

## **An Emperical Study On Digital Marketing Practices Impact On Shopper Purchase Choices In City Of Visakhapatnam.**

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### **Abstract:**

With the appearance of the telecommunication revolution in recent years the globe is being digitalised. In this state of affairs firms square measure taking cautious steps towards digital selling from ancient selling. Customer's forever play a significant role within the success of the corporate regardless whether or not it's ancient world or digitalised world. In today's digital world customers begin to set their own benchmarks.

In this era of digital marketing, the method of shopper choice making has modified on the far side all recognition. User behaviour has been efficient and today's business model is a lot of briefer one than within the past. Now, once a shopper decides they would like a product, they will surf the web now, realize specifically what they have just about instantly and build a snap getting call. This accessibility has had a major impact on the normal business model. It not follows a linear and ancient path. It has become a moving target that has digital selling right at its heart.

This papers aims to check the impact of the digital selling practices of firms on the patron shopping for behaviour and to search out that the customers square measure tuned in to digital selling and therefore the digital channels influence within their purchase call in the city of Visakhapatnam. The study is meted out through survey from one hundred respondents. The results of the survey square measure analysed exploitation SPSS software package. As the world moving towards digital era, the digital channels plays important role in increase of sales of any firm's merchandise. Through the existing study has made an effort to reveal the significance of digital marketing on shopper purchase choice.

**Keywords:** Customer Purchase Behaviour, Digital Channels, Digital Marketing

### **Introduction**

The development and widespread use of web technologies have altered the approach society communicates each in their daily and calling. one amongst the for the foremost pan necessary indicators of this transformation is emergence of latest communication tools. New communication tools rising with the event of technologies square measure known as "Digital marketing". Digital selling is that the use of the channels so as to succeed in the specified target market via a number of the subsequent channels social media, websites, transmission advertising, on-line computer program advertising, E-marketing, interactive selling (polls, game adds, mobile marketing). once we cite digital channels, what involves intellect square measure Facebook, Twitter, Instagram and similar social networks that square measure used on-line and virtual platforms like internet sites, small blogs and search engines. With the appearance of latest communication to customers with digital channels, already offered

communication tools square measure currently winning to be known as “traditional communication tools”.

These days within the era of digital selling, the method of shopper deciding has modified on the far side all recognition. User behaviour has been efficient and today’s business model could be a a lot of briefer one than within the past. Now, once a shopper decides they have a product, they will surf the net now, realize specifically what they have just about instantly and build a snap getting call. Researching on-line takes a matter of minutes or hours instead of days trawling around stores and line of work suppliers. Reviews square measure right there at the consumer’s fingertips and merchandise demos are often viewed now before creating any getting call. This accessibility has had a serious impact on the quality business model. It not follows a linear and ancient path. It has become a moving target that has digital selling right at its heart.

Digital selling has been thought of a brand new variety of selling and provided new opportunities for firms to try to do businesses. Marketing activities conducted via digital channels change advertisers to directly communicate with potential customers in a very fast speed and regardless the geographical location. Digital selling has been recently referred united of the simplest means that to chop through the mess and move directly with the patron. Hence, with the trend toward direct, matched selling, further attention is being paid to the utilization of the digital channels as a method of effectively advertising to customers. whereas considering digital channels, the recent development is mobile selling. Indian mobile market is one amongst the quickest growing markets thanks to the rise within the range of middle-income customers, and is forecasted to realize scores of users within the coming decade. Thus, analysis on digital selling practices would impact greatly on the approach business is completed.

In digital selling, understanding shopper behaviour is vital for selling success as consumers have embraced utilising the net and on-line socialisation tools. Shopper purchase behaviour is influenced by having the information and being whole adjusted. During this state of affairs Digital selling helps company to reach target client via totally different channels like E-selling, Ecommerce, social media, websites, interactive selling, therefore on get the specified info from client and analyse the response and correspondingly take action supported response of consumers to satisfy their desires.

### **Digital Marketing Scenario in India**

India is that the world’s third largest web population. once the proliferation of web, selling strategy has taken associate off root to succeed in intent on the general public. The tremendous growth that digital selling has shown can't be match up with the other strategy. humorous up to this state of affairs in Asian country, folks here don't seem to be solely tuned in to web however square measure using it for numerous functions in life. Thus, there’s a booming web selling trade in Asian country. I n Asian country social media is that the driving the adoption of digital selling.

The retail sector in Asian country is booming each online and offline. Though our country could be a relative to the online shopping revolution however it's foretold that online sales can grow by fifty per cent annually within the next few years. The country is already the third largest nation of web users with over a hundred and twenty million and therefore the fast uptake of mobile commerce is foretold to extend the quantity of users to over 330 million by 2015. Social media helps to drive the event of digital selling. more and more rich populations

of young web savvy customers square measure payment longer and cash on-line and in doing therefore square measure influencing searching trends. Among the popular merchandise online are books, electronic gadgets, travel, banking and financial services, attire and women care. Online searching activity is targeted in major urban conurbations with metropolis being the most centre followed by Delhi and Kolkata. An outsized proportion of the purchases square measure conducted in on-line market places like Snapdeal, launched in 2010. Currently, the net accounts for under a tiny low proportion of India's gross domestic product however the predictions square measure that a web box in is simply round the corner for Retailers.

Indian youth square measure purported to follow strict ethical and family values and purported to invest their whole time and a focus towards study and career. that the career, education should be the only aim of a student. Indian youth square measure the powerful section within the market WHO directs the makers to form what they need. This study evaluates the extent to that the youth plays role in directional the trafficker. The study will be helpful for the marketer to plot the selling ways to capture the attention of potential youth section.

### **Objectives of the study**

1. To know the awareness levels of digital marketing practices on shoppers behaviour
2. To study the significance of digital marketing in the present digital era
3. To check socio economic profile of users of digital marketing impact on shoppers for purchases in study area.
4. To identify the impact of digital marketing on shopper shopping for behaviour.

### **Review of Literature**

Basheer et al.(March, 2010) in their study on the impact of mobile advertising on shopper purchase call they unconcealed that there's a positive relationship between perceived quality of advertising and shopper purchase call.

Mayank Kumar Rat (2018) in his study reveals that the influence of the digital channels not supporting in amendment of opinion of client towards getting a product, however in close to future the digital channels influence the client purchase opinion as there's a thought for digital channels among customers square measure evident. As mentioned earlier this study created above all region correct results on the variables couldn't be able to get. There exists a future scope to analyses the impact of digital channels on client purchase call for a wider region to get additional correct results.

Vishal Khasgiwala & Monica Sainy (2017) in their study titled analysed that Asian country Being a transformation economy technological boom like TV searching channels and therefore the web expand consumers' impulse purchasing opportunities, increasing each the accessibility to merchandise and services and therefore the ease with that impulse purchases will be created. Impulse shopping for is random purchase that's characterised by comparatively fast decision-making, and a subjective bias in favour of immediate possession.

Dr.S.Sivasankaran (2017) in his analysis article has all over that digital selling that has revolutionized the economy normally and selling in particulars poses several threat and

challenges to the trafficker within the competitive market. ever-changing shopping for behaviour warrant the marketers to grasp the youth in a very higher thanks to devise appropriate selling ways to retain this and to capture the potential market, so the market will advance from the mere client adjusted selling approach to Technological client adjusted selling approach within the close to future.

Anjali (2017) in her study has reveals that individuals WHO educated square measure additional tuned in to digital channel and like digital channels to buy totally different forms of merchandise. Principally searching product square measure most well-liked by peoples and rise in get convenience product through digital channel. Monthly financial gain of individuals play crucial role to buy totally different quite product through digital channel and client square measure happy with the merchandise brought through digital channel.

### **Statement of Problem**

In the development of science and technology today's innovation becomes obsolete tomorrow. The tastes and preferences of the customers are ever-changing at a fast rate. The marketer's square measure finding it troublesome to cope up with the ever-changing would like of the purchasers. These changes within the expectations of the purchaser's square measure thanks to several reasons, however one amongst the most reasons is ever-changing shopping for behaviour. shopping for behaviour changes square measure additional seen among the youth than the younger youngsters and adulthood folks. The shopping for behaviour of younger generation not solely influences their individual shopping for behaviour, however additionally it influences the shopping for behaviour of the family. As a trafficker one must perceive the ever-changing desires of the purchasers and manufacture the goods and services consequently.

### **Need of the Study**

Digital selling has brought superb changes within the approach during which the trafficker markets the merchandise and therefore the approach during which the purchasers square measure shopping for identical. Consu iner shopping for behaviour is been influenced by several factors, and these factors invariably affects the trafficker to match the wants of the purchasers normally and youth above all. therefore it's realised that there's a desire to check Digital selling practices and its impact on shopper behaviour.

### **Research Methodology**

#### ***Research style***

The study meted out with each primary and secondary information. the first information was collected through structured form from samples of one hundred respondents from the desired space. The samples are thought of by exploitation non-probability technique (convenient sampling method) was valid and took it for more analysis. Secondary information is additionally being collected from articles, journals etc. The tool accustomed analyse the information is chi-square check

#### ***Research Model***

The analysis style clearly examines the impact of digital selling within the client shopping for call. The study principally targeted to look at the intention of t he customers to form utilize of the digital selling practices influences on consu mer behaviour.

#### ***Area of the .Study***

The area designated for this study is that the Visakhapatnam city of Andhra Pradesh state. The realm has been designated on the idea of convenient sampling methodology.

### ***Research Approach***

For this study, survey methodology is employed for collection information, respondents square measure requested to fill the form by self after explaining the varied aspects mentioned in it. It contained each open and closed finished queries in a very structured format.

### ***Sources of Information***

For this study researchers use each primary and secondary information. Primary information is collected through the form. Such secondary sources square measure drawn from the printed articles, analysis papers, census survey, printed general reports, sources through connected websites etc.

### ***Sampling Technique and Sample Size***

The sample size of one hundred was taken for the aim of conducting study to search out the respondent makes use of digital selling practices impact on shopper behaviour.

### ***Data Usage***

For analysis and interpretation, the information collected through form square measure solely taken into the thought and it's analysed by exploitation chi-square check

### ***Research Instrument***

Data was collected through structured form by exploitation non comparative scaling technique likens scaling is employed within the form. It has been classified into 2 components make a case for the attention of digital selling and it influences over the client shopping for call the impact of digital selling are often studied through analysing the collected information. Secondary information were collected Journal, Case Studies, web sites, E- books, etc.

### ***Hypothesis***

H01: there's no vital association between education qualification and awareness concerning digital selling.

H02: there's no vital association between occupation and awareness about digital selling.

### ***DATA ANALYSIS***

Data Analysis and Discussion one amongst the necessary steps is to analyse the information and discuss the findings. During this half scientist can discuss the empirical findings from this study. The information analysis principally from the primary data collected within the variety of questionnaires distributed in Visakhapatnam.

### ***Socio-Economic Profile of Respondents***

### ***DEMOGRAPHIC PROFILE***

The socio-economic profile of consumers in terms of their gender, age, education, income, marital status, and family type was analyzed and the results are presented in the following table. The total sample size selected for the study and analysis was 250 respondents. Majority of them was male category and almost 46.8% respondents were female respondents. More than half of the respondent from total sample belongs to 31-40 age group category. 20.8% respondents were from up to 20-30 age group categories. Almost 29.6 percentage of respondents belongs to graduate level education category. Most of the respondent belongs to middle level income group i.e. 15001 to 20000. Majority of the respondents are private employees.

Factor	Items	Frequency	Percent	Cumulative Percent
Gender	MALE	133	53.2	53.2
	FEMALE	117	46.8	100
Age	20-30 years	52	20.8	20.8
	31-40 years	16	42.4	63.2
	41-50 years	36	14.4	77.6
	Above 41 Years	56	22.4	100
Income	5000-10000	12	4.8	4.8
	10001-15000	4	1.6	6.4
	Between 15001-20000	151	60.4	66.8
	Between -20001-30000	31	12.4	79.6
	Above 30001	52	20.4	100
Education	Below 10 <sup>th</sup> Class	14	5.6	5.6
	Up to 10th class	46	18.4	24
	Inter/diploma/ITI	50	20	44
	Graduate	74	29.6	73.6
	Post graduate	66	26.4	100
Occupation	Private Employee	183	73.2	73.2
	Professional	23	9.2	82.4
	Government employee	14	5.6	88
	Self-employed	30	12	100

#### **Awareness of Respondents on Various Digital Marketing Advertising Practices**

	UNAWARE	SLIGHTLY AWARE	AWARE	MOSTLY AWARE	HIGHLY AWARE	TOTAL
Search Engine Optimization	24	20	14	24	18	100
	24%	20%	14%	24%	18%	100%
Seo & Pay Per Click	25	25	26	9	15	100
	25%	25%	26%	9%	15%	100%
Social Media Marketing	10	10	20	20	40	100
	10%	10%	20%	20%	40%	100%
Content Marketing	18	23	21	19	19	100
	18%	23%	21%	19%	19%	100%
Affiliate Marketing	35	24	18	19	4	100
	35%	24%	18%	19%	4%	100%
Influencer Marketing	29	14	20	15	22	100
	29%	14%	20%	15%	22%	100%
Email Marketing	11	11	19	23	36	100
	11%	11%	19%	23%	36%	100%
Viral Marketing	19	13	20	25	23	100
	19%	13%	20%	25%	23%	100%
Mobile Phone Marketing	10	6	13	19	52	100
	10%	6%	13%	19%	52%	100%

**H01:** There is no significant association between education qualification and awareness about digital marketing.

DEPENDENT VARIABLE	Chi-Square Value	df	Significance value	Accept/Reject
Search Engine Optimization	16.727	20	0.671	Accept
Search Engine optimization & Pay Per Click	25.944	20	0.168	Accept
Social Media Advertising	33.035	20	0.333	Accept
Content Marketing	20.51	20	0.426	Accept
Affiliate Marketing	17.235	20	0.638	Accept
Influencer Marketing	23.804	20	0.251	Accept
Email Marketing	22.861	20	0.296	Accept
Viral Marketing	13.862	20	0.837	Accept
Mobile Phone Marketing	32.6	20	0.437	Accept

From the above table the P values of the variables are greater than or equal to 0.05 so it can be understood that there is no significant association between the educational qualifications and awareness of the digital marketing practices of the company. This may be due to the easy availability of internet at an affordable price and user friendly mobile technology.

**H02:** There is a significant association between occupation and awareness about digital marketing.

DEPENDENT VARIABLE	Chi-Square Value	df	Significance value	Accept/Reject
<b>Search Engine Optimization</b>	18.369	16	0.303	Accept
<b>Search Engine optimization &amp; Pay Per Click</b>	24.957	16	0.071	Accept
<b>Social Media Advertising</b>	21.868	16	0.148	Accept
<b>Content Marketing</b>	15.285	16	0.504	Accept
<b>Affiliate Marketing</b>	24.809	16	0.073	Accept
<b>Influencer Marketing</b>	21.868	16	0.148	Accept
<b>Email Marketing</b>	20.156	16	0.213	Accept
<b>Viral Marketing</b>	10.656	16	0.83	Accept
<b>Mobile Phone Marketing</b>	22.559	16	0.126	Accept

From the on top of table the P values of the variables square measure bigger than or equal to 0.05 therefore it are often understood that there's no vital association between the occupation and awareness of the digital selling practices of the corporate. As nowadays most of the population use automaton version and use several mobile application for his or her convenience and every one mobile applications can send t heir latest offerings and different connected info concerning their merchandise to the client mobiles WHO use their apps. This permits maximum customers square measure aware of most of the digital selling practices while not having any respect to their occupation.

### ***Implications of the Study***

- ❖ It was discovered that the majority of the respondents (over half) are mindful of site improvement and internet searcher showcasing promotions.
- ❖ It was distinguished in the examination that 41% of the respondents are profoundly mindful of online networking promotions.
- ❖ It was seen in the investigation that 33% of the respondents are profoundly mindful of email advertising promotions.
- ❖ It was seen in the investigation that half of the respondents are exceptionally mindful of cell phone promoting/sms advertisements.
- ❖ The vast majority of the respondents (over 80%) concurred that web promotions/classifieds are having high to direct effect on the shopper buy process.
- ❖ The vast majority of the respondents (over 60%) concurred that website page advertisements are having exceptionally high to direct effect on the purchaser buy process.

### ***Conclusion***

Digital marketing that has revolutionized the economy normally and selling in particulars poses several threat and challenges to the trafficker within the competitive market. ever-changing shopping for behaviour warrant the marketers to grasp the youth in a very higher thanks to devise appropriate selling ways to retain this and to capture the potential market, so the market will advance from the mere client adjusted selling approach to Technological client adjusted selling approach within the close to future.

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