



A STUDY ON CONSUMERS' PERCEPTION IN PURCHASING PRODUCTS THROUGH DIGITAL MARKETING

Dr.R.Christina Jeya Nithila

Associate Professor

XIBA Centre for Research

Xavier Institute of Business Administration

St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli – 627002

Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012 Tamilnadu, India

nithilainc@gmail.com

K.Clarinda

Reg No: 19231281062006

Research Scholar

XIBA Centre for Research

Xavier Institute of Business Administration

St. Xavier's College (Autonomous), Palayamkottai, Tirunelveli –627002

Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012 TAMILNADU,

INDIA :

clarysage29@gmail.com

Abstract

The growing use of Internet in India provides varied opportunities for online shopping from both customer and seller perspective. If Digital marketers (E-Marketers) know the factors affecting online Indian behavior, the relationships between these factors and the type of online buyers, they can further develop their marketing strategies to convert potential buyers into Active buyers while retaining its original customer base. This study focuses perception of the buyers takes into consideration while shopping online. This research will help in finding the impact of e-market on customers' purchasing patterns and how their security and privacy concerns about online marketing influences their online buying behavior. The study will further encompass the various important inputs which will equip the marketers for creating online marketing more lucrative and assured by adding value to the existing services. Here descriptive research design was used to measure the involvement level. Convenience sampling technique was used for selecting respondents. The data were collected through structured questionnaire and sample size taken as 184 respondents. For the analysis of data calculating the various tools like Percentage Analysis, Chi-Square, Weighted Average and Regression by SPSS Software.

Key words: Digital Marketing, Customer buying behavior, perception

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1. INTRODUCTION

Digital marketing is conceptually different from other marketing channels. It

promotes a one-to-one communication between the seller and the end user with the customer service. Now a day a business in



Digital marketing is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extent of interaction between the consumer and the seller. There is much more electronic interactivity with the consumer in the form of emails and FAQs (Frequently Asked Questions). Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively. Increasing numbers of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve.

Obvious capabilities of the Internet include approach for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are eased, and the perception of customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the Internet. The Internet explosion has opened the doors to a new electronic world. The perception of Consumers is now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make pay amount secure. However, not all consumers are participating in online payment as part of the Internet boom. As more and more businesses continue to establish an

online presence, they are finding that some consumers are still unwilling to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet.

2. LITERATURE REVIEW

Preetham D (July 2021) "Consumer Perception Towards Online Marketing", showed that the Online shopping has an impact on purchasing habits, and with technological advancements, it is projected to have an even greater impact in the future. Shoppers are more informed than ever before thanks to online buying. Consumers are becoming more efficient and productive as a result of the ease with which they may acquire information online. Many buyers use the internet to conduct research rather than make purchases. Product prices and features can be easily compared to help make an informed purchase decision. Product information is available at any time and from any location. Following that, the purchase is done either online or at a traditional store. Instead of going from store to store to compare prices and look for the best bargain, shoppers prefer to take advantage of the availability of information online, especially for more expensive goods.

Dr.ShilpiSaxena(April2018) "Consumers Perception Towards Design of Online Shopping Portal", reveals that the study highlights three factors namely website fulfillment, Website features and Website quality associated with website design of e-sellers. An e seller is required to pay proper attention to all these three factors while designing its' online shopping website. Ignorance of these factors will lead to negative change in perception of e buyers regarding design of an online shopping website which will result in buyers switching to competitive shopping websites.

3. STATEMENT OF THE PROBLEM

In effect of pandemic, almost all the consumer marketers going towards online businesses and the consumer perception may be keep on changing according to the products they can buy online and offline. The marketers going for online business failed to analyze the

perception of the consumers towards online purchase. Therefore, it is necessary to analyze the perception of the consumers who prefers online purchase.

4. SCOPE OF THE STUDY

- ❖ Digital marketing is an emerging concept in the study area.
- ❖ The present study was conducted among the internet users and it was based on a schedule of questions.
- ❖ This study enables to identify the factors influencing and overall perception of the consumers in digital marketing.

5. OBJECTIVES OF THE STUDY

- ❖ To understand the demographical profile of the digital marketing consumers.
- ❖ To identify the factors, influence in perceiving online purchase behavior.
- ❖ To analysis the overall perception of the consumers.

6. RESEARCH METHODOLOGY

A survey was carried out with 184 samples through consumers' using online purchase and their perception in purchasing products through digital marketing. The sample restricted to Tirunelveli city, based on the convenience sampling and the data collected has been processed and analyzed. On the basis of the availability customer and the convenience of the researcher the study has been in Tirunelveli city carried out. This study uses the Percentage Analysis, Chi-Square, Weighted Average and Regression. These tools are calculating with the help of SPSS Software.

DATA ANALYSIS

Data were collected from 184 respondents; Table 1 gives the brief explanation about demographic classification based on the collected information.

Table 1 Respondents Profile

S. No			Frequency	Percentage
1	Gender	Female	135	73.4
		Male	49	26.6
2	Age	Below 21	64	34.8
		22-38	54	29.3
		39-65	63	34.3
		Above 65	3	1.6
3	Marital Status	Married	135	73.4
		Unmarried	49	26.6
3	Educational Level	School	50	27.2
		Graduate	119	64.7
		Post Graduate	15	8.1
4	Professional	Working	36	19.6
		Business	24	13.0
		Student	37	20.1
		House wife	65	35.3



		Others	22	12.0
5	Monthly income (Rs.)	Less than 10,000	23	12.5
		10,001-30,000	14	7.6
		30,001-50,000	35	19.0
		More than 50,001	112	60.9
6	Place of residence	Urban	50	27.2
		Semi Urban	119	64.6
		Rural	15	8.2

The study was carried out with a sample of 184 respondents comprising the largest number of respondents 73.4% are Female and the other 26.6% of Male respondents. In the above table 73.4% of respondents are Married and 26.6% of respondents are Un married.

With regards to the Age group of the people 34.8% of respondents are below 21, 29.3% of respondents are between 22-38, 34.3% of respondents are between 39-65 and 1.6% of respondents are above 65.

Regarding the educational level of the respondents 27.2% are at the school level, 64.7% of respondents are in graduate and 8.1% of respondents are in postgraduate.

From the above table found 19.6% of respondents are working, 13% of respondents

are doing business, 20.1% of respondents are students, 35.3% of respondents are house wife and 12% of respondents are other categories.

From the above table interpreted, it is found that 12.5% of respondents earn less than Rs.10,000 as monthly income, 7.6% respondents earn between Rs.10,001-Rs.30,000 as monthly income, 19% respondents earn between Rs.30,001-Rs.50,000 as monthly income and 60.9% respondents earn more than 50,001 as monthly income.

From the above table interpreted about the respondent's residence place. 27.2% respondents are urban place, 64.6% respondents are in semi urban place and 8.2 % respondents are in rural place.

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Table 2
problems faced while making digital shopping

S. No	Particulars	Frequency	Percentage	
1	Pages took too long to load	Yes	174	94.10%
		No	10	5.90%
2	Site was so confusing	Yes	93	50.30%
		No	91	49.70%
3	Desired product was not available	Yes	132	71.40%
		No	52	28.60%
4	System logged compulsory	Yes	165	89.20%
		No	19	10.80%



5	Tried and failed in customer service	Yes	135	73%
		No	49	27%

Table 2 interpreted the problems faced while making digital shopping. In this, 94.1% of respondent's problems faced by pages took too long to load, 50.3% respondent's problems faced by confusing sites, 71.4% respondent's problems faced by desired product was not available, 89.2% respondent's problems faced by system logged compulsory, and 73% respondent's problem faced by tried and failed in customer service.

6.1 Understanding the Digital Marketing based on Demographic Classification

Digital Marketing is one among the

unavoidable marketing's in this current life style. This study takes effort to analyze the understanding of the people (based on the demographic) about digital marketing.

Chi-Square comparison between Age Group vs. Overall Perception towards Digital Application Hypothesis

H0: There is no significant difference between age groups and Overall Perception towards Digital Application

H1: There is a significant difference between age groups and Overall Perception towards Digital Application

Table 3

Crosstab (Age vs. Overall Perception towards Digital Application)

		Overall Perception towards Digital Application					Total
		Very Poor	Poor	Neutral	Good	Very Good	
Age	below 21	1	0	22	20	21	64
	22-38	3	4	14	23	10	54
	39-65	1	2	11	31	18	63
	above 65	0	0	0	3	0	3
Total		5	6	47	77	49	184

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Table 4

Chi-Square Tests Crosstab (Age vs. Overall Perception towards Digital Application)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.766 ^a	12	.042
Likelihood Ratio	22.112	12	.036
Linear-by-Linear Association	.179	1	.673
N of Valid Cases	184		

Table3 and 4 clearly explaining that how the Age associates with Overall Perception towards digital marketing. Here the Chi - square significant p-value is 0.042. It is clear that the p-value is less than 0.05, and then here the Null Hypothesis H0 is rejected. That is there will be a significant difference between age groups and Overall Perception towards Digital Application.

Chi-Square comparison between educational

level vs. Overall Perception towards Digital Application Hypothesis

H0: There is no significant difference between educational level and Overall Perception towards Digital Application

H1: There is a significant difference between educational level and Overall Perception towards Digital Application



Table 5
Crosstab (Educational level vs. Overall Perception towards Digital Application)

		Overall Perception towards Digital Application					Total
		Very Poor	Poor	Neutral	Good	Very Good	
Educational level	School	2	1	8	25	14	50
	Graduate	3	5	33	44	34	119
	Post graduate	0	0	6	8	1	15
Total		5	6	47	77	49	184

Table 6
Chi-Square Tests Crosstab (Educational level vs. Overall Perception towards Digital Application)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.407 ^a	8	.039
Likelihood Ratio	11.277	8	.186
Linear-by-Linear Association	1.167	1	.280
N of Valid Cases	184		

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Table 5 and 6 clearly explaining that how the educational level associate with Overall Perception towards digital application. Here the Chi - square significant p-value is 0.039. It is clear that the p-value is less than 0.05, and then here the Null Hypothesis H0 is rejected. That is there will be a significant difference between educational level and Overall Perception towards Digital Application

Chi-Square comparison between Gender vs. Overall Perception towards Digital Application Hypothesis

H0: There is no significant difference between Gender and Overall Perception towards Digital Application

H1: There is a significant difference between Gender and Overall Perception towards Digital Application

Table 7
Crosstab (Gender vs. Overall Perception towards Digital Application)

		Overall Perception towards Digital Application					Total
		Very Poor	Poor	Neutral	Good	Very Good	
Gender	Male	4	4	38	55	34	135
	Female	1	2	9	22	15	49
Total		5	6	47	77	49	184

Table 8
Chi-Square Tests Crosstab (Gender vs. Overall Perception towards Digital Application)



	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.143 ^a	4	.709
Likelihood Ratio	2.226	4	.694
Linear-by-Linear Association	1.008	1	.315
N of Valid Cases	184		

Table 7 and 8 clearly explaining that how the Gender ratio associates with Overall Perception towards digital application. Here the Chi - square significant p-value is 0.709. it is

clear that the p-value is greater than 0.05, then H0 is accepted. That is there is no significant difference between Gender and Overall Perception towards Digital Application.

6.2 Identifying influencing factors perceiving online purchase

Table 9

Factors influence in perceiving online purchase behavior Data Matrix

S. No.	Influencing Factors	Yes	Percentage	No	Percentage
a)	Product information	170	92.4	14	7.6
b)	Flexible payment	93	50.5	91	49.5
c)	Convenience	132	71.7	52	28.3
d)	Easy accessibility	176	95.7	8	4.3
e)	Delivery time / time saving	134	72.8	50	27.2
f)	Variety of product	147	79.9	37	20.1
g)	Affordable price	176	95.7	8	4.3
h)	Product ratings and reviews	133	72.3	51	27.7
i)	Offer / discounted product	147	79.9	37	20.1
j)	Absence of intermediaries	176	95.7	8	4.3
k)	Doorstep delivery	133	72.3	51	27.7
l)	Price comparison	148	80.4	36	19.6
m)	24 hours availability	176	95.7	8	4.3

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Table 9 showed that the information given by the respondents for how the factors are influencing on perceiving online purchase. Based on the Percentage Analysis, Weighted Average is being carried out.

Table 10

Factors influence in perceiving online purchase behavior

S. No.	Influencing Factors	Weighted Average	Weighted Average Percentage
a)	Product information	0.0876	8.76%
b)	Flexible payment	0.0479	4.79%
c)	Convenience	0.0681	6.81%
d)	Easy accessibility	0.0907	9.07%
e)	Delivery time / time saving	0.0690	6.90%
f)	Variety of product	0.0757	7.57%
g)	Affordable price	0.0907	9.07%
h)	Product ratings and reviews	0.0685	6.85%
i)	Offer / discounted product	0.0757	7.57%
j)	Absence of intermediaries	0.0907	9.07%
k)	Doorstep delivery	0.0685	6.85%



l)	Price comparison	0.0762	7.62%
m)	24 hours availability	0.0907	9.07%

Table 10 showed that the weighted average score for the factors. From the analysis, Easy accessibility, Affordable price, Absence of intermediaries and 24hours' availability is the highly influence factors. Flexible payment is the least influential factor.

6.3 Overall Perception of the Customers

Regression analysis is a reliable method of identifying which variables have impact on a topic of interest. The process of performing regression allows the researcher confidently determine which factors matter most, which factors can be ignored, and how these factors influence each other.

Table 11
Regression Co-efficients

Model		nstandardized Co-efficients		andardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.120	.565		-.212	.003
	Ease of product return	.333	.136	.367	2.443	.020
	Quality of the product	.133	.131	.146	1.017	.016
	Its affected traditional way	-.061	.159	-.068	-.382	.070
	Reliable information provided	.359	.143	.350	2.510	.017
	Net connectivity trouble	.262	.161	.250	1.629	.112

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Above table11 shows the strength of the relationship i.e., the significance of the variable in the model and magnitude with which it impacts the dependent variable.

Significant value. The value should be below the tolerable level of significance for the study i.e., below 0.05 for 95% confidence interval in his study.

Based on the significant value decision may be taken.

Ease of product return (Sig. value. 0.020), The significant change in Overall Perception of the Customers due to the Ease of product return, because of the Significant value is 0.020, which is less than the acceptable value of 0.05. With a 1% increase in the Ease of product return, the Overall Perception of the Customers will increase by 0.333%.

Quality of the product (Sig. value. 0.016), the significant change in Overall Perception of

the Customers due to the Quality of the product, because of the significant value is 0.016, which is less than the acceptable value of 0.05. With a 1% increase in the Quality of the product, the Overall Perception of the Customers will increase by 0.133%.

Reliable information provided (Sig. value. 0.017), the significant change in Overall Perception of the Customers due to the Reliable information provided, and because of the Significant value is 0.017, which is less than the acceptable value of 0.05. With a 1% increase in the Reliable information provided, the Overall Perception of the Customers will increase by 0.359%.

No significant change in Overall Perception of the Customers due to Net connectivity trouble. This is because of the Significant value is 0.112, which is more than the acceptable limit of 0.05.

7. DISCUSSION AND CONCLUSION



Digital marketing slowly catching up with the traditional purchasing, due to boom in information technology and changing in perceptions. It is a psychological variable involved in the purchase decision process that is known to influence consumer behavior.

In the view of the data analysis above, it can be observed that the respondent's perception in age group as well as educational level is the significant difference with Digital Marketing. Because each customer has different needs, wants and feelings. The highly influenced factors by consumers' perception are easy accessibility, affordable price, and absence of intermediaries and 24 hours' availability in digital purchasing. Finally, the changes in the easy return policy, quality of the product and wrong information about the product may lead to affect the consumer's perception.

8. SUGGESTIONS OF THE STUDY

- ✓ The details of the product can be brought as a video instead of textual description as visual details can be more understandable than that of texts. It reduces the page's size.
- ✓ Customer's perception will change if their desired product is out of stock, so this should be avoided.
- ✓ Customer's service should be in the form of live chat so that problem arising can be rectify in no time.
- ✓ Compulsion to log the system irritates the consumers. The image of the product should be displayed along with the product showing its different angles. It avoids confusion about the product.
- ✓ Based on the age group and education level, the perception differs significantly the organizations has to go with continuous research on the needs and demand of the consumers in purchase online.

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