

## INFLUENCE OF DIGITAL MEDIA MARKETING TOWARDS CUSTOMER BUYING DECISION

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### Abstract

Digital marketing is quite popular and involves investigating company models employing digital technology in a highly competitive industry. Customers are significantly happier when they shop online because they perceive digital marketing as being lot safer than traditional marketing. This study examines the effects of digital marketing on customer purchasing habits. As today's customers are not brand loyal anymore so with the help of online marketing company give updates of their products or services to maintain loyalty with their customers. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e-selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. E-marketing is the golden success factor for nowadays marketing firms.

Keywords: *Digital marketing, Channels of digital marketing, Current scenario of digital marketing, Consumer buying decision.*

### 1. INTRODUCTION

Digital Media Marketing signifies how the consumer Approach towards buying the products through DIGITAL MEDIA, Buying Decision of consumer is the process which involves how the select, purchase and dispose the products and service. Understanding Consumers is a set of decision of When, Why, What, how much often the consumer makes over time and decides to purchase the product. In Digital environment buying decision of consumer it is different from tradition mode to digital platforms, for all the companies is more important to know and understand the consumer buying decision to make sales as well as to

enhance more profit. The marketer knows the factors which are influencing the customer buying decision through digital media, the relationship of this factor can forecast and develop their marketing strategies to cover potential customer into active customer in the effective way they also can attract new customer.

## 2. LITERATURE REVIEW

**Al-Azzam(2021)**The important goal of this studies turned into to investigate the affect of virtual advertising on shopping choices. **Amira M Omar, Nermine Atteya(2021)**. This studies examines virtual advertising channels (E-mail Marketing, Mobile Marketing, and Retargeting) for marketers.**Rekha Dahiya, Gayatri(2020)**The impact of virtual advertising and marketing conversation on product classes like books, music, style accessories, clothing, banking and on-line gaming etc. **Funde Yogesh, Mehta Yesha(2020)**Social media has revolution the approaches of conversation and sharing records and interests.**Supond Boon-Long, Winai Wongsurawat(2020)**It could be very hard to degree the effectiveness of social media marketing, and such size has now no longer been achieved in any systematic way.**Andrej Miklošik(2020)**Nowadays, clients face the facts flood this is being generated and transmitted through all sorts of media. **S Mustafa, Ghaith Al-Abdallah (2020)** Technological traits create new mediums that customers get distinct and diverse information. **Heri Erlangga (2020)** Marketing is an crucial a part of the control of a organization a good way to gain fulfilment in accomplishing organization goals. **Waymond Rodgers, Tam Nguyen(2020)**Artificial intelligence (AI) has dramatically modified the manner agencies communicate, understand, and have interaction with their capacity consumers.

**Alok Gupta, Bo-Chiuan Su, Zhiping Walter (2019)** this paper examines the connection among buys selections and channel-switching intentions. **Tariq Mehmood Dar, Neelofer Tariq (2019)** the evaluation article is especially focused in the direction of the footprints of virtual advertising at the customers' buy choice. **Julia Wolny, Nipawan Charoensuksai (2019)**This look at is targeted on multi-channel buying, which refers to the combination of numerous channels with inside the customer choice-making method **Nurul Zarirah Nizam, Jaafar Abdullah Jaafar(2019)**A developing of IT enterprise made many agencies used Internet as their mediators on marketing and marketing platform to manipulate over the advertising substances and it own more reliability and flexibility.

**Kumar Shubhangam, Manisha Srivastava (2019)** in today's world, the social media is converting the conventional manner of advertising and marketing and marketing and marketing the goods in addition to services. **Jalal Rajeh Hanaysha (2019)** The motive of this paper is to observe the outcomes of company social responsibility, social media marketing, income promotion, shop surroundings and perceived price on a buy choice within side the retail sector. **Vaibhava Desai (2019)**Digital advertising is the advertising of services or products the usage of virtual technologies, specially at the Internet, however additionally inclusive of cell phones, show advertising, and another virtual medium. **Cheng-Hao Chen, Bang Nguyen (2019)**This look at explores the position of digital word-of-mouth (e WOM) within side the patron decision-making method while buying a holiday.

**Paulus Kindangen, Ferdinand Tumewu (2018)** Social media is trending. With the range of customers growing every day, it will become a higher platform for enterprise to speak with their purchasers **Turkey Orhan Icoz, AnilKutuk, OnurIcoz (2018)**Social media play an

crucial position the consumer's decision-making procedure in tourism as they do in lots of different commercial enterprise areas. **Anastasija Korotina(2018)**Background–Nowadays organizations have a tendency to apply social media systems as a advertising device for constructing emblem focus and logo recognition, in addition to for attracting and speaking with clients. **Sung-Joon Yoon (2018)**The number one studies goal of this examine rests on supplying and validating a version for the antecedents and results of client consider with inside the context of on-line buy decision-making through simulation and survey methods. **Loredana Di Pietro, Eleonora Pantano (2018)** Social networks are becoming an efficient tool for IT-based business, by providing several services for both consumers and marketers.

**Taherdoost, Neda Jalaliyoon (2018)** Marketing is a societal process, which discerns consumer's wants, that specialize in a services or products to meet the ones wants, trying to hold the purchasers closer to the goods or offerings offered. **Aihui Chen, Yaobin Lu, Bin Wang(2017)**The proliferation of social trade has modified customers' buy decision-making technique. **Abdulaziz Elwalda, Kevin Lu (2016)**Online consumer critiques (OCRs) have come to be a number one supply of product statistics and an critical have an impact on customers' buy decisions. **Kiran S Nair, Lakshmi C Radhakrishnan (2015)** World extensive net has created a brand new two-manner conversation device for the transmission of statistics and opinion referred to as Electronic Word-of-mouth (eWOM). **Sulaiman Ahmad Al-Qreini (2015)**The reason of this paper become to research the effect of Social Media as a advertising device on Purchasing Decisions. **Katherine Taken Smith (2014)** With the growing utilization of virtual media via way of means of consumers, extra agencies are the use of virtual advertising and marketing to attain their goal markets. **Patrick Butler, Joe Peppard (2014)** most of the enterprise transacted over the Internet nowadays is the enterprise-to-commercial enterprise sphere.

### 3. STATEMENT OF THE PROBLEM

Digital Media Marketing is the latest trend of online shopping, Customer's has changed their way of purchasing decision from Tradition mode to Digital Media. Therefore, it is very difficult to understand their buying decision through Digital environment and its essential for digital retailers to identify customer buying decision and by understanding their buying decision at track more customers to meet their needs and wants.

### 4. OBJECTIVE OF THE STUDY

To study the factors influencing towards Digital Marketing

### 5. RESEARCH METHODOLOGY

- Research Method: The Descriptive type of research.
- Sample Design: Convenient sampling techniques are used for collecting samples for a specific division sample design is a draft for collecting samples from the specific population.
- Sampling Method: Random sampling is used in this research
- Sampling Technique: Convenience sampling
- Population: Total of Digital buyers in Mysore region.
- Sample Unit: Digital media marketing

- Sample size: Respondents are taken for this exploration

**Sample Determination Test**

Population Size	<b>32000</b>
Z Score(Confidence level)	<b>1.96</b>
Margin of Error(E)	<b>0.05%</b>
Proportion of the Population (P)	<b>0.5</b>
Q Value	<b>0.5</b>

Sample size is calculated using the formula,  $S = (Z^2 * P * Q) / E^2$

$$S = (1.96^2 * 0.5 * 0.5) / (0.05)^2 = 384$$

Therefore, approximate sample required ranges 425 and this research study is made from taking 455 respondents. Hence, the effectiveness of research can be achieved.

- Data Collection instrument: Structured questionnaire, Likert scaling.
- Statistical Tools: The statistical tools used for this study are as follows Factor analysis, Percentage analysis.

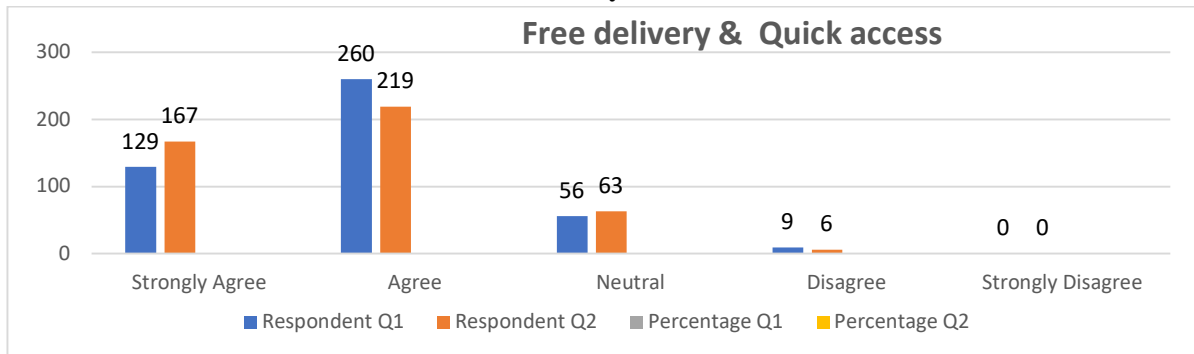
**6. ANALYSIS AND INTERPRETATION**

**6.1 Percentage analysis**

To Study the factors influencing towards Digital Marketing

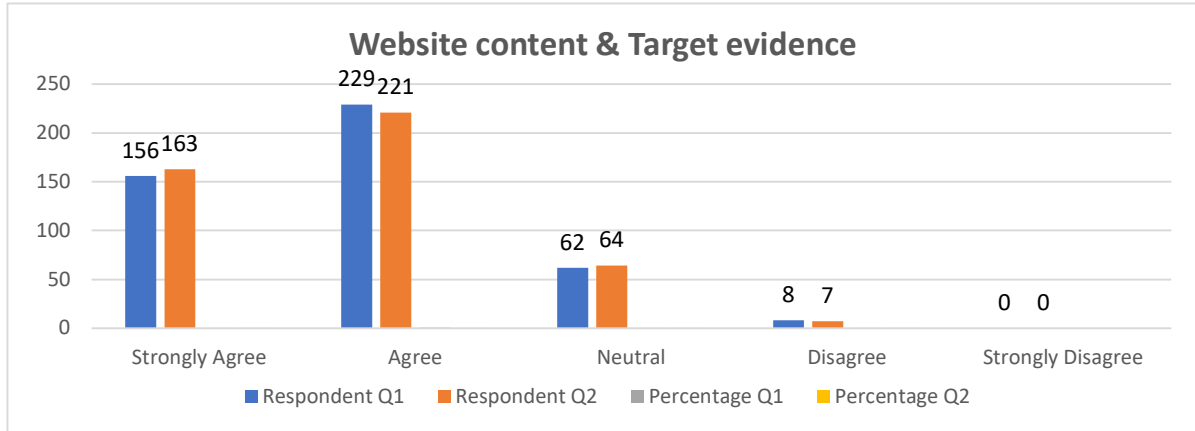
**Chart 1**

**Free delivery & Quick access**



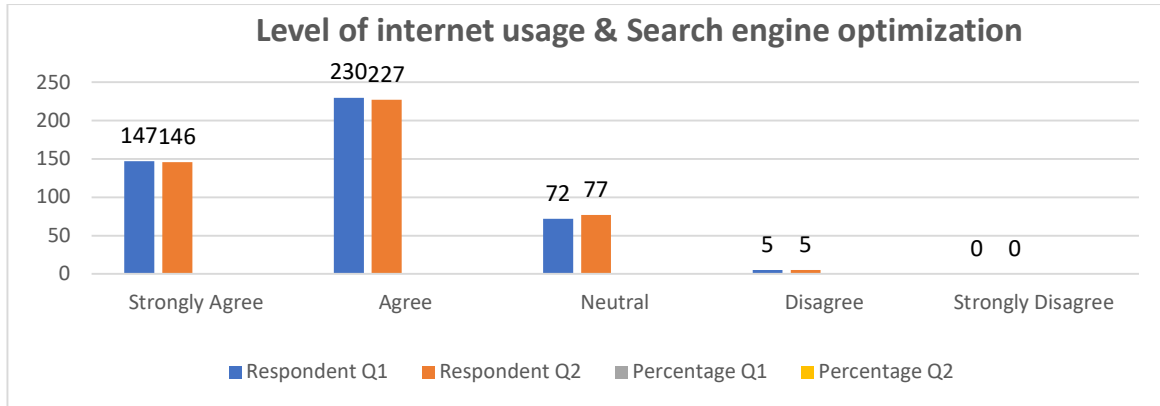
One of the objectives of the study, Factors influencing towards digital marketing is being understood by its feature of free delivery & quick access. 260 respondents strongly agree with the Free delivery which is said to be the factor influential in E-commerce industry.

**Chart 2 Website content & Target evidence**



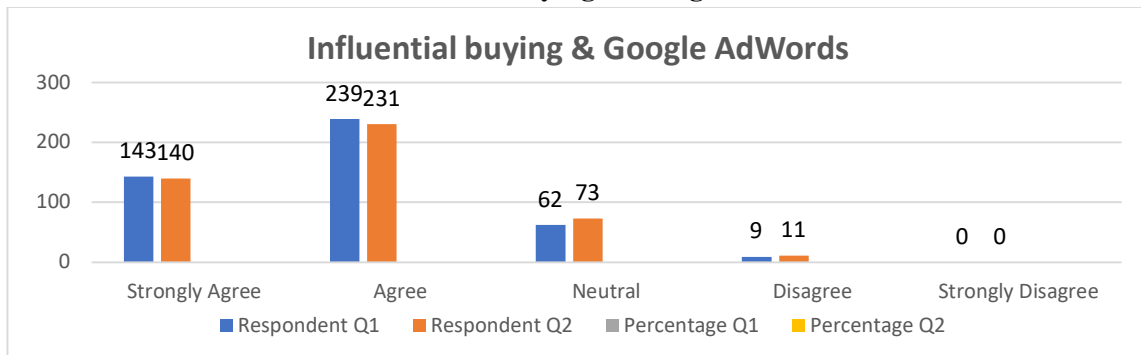
One of the objectives of the study, Factors influencing towards digital marketing is being understood by its feature of Website content & Target evidence. 229 respondents strongly agree with the website content which is said to be the factor influential in E-commerce industry.

**Chart 3 Level of internet usage & Search engine optimization**



One of the objectives of the study, Factors influencing towards digital marketing is being understood by its feature of Level of internet usage & Search engine optimization. 230 respondents strongly agree with the Level of internet usage which is said to be the factor influential in E-commerce industry

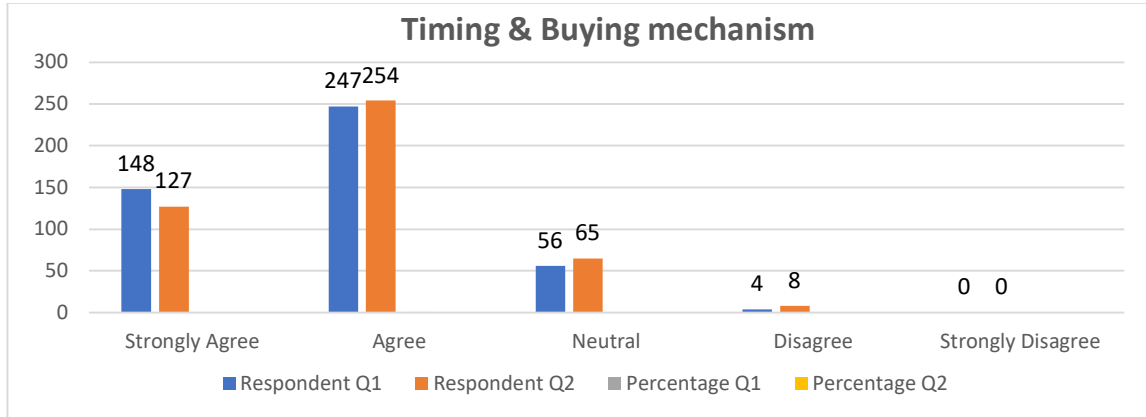
**Chart 4 Influential buying & Google Ad Words**



One of the objectives of the study, Factors influencing towards digital marketing is being understood by its feature of Influential buying & Google AdWords. 239 respondents strongly

agree with the Influential buying which is said to be the factor influential in E-commerce industry.

**Chart 5** Timing & Buying mechanism



One of the objectives of the study, Factors influencing towards digital marketing is being understood by its feature of Timing & Buying mechanism. 254 respondents strongly agree with the Buying mechanism which is said to be the factor influential in E-commerce industry.

**6.2 Factor Analysis**

**DESCRIPTIVE STATISTICS**

	Mean	Std. Deviation	Analysis N
Free Delivery	4.1143	.70251	455
Quick Access	4.2022	.72007	455
Web-site Content	4.1714	.72195	455
Target Audience	4.1868	.72574	455
Level of internet usage	4.1363	.72639	455
Search engine optimization	4.1297	.71999	455
Influential Buying	4.1253	.74482	455
Google Adwords	4.0989	.74584	455
Timing	4.1846	.67114	455
Buying Mechanism	4.0945	.71012	455

Source: Primary source SPSS software

The first output from the analysis is a table of descriptive statistics for all the variables under investigation. Typically, the mean, standard deviation, and the number of respondents (N) who participated in the survey are given. The mean value describes the characteristics of the most common response among the stated dataset. Therefore, there is no minimum value required. Looking at the mean values in Table 1 below, one can conclude that ‘respectability of product’ is the most important variable that influences customers to buy the product.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.928
Approx. Chi-Square	1784.774

Bartlett's Test of Sphericity	Df	45
	Sig.	.000

Source: Primary source SPSS software

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close to 0.5 for satisfactory factor analysis to proceed. Kaiser (1974) recommend 0.5 (value for KMO) as a minimum (barely accepted), values between 0.7-0.8 acceptable, and values above 0.9 are superb. Looking at the table below, the KMO measure is 0.417, which is close to 0.5 and therefore can be barely accepted.

**Communalities**

	Initial	Extraction
Free Delivery	1.000	.483
Quick Access	1.000	.410
Web-site Content	1.000	.482
Target Audience	1.000	.506
Level of internet usage	1.000	.504
Search engine optimization	1.000	.497
Influential Buying	1.000	.514
Google Adwords	1.000	.468
Timing	1.000	.539
Buying Mechanism	1.000	.609

Extraction Method: Principal Component Analysis.

Source: Primary source SPSS software

The next item from the output is a table of communalities which shows how much of the variance (i.e. the communality value which should be more than 0.5 to be considered for further analysis. Else these variables are to be removed from further steps factor analysis) in the variables has been accounted for by the extracted factors.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.012	50.118	50.118	5.012	50.118	50.118
2	.765	7.655	57.773			
3	.725	7.248	65.021			
4	.641	6.415	71.436			
5	.591	5.911	77.347			
6	.548	5.484	82.831			
7	.507	5.067	87.898			
8	.463	4.631	92.528			
9	.385	3.850	96.378			
10	.362	3.622	100.000			

Extraction Method: Principal Component Analysis.

Source: Primary source SPSS software

Eigenvalue actually reflects the number of extracted factors whose sum should be equal to a number of items that are subjected to factor analysis. The next item shows all the factors extractable from the analysis along with their eigenvalues

**Component Matrix(a)**

	Compon ent
	1
Free Delivery	.695
Quick Access	.640
Web-site Content	.694
Target Audience	.711
Level of internet usage	.710
Search engine optimization	.705
Influential Buying	.717
Google Adwords	.684
Timing	.734
Buying Mechanism	.780

Extraction Method: Principal Component Analysis.

a 1 components extracted.

Source: Primary source SPSS software

Table shows the loadings (extracted values of each item under 3 variables) of the eight variables on the three factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. We have extracted three variables wherein the 8 items are divided into 3 variables according to the most important items which similar responses in component 1 and simultaneously in components 2 and 3. The gap (empty spaces) on the table represents loadings that are less than 0.5, this makes reading the table easier.

**7. FINDINGS & DISCUSSIONS**

- Digital media companies retain their customer and have to improve their survive quality .The product must be deliver on the given time period.
- They must avoid quality issue in order to maintain customer relationship
- Companies have to make their applications, websites to more better for easy access
- Digital marketers should be ready to resolve the customers problems
- Company have to provide payment securities
- Companies have to make customer friendly return and replacement in digital they have to reduce the delivery charge to reasonable price.



- Customers expecting` quality product and they are fearing for the fake products therefore the digital companies and they must avoid providing them the fake products with low quality.
- The digital retailers must avoid more delivery charges to retain the customers.
- The application to access the browser must be easy for the customers to get the product
- Digital marketers have to adopt the more advanced technological features in their application to deliver excellent experience of customers to increase the sales they have to retain the customer the company have to work on the customer relationship
- Companies have to provide better after sale service.
- Companies have to make customer friendly return and replacement policies related to products.
- Majority of the customer are agreed for all the objectives, next few for strongly agreed, and few are for neutral and remaining for DA and for SDA.

## 8. CONCLUSION

The study is focused on the buying decision of a customer's towards digital media marketing, the perception of the customers, awareness about digital media & impacting aspects of customer buying decision in digital media.

- Digital marketers must mainly focus on buying decision of a customer through digital media and also there perception, desires needs and wants.
- People think to save time and decide to purchase the products through online rather than traditional mode.
- The more advantage is the customer can purchase the Products at any time any where

The examiner discovered that, Majority of the customers cross for save on line instead of go together with traditional mode of buying and mainly children most fanatic buy matters online. People suppose shopping thru on-line is convenient, money saving, time saving, as well as comfortable. Comparing to traditional mode of buying in digital surroundings Customers buying decision is quite special and customers are have extra options for product, its allows clients to make better shopping for selection suggest time customers are going through problems in selection of a higher product. Customers are having advantageous belief towards digital -purchasing & they well aware about like earnings , employment reputation, gender isn't impacting on patron shopping for conduct, the Age component is impacting on customer buying decision due to the fact in exclusive Age businesses they've one of a kind requirements, belief. "Don't push the people to where the company wants to be: they have to meet them where they are"

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