from Tirunelveli district.

### Analysis and Interpretation

#### Age-wise Classification of respondents

Sl. No.	Age Group	No. of Respondent	Percentage
1	Below 20 Years	59	37.58
2	21 Years - 30 Years	37	23.57
3	31 Years - 40 Years	29	18.47
4	41 Years - 50 Years	21	13.38
5	Above 50 Years	11	7.00
	<b>Total</b>	<b>157</b>	<b>100.0</b>

#### Source: Primary Data

The above table shows that 37.58% of the respondents are in the age group of below 20 Years, 23.57% of the respondents are in the age group of 21 Years - 30 Years, 18.47% of the respondents are in the age group of 31 Years - 40 Years. 13.38%

of the respondents are in the age group of 41 Years - 50 Years and remaining 7% of the respondents are in the age group of 41 Years.



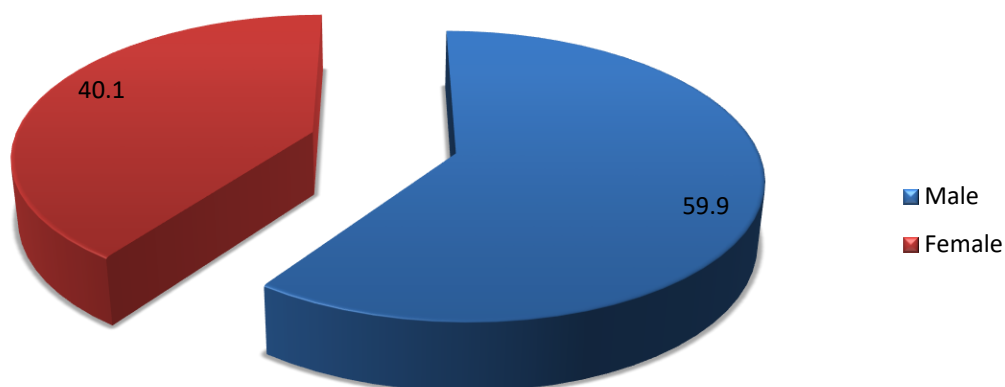
#### Gender-wise Classification of respondents

Sl. No.	Gender	No. of Respondent	Percentage
1	Male	94	59.9
2	Female	63	40.1
	Total	157	100.0

**Source: Primary Data**

The above table highlights that 59.9% of the respondents of this study are male and remaining 40.1% of the respondents of this study are Female.

### Gender-wise Classification

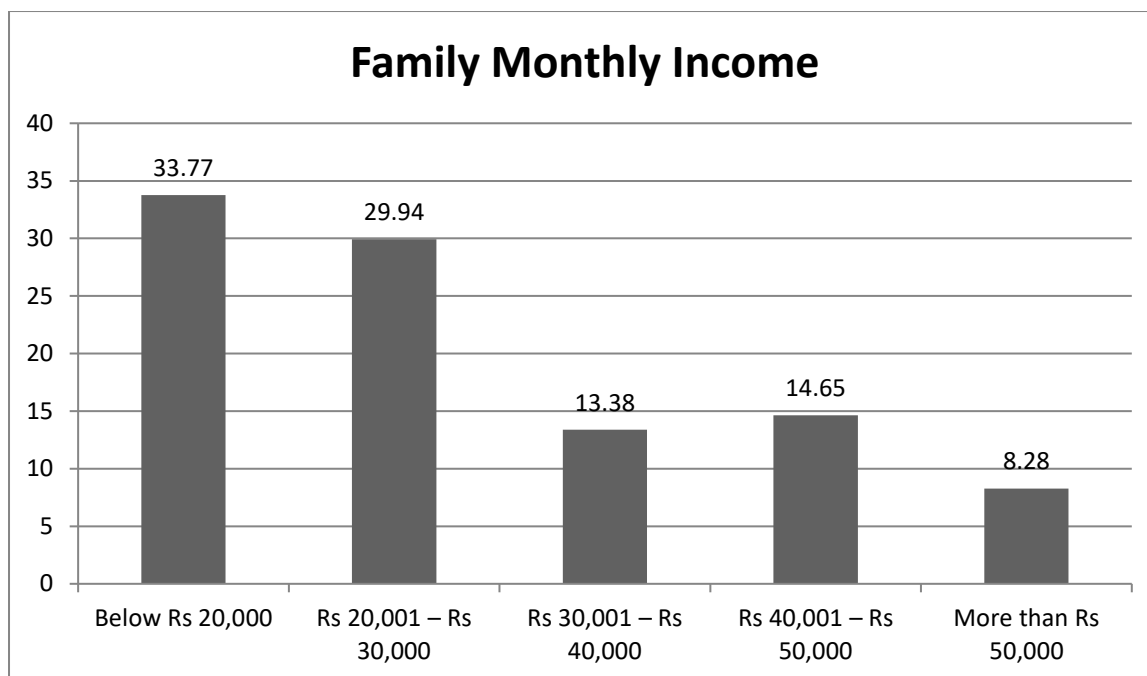


### Family Monthly Income of the Respondents

Sl. No.	Family Monthly Income	No. of Respondent	Percentage
1	Below Rs 20,000	53	33.77
2	Rs 20,001 – Rs 30,000	47	29.94
3	Rs 30,001 – Rs 40,000	21	13.38
4	Rs 40,001 – Rs 50,000	23	14.65
5	More than Rs 50,000	13	8.28
	<b>Total</b>	<b>157</b>	<b>100.0</b>

#### Source: Primary Data

The above table confirms that 33.77% of respondents Family Monthly Income is Below Rs 20,000, 29.94% of respondents Family Monthly Income falls between Rs 20,001 – Rs 30,000, 13.38% of respondents Family Monthly Income falls between Rs 30,001 – Rs 40,000, 14.65% of respondents Family Monthly Income falls between Rs 40,001 – Rs 50,000 and 8.28% of respondents Family Monthly Income exceeds Rs 50,000.



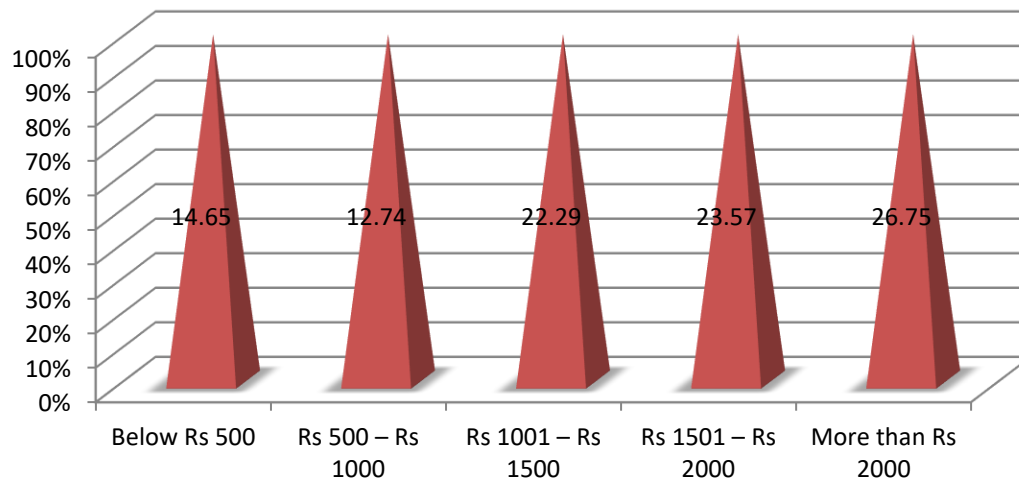
#### Monthly Family Expenses Spend for Purchasing through Digital Channel

Sl. No.	Amount Spend	No. of Respondent	Percentage
1	Below Rs 500	23	14.65
2	Rs 500 – Rs 1000	20	12.74
3	Rs 1001 – Rs 1500	35	22.29
4	Rs 1501 – Rs 2000	37	23.57
5	More than Rs 2000	42	26.75
	<b>Total</b>	<b>157</b>	<b>100.0</b>

**Source: Primary Data**

The above table reveals that 14.65% of respondents average Monthly Family Expenses Spend for Purchasing through Digital Channel is below Rs 500, 12.74% of respondents average Monthly Family Expenses Spend for Purchasing through Digital Channel falls between Rs 500 – Rs 1000, 22.29% of respondents average Monthly Family Expenses Spend for Purchasing through Digital Channel falls between Rs 1001 – Rs 1500, 23.57% of respondents average Monthly Family Expenses Spend for Purchasing through Digital Channel falls between Rs 1501 – Rs 2000 and 26.75% of respondents average Monthly Family Expenses Spend for Purchasing through Digital Channel is more than Rs 2000.

### Monthly Family Expenses Spend for Purchasing through Digital Channel

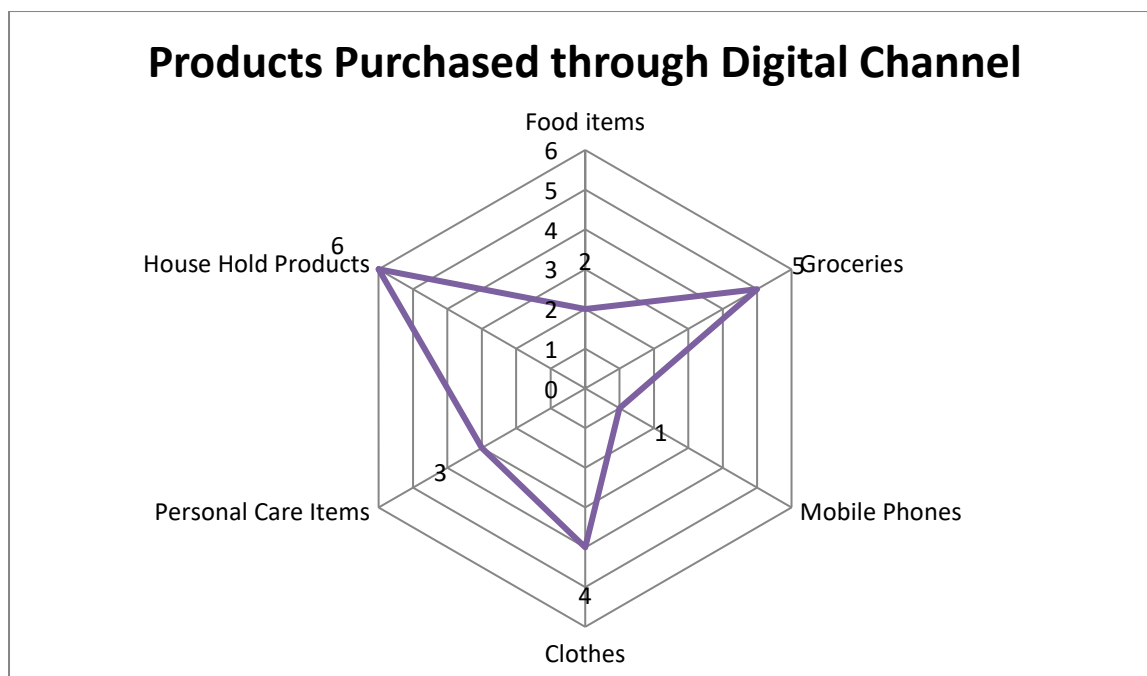


### Most Commonly Purchased Product through Digital Channel

Sl. No.	Products	Weighted Garrett Score	Weighted Average Garrett Score	Rank
1	Food items	7768	49.48	2
2	Groceries	6834	43.53	5
3	<b>Mobile Phones</b>	<b>7925</b>	<b>50.48</b>	<b>1</b>
4	Clothes	7664	48.82	4
5	Personal Care Items	7673	48.87	3
6	House Hold Products	6408	40.82	6

**Source: Computed Primary Data**

It will be interesting to know the most commonly purchased product through digital channel, in this category Mobile Phones ranked First, followed by that Food items placed Second, Personal Care Items got Third Rank, following that Clothes Placed Fourth, Groceries placed Fifth and House Hold Products got the Last Place.



### Findings

The findings of this study reveals that consumers using digital channels for purchasing products. While analyzing the collected data from the respondent it is found that monthly income does not reflect on the purchasing habit of the consumers. Consumers below the age of 20 years of age are mostly using digital channels for purchasing than others. Mostly Men's are using digital channels to purchase the products than Female.

### Conclusion and Suggestion

The result of this study shows that consumers prefer digital channels to purchase Products. As the result of this study reveals that people below 20 years of age is mostly using digital channel to purchase the products, it will be very profitable to the marketers, to focus on those group of Consumers. It is digital channels which makes the consumers effort a simple in purchasing or consuming a particular product or service. The marketers must ensure that the process of purchasing the product through digital channel is simple so that they can attract that aged customer to their consumers.

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