

Consumer's Perception on Digital Marketing Channels and their Influence on Buying A Smartphone

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ABSTRACT

Digitization has become a part of our daily routines. Digital marketing is the use of electronic media in order to promote products and to reach consumers. Digital marketing refers to execution of marketing strategies through digital media such as websites, e-mail, social media, mobile phones, search engines etc. The main aim of digital marketing is to promote marketing activities by using different modern technologies. This study is an attempt to know the influence of digital marketing in enhancing the brand name. The study identifies the role of digital marketing and their major channels like mobile marketing, brand website, search engine marketing, email marketing and social media marketing in customers purchase decision. It also determines the customer's perception towards medium of buying smartphones. The result suggested the manufacturer to adopt digital marketing strategies for their business in order to withstand in the market and also to fulfil the customer's expectation. The manufacturer should also consider the customers reviews and feedback about the product.

1. Introduction

The growth in the technology has become more pervasive, where traditional marketing strategies have become outdated, even customers are mostly attracted towards modern marketing techniques. This transformation in the market makes the manufacturer to adopt digital marketing techniques in order to attract the customers and to with stand in the market. Digital marketing is a type of marketing being widely used to promote products or services and to reach consumers by using various digital channels like mobile phones, social media, search engines, brand websites, e-mails etc. The term digital marketing is derived from Electronic marketing or Internet marketing. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. The main objective of digital marketing is to engage customers and allow them to interact with the brand through servicing and delivery of digital media. So the digital media should be designed in such a way that the customers could receive the same what the manufacturer aims to delivery to their users. According to Chaffey, (2012) "The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." Thus digital marketing is just performing marketing strategies through connecting all digital technologies and traditional methods in order to make the business as a successful one. Digital marketing helps the manufacturer to build a brand name for their product. Digital marketing is a very effective tool for the companies to market their product and services directly to their customers and track the change in the consumer behaviour. For the manufacturer, Digital marketing is the easiest and smartest way to market about a product or service to the targeted audience. And for the customers, Digital marketing has made their lives simpler and offered everything right in front of them virtually. Thus, Digital marketing holds a significant role for both customers as well as for the companies selling their products

and services. The study explains how smartphones are attracted by the customers through digital marketing channels like mobile marketing, email marketing, social media marketing, brand website and search engine marketing.

2. Background of the study

In India the internet users are increasing every year and the Indian smartphone market is also growing due to the entry of various smartphones like Xiaomi, Vivo, Oppo, Samsung etc., with the target audience of middle income consumers. Every day some chances are happening in technologies, where the manufacturer should adopt the changes in their business, in order to sustain their survival in long run. Businesses have to trap the immense potential which the internet provides to them. The new digital marketing tactics gives entrepreneurs the chance to expand their marketing efforts like never before by reaching out to larger audiences, creating more relevant and engaging content, and pinpointing exactly what customers want from their firms. As more consumers begin to adapt to technological devices, they will surely expect businesses to do the same. The present generation is addicted to internet thus they want to see sample before making the actual purchase, and they also want smart people talk to them in videos and learn about new innovation in the technological world. Owners who want to cope up with or stay ahead of competition, they have to enter into the digital world of marketing. Even for startups or online business, digital marketing plays a significant role in order to withstand in the market as a successful business. This study has been undertaken with the idea to know the influence of digital marketing in enhancing the brand name. The domain focus of the study is to identify the role of digital marketing and their major channels like mobile marketing, brand website, search engine marketing, email marketing and social media marketing in building the brand for the product. The customers most preferred marketing channels

also examined through analysis. It also determined the customer's perception towards medium of buying smartphones.

3. Review of literature

Sunil Manohar Subbaiah. M et al. (2017) explains about the role of digital marketing in India. The paper clearly explains the history of digital marketing and the importance of digital marketing for all the business in India. It listed out the new forms of digital marketing namely Websites and SEO content, Blogs, Internet banner ads, Online video content, Pay-per-click (PPC) advertising, Email marketing, Social media marketing (Facebook, Twitter, LinkedIn, etc.), Mobile marketing (SMS, MMS, etc.). The study suggested that Big data analysis can be used to move the advertising campaign into next level.

Onobrakpeya A. Stanley (2017) determined the impact of mobile marketing, e-mail marketing, and search engine marketing on customer satisfaction. Cross sectional survey research design method was adopted. By analysis the data, e-mail marketing have the significant positive effect on customer satisfaction. The study concludes that companies whose website have quality contents are ranked higher in search engine results and are better positioned in achieving superior performance by way of customer satisfaction. The study recommends that a strategy should be put in place to integrate mobile marketing with other digital marketing media during its implementation because it is difficult to separate customers from their mobile devices and gadget.

Valarmathi. A (2017) found out the Customer Perceptions towards Online Purchase and Digital Marketing, to know the awareness level of customers towards online shopping and to identify the source that influences consumer to buy online. The study found that majority of the respondents are influenced through website to do online purchase and majority of the respondents who are aware about online purchase and are using internet marketing. The researcher concludes that even though online marketing have many challenges, there are also a great opportunities to build online awareness.

Sivasankaran. S (2017) identified the factors influencing the changing buying behaviour of the youth their impact on Digital marketing. The study also suggested the Indian marketers regarding the changing buying behaviour of the youth and its influences on their buying behaviour. After analysis the data, the study suggested that Marketers need to understand the accessibility of the digital facilities to the youth segment, before launching any product in online and to conduct pre market survey to identify the need of the consumers especially in digital marketing. The study also revealed that the customers are risk averse and hence they need to be taught how to handle risk associated with digital marketing.

Zulqurnain Ali et al. (2016) assessed the impact of social media marketing on consumer perception towards buying a product or making a decision to buy a product. The study framed a concept that social media marketing, promotional marketing and door to door marketing contributes towards consumer perception. It determined the impact of promotion marketing and door to door marketing. It reveals the

relationship between social media marketing and consumer perception and also determined the linkage between promotion marketing and door to door marketing. The study concludes that social media has a measurable impact on consumer perception but Door to door marketing and promotional marketing also has impact on consumer perception.

Deekshith .D and Kinslin D (2016) recognizes the usefulness of digital marketing in the competitive market and studies the impact of digital marketing on consumers purchase. The study pointed out the comparison between Habitual Marketing and Digital Marketing. Majority of respondents feel that availability of online information about Product & Services is outstanding. The study found that majority of respondents felt availability of online information about Product & Services are outstanding. A number of respondents are facing troubles at the time of online purchase. Most of the respondents are signifying to non-online buyers to be online buyers and most of the respondents prefer cash on delivery mode for payment. The researcher also suggested to improve technical advancement in promotion of digital marketing and creating awareness among the people about digital marketing.

Gokhan Aydin (2016) aims to understand the differences between attitudes towards the social media ads and mobile ads. The study considered four factors such as Perceived Informativeness, Perceived Entertainment, Credibility and Irritation and also found how these factors affect the attitudes towards advertisements in digital channels. Among the respondents, only few held positive attitudes towards Facebook ads and the attitudes towards mobile ads were only positive for most of the respondents. The Facebook ads were not found informative or entertaining by the majority of the respondents. The study suggested that Facebook can establish and enforce more rigid control mechanisms and may come up with systems that can deter deceptive advertisers.

Rohan Samson et al. (2014) examined the effectiveness of online digital communication as a medium for marketing with respect to the automobile industry-specifically the passenger car segment. The study helps to understand the reach of internet as a communication medium and its role in bringing potential customers to the dealership showrooms. The study found that though a majority of people refer to online digital communication sources and find them reliable and useful, television advertising and word of mouth were the most instrumental in pushing potential buyers to the showroom.

4. Research methodology

The study is descriptive and analytical in nature. The researcher adopted systematic methods for collecting and analysing the data. The study is based on the primary data collected from the respondents. 200 respondents have been selected for the study who are using smartphone convenient sampling method was adopted for selecting the respondents. The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The statistical calculations are done through SPSS 23. The researcher also used the secondary data for the study. The tools used for the analyses are percentage method, descriptive analysis and chi square analysis.

5. Research Questions

- Is consumer aware about digital marketing?
- Which digital marketing channel influence the customers towards the brand?
- Whether consumers are attracted towards medium of buying the smartphones?

6. Objectives

- To examine the most attracted digital marketing channels among the customers.
- To determine the consumers perception towards medium of buying of Smartphones.

7. Analysis and discussion

Analysis means the computation of certain indices or measures along with searching for pattern of relationship that exists among the data groups. Analysis may be categorized as descriptive analysis and inferential analysis. The data collected through questionnaires are analysed using statistical tools to achieve the objectives of the study.

7.1 Descriptive analysis on sample

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected for the study and its finding will give easy interpretation for the reader.

Table-1
Demographic Profile

Variables	Classification	Freq.	Perc.
Gender	Male	95	47.5
	Female	105	52.5
Marital status	Unmarried	147	73.5
	Married	53	26.5
Age (in yrs)	15-25	127	63.5
	25-35	48	24
	35-45	16	8
	Above 45	9	4.5
Educational Qualification	Up to school	16	8
	UG	77	38.5
	PG	67	33.5
	Professionals	28	14
	Others	12	6
Monthly income (in Rs.)	Below 10,000	37	18.5
	10,000-20,000	68	34
	21,000--30,000	42	21
	31,000-40,000	24	12
	Above 40,000	29	14.5

Source: Primary data (Total respondents= 200)

From the table 1, out of the total 200 sample, 47.5% of the respondents are male and remaining 52.5% of the respondents are female. 73.5% of the respondents are unmarried and the 26.5% of respondents are married. It is observed that 63.5% of the respondents are between the age group of 15-25 years, 24% of the respondents are between the age group of 25-35 years, while remaining 8% of the respondents are between the age group of 35-45 years and 4.5% of the customers are above 45 years of age. The respondents are well educated, where 38.5% of the respondents have bachelor's degree followed by

33.5% of the customers are post graduates, 14% of the customers are professionals, 8% of the respondents have only school education and remaining 6.0% of the customers who belong to other category. Out of the total respondent 34% of the respondents monthly income is Between 10,000-20,000, 21% are of from 21,000-30,000, 18.5% are below 10,000 and 14.5% are of from above 40,000 and 12% of the respondents are of from 31,000-40,000.

7.2 Descriptive Statistics

Table No: 2
Descriptive Statistics Of Mobile Marketing

Statements	Mean	Std. Deviation
It helps me to keep up-to-date about products and services that I am interested in it	3.88	0.84
Mobile marketing provides opportunities for choosing appropriate products	3.74	0.89
Satisfied with the discount coupons message from the favourite brand	3.71	0.92
Price offers via Mobile marketing are clear and affordable	3.71	1.01
Mobile marketing through mobile apps helps in higher sales	3.66	0.95
I receive SMS regarding products at appropriate times	3.61	0.97
I show a great deal of interest in messages disclosing discounts and special offers	3.56	1.03
I get accurate information about the products from SMS	3.53	1.01
I am satisfied with the mobile application ads	3.52	1.04
I am satisfied with the text message ads	3.49	1.03

Source: Primary data (Total respondents= 200)

The table 2 indicates that the descriptive statistics of mobile marketing were (N) represents number of respondents participated in the survey. From the mean value we conclude that the customers are interested in receiving up to date information about the product they like is the most important variable in the mobile marketing which has a highest mean value of 3.88 and standard deviation of 0.84 followed by provide opportunities for choosing appropriate products which as a mean value of 3.74 and standard deviation of 0.89 while mobile applications advertisement and text based advertisement has a lowest mean of 3.56 and 3.53 with the stand deviation of 1.03 and 1.01.

Table No: 3
Descriptive Statistics of Email Marketing

Statements	Mean	Std. Deviation
E-Mail marketing contributes to enhance brand names	3.51	1.01
I tend to purchase online via E-Mail marketing	3.46	1.06
E-Mail marketing plays an active role in building a relationship between the consumers and the organization	3.39	1.03
E-Mail marketing has played an	3.38	1.00

important role in changing your attitude toward products and services		
E-Mail marketing contributes to enhance product awareness	3.38	1.06
The information I receive via the E-Mail marketing is exciting and Attractive	3.30	1.12
I trust on that information which is sent to me via E-Mail marketing	3.28	1.09

Source: Primary data (Total respondents= 200)

The table 3 indicates that the descriptive statistics of email marketing were (N) represents number of respondents participated in the survey. From the mean value we conclude that the email marketing contributes to enhances brand name which has a highest mean value of 3.51 and standard deviation of 1.01 followed by email marketing make the customers to shop online which as a mean value of 3.46 and standard deviation of 1.06 while the information received are exciting, attractive and trustworthy has a lowest mean of 3.30 and 3.28 with the stand deviation of 1.12 and 1.09.

Table No: 4
Descriptive Statistics of Social Media Marketing

Statements	Mean	Std. Dtn
Social media is an effective tool for creating brand awareness	3.51	1.01
I am a frequent user of social media such as facebook, youtube etc.	3.46	1.06
Social media ads are interesting and effective	3.39	1.03
The quick spread of information, positive or negative through social media channels can have a lasting effect on my perception of a brand or product	3.38	1.00
The availability of social media has made me more informed about brands while making purchase decisions	3.38	1.06
Brand communications such as fan pages and twitter accounts, provide me with information that I believe is valuable	3.30	1.12
I am more likely to consume a product which has been extensively promoted in social media prior to launch	3.28	1.09

Source: Primary data (Total respondents= 200)

The table 4 indicates that the descriptive statistics of social media marketing were (N) represents number of respondents participated in the survey. From the mean value we conclude that the social media marketing is an effective tool for creating brand awareness which has a highest mean value of 3.51 and standard deviation of 1.01 followed by social media is frequently used channels among users which as a mean value of 3.46 and standard deviation of 1.06 while the valuable information available in social media and the products with extensive promotion has a lowest mean of 3.30 and 3.28 with the stand deviation of 1.12 and 1.09.

Table No: 5
Descriptive Statistics Of Brand Website And Search Engine Marketing

Statements	Mean	S.D
The website gives the clear detail about its brand	4.22	0.79
Google, yahoo are the frequently used	4.22	0.77

Statements	Mean	S.D
search engines		
The website gives up to date information about its brand	4.11	0.79
Website act as a communication tool between the company and consumer	4.10	0.80
I use search engine before making any purchase	4.07	0.83
Website give information about all the products under its brand	4.03	0.86
Search engine marketing easily connect me to the shopping platform	4.00	0.916
If I register with the website I get the up to date information personally	4.00	0.87
The website information is trustworthy	3.95	0.82
I am satisfied with the flash sales facility of this brand	3.84	1.00
Search engine ads divert the mind from the actual search of information	3.79	1.00
I read the blog ads completely	3.59	1.10

Source: Primary data (Total respondents= 200)

The table 5 indicates that the descriptive statistics of brand website and search engine marketing were (N) represents number of respondents participated in the survey. From the mean value we conclude that the brand website gives clear details about the brand which has a highest mean value of 4.22 and standard deviation of 0.79 followed by google, yahoo are the frequently used search engine among users which as a mean value of 4.22 and standard deviation of 0.77 while the search engine ads divert minds from actual search and users read blog ads has a lowest mean of 3.79 and 3.59 with the stand deviation of 1.00 and 1.10.

7.3 CHI SQUARE – Perception of the customers towards medium of buying Smartphone

Perception of the customers (Demographic profile vs. Medium of buying)

H_{01} : There is no association between demographic profile of the respondents and customer's perception towards the medium of buying Smartphone.

H_{a1} : There is an association between demographic profile of the respondents and customer's perception towards the medium of buying Smartphone.

Table No: 6
Customers Perception Towards Medium of Buying Based on the Demographic Profile of the Respondents

DEMOGRAPHIC PROFILE	DF	ASYMP.SIG. (2-SIDED)
Gender	3	0.042
Marital status	3	0.001
Age	9	0.000
Educational qualification	12	0.002
Monthly income	12	0.005

Source: Primary data (Total respondents= 200)

The table 6 inferred that $p < 0.05$, hence gender, marital status, age, educational qualification, monthly income has an association with customer's perception towards medium of buying smartphone. Thus we reject null hypothesis H_{01} and we therefore conclude that there is an association between

gender, marital status, age, educational qualification, monthly income and customer's perception of medium of buying smartphone. Demographic profile of the respondents act as an elements for buying Smartphone which is available online.

8. Conclusion

Digital marketing plays an important role in every sector of business. The study revealed that Digital marketing campaign helps the manufacturer in reduction in costs, saves time, high traffic and better ranking in search engines. It made the consumers to change the purchase decision process. From the results, social media is one of the important tools to reach customers and enhance the wealth of brands. It is believed that through social media advertisements, consumers can easily communicate with the services provider. The medium of buying the smartphones also determine the customer's perception

about the brand. The study suggested the consumers to buy any product or services only after making proper review about the product in the digital marketing channels. The consumers should give valuable feedback about the product which helps the manufacturer to rectify the errors and also help the other consumers to know about the brand. The manufacturer can adopt digital marketing strategies for their business in order to withstand in the market and also to fulfil the customer's expectation. Digital marketing also helps the manufacturer to overcome the traditional constraints like geography and time zone to connect with a much wider audience. The present economic condition made digital marketing strategies more vital than ever before. Thus, digital marketing plays a major role in brand equity and contribute a lot for the success of the business.

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