

A Research on Purchasing Behaviour of Consumers through Digital Marketing in Coimbatore District

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Abstract:

Purchasing through digital marketing provides a wide range of advantages to consumers and they are always seeking creative and sophisticated way of purchasing experience especially in the digital atmospheres. Significant difference exists amongst profile of consumers and purchasing behaviour through digital marketing. Purchasing behaviour through digital marketing has a positive, moderate and significant relation with satisfaction of consumers. In order to enhance purchasing behaviour of consumers through digital marketing, digital marketing should provide superior quality of products to consumers and they must offer products at cheaper price as compared to traditional marketing. In addition, digital marketing should reduce risk of purchasing for consumers.

Keywords—Consumers, Digital Marketing, Purchasing Behaviour.

I. INTRODUCTION

With the fast development of internet and web technologies, digital marketing is growing significantly by creating new and innovative business opportunities and models and consumerism which are having substantial impact on economic and marketing progress of nation and competitiveness of retail activities (Sharma et al 2014). The application of digital and web technologies allow companies and retailers to reach their business objectives to get in to maximum number of existing and future consumers in a cost effective means (Hamidia and Safabakhsh, 2011). Digital marketing is the marketing activity that uses electronic instruments namely computers, smart phones and tablets to make connection with consumers (Netta, 2015). Digital marketing is the contemporary method of selling and buying products through digital conduits and it gives more benefits to retailers and also to ultimate consumers.

In present day situation, digital marketing is the most efficient marketing practice adopted by larger quantum of consumers and purchasing through digital marketing provides a wide range of advantages to consumers and they are always seeking creative and sophisticated way of purchasing experience especially in the digital atmospheres (Meng, 2009). The purchasing behaviour of consumers through digital marketing is highly depending upon their skills and knowledge on internet usage, promotional measures and earlier experiences and information on

products, brands, attributes and hedonic utilities (Gao, 2005). Besides, consumers choose digital marketing for their purchasing because of its accuracy of information, delivery mechanisms and customized services (Michal, 2012). Therefore, it is important to study on purchasing behaviour of consumers through digital marketing in Coimbatore district.

II. REVIEW OF LITERATURE

Yulhasri et al (2011) found that that security, privacy, easy to use, beliefs and efficacy affected buying intentions of consumers about online shopping. Hooda and Aggarwal (2012) concluded that most of old consumer did not use electronic marketing to purchase products because of safety problems, while, most of young consumers purchased products through online due to its convenience, enjoyment and easy means of payments.

Mittal (2013) revealed that privacy, easiness, trust and security were affecting purchasing of products through online shopping. Amongst consumers and quality and attractiveness of websites, internet usage, available information and payment modes were also influencing purchasing decision of online consumers. Sen (2014) indicated that low prices, discounts, promotions and offers were affecting purchasing behaviour of consumers through online sources. Besides, information, convenience, time and cost saving and website and security features were also influencing online purchasing behaviour of consumers.

Jayasubramanian et al (2015) found that easy access, speed of services, lower prices and products were affecting online purchasing behaviour of consumers. Safety for personal information and transactions were also affecting their online purchasing behaviour. Kumar and Shanthi (2016) concluded that access, convenience, attractiveness, reliability, previous experiences, website features and promotions were influencing purchasing behaviour of online consumers.

Ikechukwu et al (2017) revealed that effective communication, marketing strategies and delivery mechanism of products were affecting purchasing behaviour of online consumers. Santhi and Gopal (2018) indicated that convenience, attitude, requirements of consumers, time and cost saving and trustworthiness were affecting purchasing behaviour of consumers through online.

[Pandey](#) and [Parmar](#) (2019) found that demographic and social aspects, previous experience, knowledge, features of websites and products, promotions, mode of payments and delivery were affecting purchasing behaviour of online consumers.

III. OBJECTIVES OF THE STUDY

1. To examine purchasing behaviour of consumers through digital marketing.
2. To scrutinize difference amongst profile of consumers and purchasing behaviour through digital marketing.
3. To study relation amongst purchasing behaviour through digital marketing and satisfaction of consumers.

IV. HYPOTHESES OF THE STUDY

1. There is no significant difference in purchasing behaviour through digital marketing amongst profile of consumers.

2. There is no significant relation amongst purchasing behaviour through digital marketing and satisfaction of consumers

V. RESEARCH METHODOLOGY

The present research is carried out in Coimbatore district. Convenience sampling method is applied to select consumers and data are gathered from 320 consumers by using questionnaire. Percentages are used to examine profile of consumers and mean and standard deviation are calculated to examine purchasing behaviour of consumers through digital marketing. t-test and Analysis of Variance (ANOVA) test are used to scrutinize difference amongst profile of consumers and purchasing behaviour through digital marketing. Simple correlation analysis is employed to study relation amongst purchasing behaviour through digital marketing and satisfaction of consumers

VI. RESULTS

6.1. PROFILE OF CONSUMERS

The profile of consumers is given in Table-1. The results clarify that 58.12 per cent of consumers are males, whilst, 41.88 per cent of consumers are females and 33.75 per cent of consumers are belonging to age category of 26 – 35 years, whilst, 16.25 per cent of consumers are belonging to age category of more than 45 years.

The results display that 35.63 per cent of consumers are having under graduation, whilst, 17.50 per cent of consumers are having higher secondary education and 35.31 per cent of consumers are in receipt of monthly income of Rs.30,001 – Rs.40,000, whilst, 14.37 per cent of consumers are in receipt of monthly income of more than Rs.50,000 and 79.37 per cent of consumers are married, whilst, 20.63 per cent of consumers are unmarried.

Table-1. Profile of Consumers

Profile	Number of Consumers	Percentage
Gender		
Male	186	58.12
Female	134	41.88
Age Category		
Less than 25 Years	84	26.25
26 – 35 Years	108	33.75
36 – 45 Years	76	23.75
More than 45 Years	52	16.25
Education		
Higher Secondary	56	17.50
Diploma	69	21.56
Under Graduation	114	35.63
Post Graduation	81	25.31
Monthly Income		
Less than Rs.30,000	54	16.88
Rs.30,001 – Rs.40,000	113	35.31
Rs.40,001 – Rs.50,000	107	33.44
More than Rs.50,000	46	14.37
Marital Status		
Married	254	79.37
Unmarried	66	20.63

6.2. PURCHASING BEHAVIOUR OF CONSUMERS THROUGH DIGITAL MARKETING

The purchasing behaviour of consumers through digital marketing is given in Table-2.

Table-2. Purchasing Behaviour of Consumers through Digital Marketing

Purchasing Behaviour	Mean	Standard Deviation
I purchase through digital marketing due to my knowledge on internet	3.90	0.94
I purchase through digital marketing because of its easy procedures	3.88	0.98
I purchase through digital marketing over non digital marketing while qualities of products are same	3.31	1.20
I purchase through digital marketing since it saves time considerably	3.80	1.07
I purchase through digital marketing because its performance is better as compared to conventional marketing	3.85	1.01
I purchase through digital marketing even though it is expensive in comparison with traditional marketing	3.35	1.18
I purchase through digital marketing due to its safety and security features	3.82	1.04
I purchase through digital marketing as it has very less risk	3.38	1.14
I purchase through digital marketing since it keeps its promises well	3.75	1.11
I purchase through digital marketing due to its reasonable pricing	3.78	1.08

The consumers are agreed with they purchase through digital marketing due to my knowledge on internet, they purchase through digital marketing because of its easy procedures, they purchase through digital marketing since it saves time considerably, they purchase through digital marketing because its performance is better as compared to conventional marketing, they purchase through digital marketing due to its safety and security features, they purchase through digital marketing since it keeps its promises well and they purchase through digital marketing due to its reasonable pricing, whilst, they are neutral with they purchase through digital marketing over non digital marketing while qualities of products are same, they

purchase through digital marketing even though it is expensive in comparison with traditional marketing and they purchase through digital marketing as it has very less risk.

6.3 PROFILE OF CONSUMERS AND THEIR PURCHASING BEHAVIOUR THROUGH DIGITAL MARKETING

The distribution of consumers on the basis of purchasing behaviour through digital marketing is given in Table-3 and it is partitioned in to low, moderate and high levels on the basis Mean \pm SD, Mean is 35.81 and SD is 3.29.

Table-3. Distribution of Consumers on the Basis of Purchasing Behaviour through Digital Marketing

Level of Purchasing Behaviour through Digital Marketing	Number of Consumers	Percentage
Low	92	28.75
Moderate	126	39.38
High	102	31.87
Total	320	100.00

Amongst 320 consumers, 31.87 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 28.75 per cent of consumers are having low level of it.

6.3.1. Gender and Purchasing Behaviour through Digital Marketing

The relation amongst gender of consumers and purchasing behaviour through digital marketing is given in Table-4.

Table-4. Gender and Purchasing Behaviour through Digital Marketing

Gender	Level of Purchasing Behaviour through Digital Marketing			Total	t-Value	Sig.
	Low	Moderate	High			
Male	44 (23.65)	82 (44.09)	60 (32.26)	186 (58.12)	4.318	.000
Female	48 (35.82)	44 (32.84)	42 (31.34)	134 (41.88)		
Total	92 (28.75)	126 (39.38)	102 (31.87)	320 (100.00)	-	-

(The figures in the parentheses are per cent to total)

Amongst 186 male consumers, 32.26 per cent of consumers are having high level of purchasing behaviour

through digital marketing, whilst, 23.65 per cent of consumers are having low level of it. Amongst 134 female

consumers, 31.34 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 35.82 per cent of consumers are having low level of it.

The t-value of 4.318 is illustrating that significant difference is prevailing in purchasing behaviour through

digital marketing amongst gender of consumers at one per cent level. In this view, the null hypothesis is not accepted.

6.3.2. Age Category and Purchasing Behaviour through Digital Marketing

The relation amongst age category of consumers and purchasing behaviour through digital marketing is given in Table-5.

Table-5. Age Category and Purchasing Behaviour through Digital Marketing

Age Category	Level of Purchasing Behaviour through Digital Marketing			Total	F-Value	Sig.
	Low	Moderate	High			
Less than 25 Years	28 (33.33)	36 (42.86)	20 (23.81)	84 (26.25)	7.616	.000
26 – 35 Years	25 (23.15)	44 (40.74)	39 (36.11)	108 (33.75)		
36 – 45 Years	21 (27.63)	27 (35.53)	28 (36.84)	76 (23.75)		
More than 45 Years	18 (34.61)	19 (36.54)	15 (28.85)	52 (16.25)		
Total	92 (28.75)	126 (39.38)	102 (31.87)	320 (100.00)	-	-

(The figures in the parentheses are per cent to total)

Amongst 84 consumers belonging to age category of less than 25 years, 23.81 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 33.33 per cent of consumers are having low level of it. Amongst 108 consumers belonging to age category of 26 – 35 years, 36.11 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 23.15 per cent of consumers are having low level of it.

Amongst 76 consumers belonging to age category of 36 – 45 years, 36.84 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 27.63 per cent of consumers are having low level of it. Amongst 52 consumers belonging to age category of more than 45 years, 28.85 per cent of consumers are having high

level of purchasing behaviour through digital marketing, whilst, 34.61 per cent of consumers are having low level of it.

The F-value of 7.616 is illustrating that significant difference is prevailing in purchasing behaviour through digital marketing amongst age category of consumers at one per cent level. In this view, the null hypothesis is not accepted

6.3.3. Education and Purchasing Behaviour through Digital Marketing

The relation amongst education of consumers and purchasing behaviour through digital marketing is given in Table-6.

Table-6. Education and Purchasing Behaviour through Digital Marketing

Education	Level of Purchasing Behaviour through Digital Marketing			Total	F-Value	Sig.
	Low	Moderate	High			
Higher Secondary	17 (30.36)	28 (50.00)	11 (19.64)	56 (17.50)	7.102	.000
Diploma	20 (28.99)	29 (42.02)	20 (28.99)	69 (21.56)		
Under Graduation	24 (21.05)	46 (40.35)	44 (38.60)	114 (35.63)		
Post Graduation	31 (38.27)	23 (28.40)	27 (33.33)	81 (25.31)		
Total	92 (28.75)	126 (39.38)	102 (31.87)	320 (100.00)	-	-

(The figures in the parentheses are per cent to total)

Amongst 56 consumers having higher secondary, 19.64 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 30.36 per cent of consumers are having low level of it. Amongst 69 consumers having diploma, 28.99 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 28.99 per cent of consumers are having low level of it.

Amongst 114 consumers having under graduation, 38.60 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 21.05 per cent of consumers are having low level of it. Amongst 81 consumers having post graduation, 33.33 per cent of consumers are having high level of purchasing behaviour

through digital marketing, whilst, 38.27 per cent of consumers are having low level of it.

The F-value of 7.102 is illustrating that significant difference is prevailing in purchasing behaviour through digital marketing amongst education of consumers at one per cent level. In this view, the null hypothesis is not accepted.

6.3.4. Monthly Income and Purchasing Behaviour through Digital Marketing

The relation amongst monthly income of consumers and purchasing behaviour through digital marketing is given in Table-7.

Table-7. Monthly Income and Purchasing Behaviour through Digital Marketing

Monthly Income	Level of Purchasing Behaviour through Digital Marketing			Total	F-Value	Sig.
	Low	Moderate	High			
Less than Rs.30,000	6 (11.11)	25 (46.30)	23 (42.59)	54 (16.88)	6.585	.000
Rs.30,001 – Rs.40,000	36 (31.86)	39 (34.51)	38 (33.63)	113 (35.31)		
Rs.40,001 – Rs.50,000	30 (28.04)	44 (41.12)	33 (30.84)	107 (33.44)		
More than Rs.50,000	20 (43.48)	18 (39.13)	8 (17.39)	46 (14.37)		
Total	92 (28.75)	126 (39.38)	102 (31.87)	320 (100.00)	-	-

(The figures in the parentheses are per cent to total)

Amongst 54 consumers in receipt of monthly income of less than Rs.30,000, 42.59 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 11.11 per cent of consumers are having low level of it. Amongst 113 consumers in receipt of monthly income of Rs.30,001 – Rs.40,000, 33.63 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 31.86 per cent of consumers are having low level of it.

Amongst 107 consumers in receipt of monthly income of Rs.40,001 – Rs.50,000, 30.84 per cent of consumers are having high level of purchasing behavior

through digital marketing, whilst, 28.04 per cent of consumers are having low level of it. Amongst 46 consumers in receipt of monthly income of more than

Rs.50,000, 17.39 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 43.48 per cent of consumers are having low level of it.

The F-value of 6.585 is illustrating that significant difference is prevailing in purchasing behaviour through digital marketing amongst monthly income of consumers at one per cent level. In this view, the null hypothesis is not accepted.

6.3.5. Marital Status and Purchasing Behaviour through Digital Marketing

The relation amongst marital status of consumers and purchasing behaviour through digital marketing is given in Table-8.

Table-8. Marital Status and Purchasing Behaviour through Digital Marketing

Marital Status	Level of Purchasing Behaviour through Digital Marketing			Total	t-Value	Sig.
	Low	Moderate	High			
Married	68 (26.77)	104 (40.95)	82 (32.28)	254 (79.37)	4.430	.000
Unmarried	24 (36.37)	22 (33.33)	20 (30.30)	66 (20.63)		
Total	92 (28.75)	126 (39.38)	102 (31.87)	320 (100.00)	-	-

(The figures in the parentheses are per cent to total)

Amongst 254 married consumers, 32.28 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 26.77 per cent of consumers are having low level of it. Amongst 66 unmarried consumers, 30.30 per cent of consumers are having high level of purchasing behaviour through digital marketing, whilst, 36.37 per cent of consumers are having low level of it.

The t-value of 4.430 is illustrating that significant difference is prevailing in purchasing behaviour through digital marketing amongst marital status of consumers at

one per cent level. In this view, the null hypothesis is not accepted.

6.4. RELATION AMONGST PURCHASING BEHAVIOUR THROUGH DIGITAL MARKETING AND SATISFACTION OF CONSUMERS

The relation amongst purchasing behaviour through digital marketing and satisfaction of consumers was examined by employing correlation analysis and the results are given in Table-9.

Table-9. Relation amongst Purchasing Behaviour through Digital Marketing and Satisfaction of Consumers

Particulars	Correlation Co-efficient
Purchasing Behaviour through Digital Marketing and Satisfaction of Consumers	0.54**

** Significant at 1% level

The correlation co-efficient amongst purchasing behaviour through digital marketing and satisfaction of consumers is 0.54, which implies that both are positively and moderately interrelated at one per cent level of significance. In this view, the null hypothesis is not accepted.

VII. CONCLUSION

The results of this research are demonstrating that significant difference exists amongst profile of consumers and purchasing behaviour through digital marketing. Purchasing behaviour through digital marketing has a positive, moderate and significant relation with satisfaction of consumers. In order to enhance purchasing behaviour of consumers through digital marketing, digital marketing should provide superior quality of products to consumers and they must offer products at cheaper price as compared to traditional marketing. In addition, digital marketing should reduce risk of purchasing for consumers.

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