IMPACT OF DIGITAL MARKETING ON ONLINE PURCHASE DECISION

N.Thiyagarajan[1], Dr.P.Sasikumar[2]

[1]Research Scholar, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai. Email Id:thiyagarajan81@gmail.com

[2]Assistant Professor and Research Supervisor, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai. Email Id: sasikumar.sms@velsuniv.ac.in

Abstract

Digital marketing is defined as the buying and selling of goods and services through computer networks over the internet. The research tries to identify the impact of digital marketing on online purchase decision. The data was collected from 74 online buyers through convince sampling technique in Chennai. The research concluded that e-mail marketing has significant and positive impact to determine the brand image. it is also discovered that SNS marketing has significant and positive impact to determine the brand image. Finally, the research discovered that brand image has significant and positive impact to determine the online purchase decision. Hence, the research recommended that create awareness about digital marketing among companies and customers, because awareness needs to be developed to prevent many scams from happening.

KEYWORDS: e-mail marketing, SNS marketing, brand image and online purchase decision.

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Digital Marketing

According to Chaffey (2002) digital marketing is the application of digital technology. These include creating online portals for market use (a variety of recent software innovations including websites, databases, e-mail, blogs, digital TV, feeds, social networks and podcasts). Digital marketing is defined as the buying and selling of goods and services through computer networks over the Internet. Electronic and Internet commerce technologies are changing revenue streams, business models, and sellers-to-consumer supply chains. Planned approaches are being developed to increase consumer awareness of the product through digital technology. Also, they benefit consumers (customer lifecycles and multi-channel buying processes) and contribute to retention activities. Also, companies are providing messages through online-based service and communication activities to satisfy the needs of customers and motivate them to buy products.

A choice between two or more alternatives is called a decision definition (Schiffman and Kanuk, 2000). A part of the consumer buying process is called consumer buying. When a consumer buys a product he goes through a process. This is what we call the consumer buying process.

Significance of Digital Marketing

Digitization enables us to provide quality products to consumers based on their taste, convenience and needs across all regions of the country. Also, digitization in international markets is a key building block for increasing the company's capacity.

Review of Literature

Mannu Garg, Ashima Bansal and Kirti Singla (2020) identified that relationship between consumer decision making process and digital marketing. The research findings implied that customer preference depend on planning, control, implementation and of effective digital marketing.

According to Rohan Samsona, Mita Mehtab and Arti Chandanic (2014) most people look for and use sources through online digital

communication to get the products and services they want and find reliable and useful. Word-of-mouth, television and advertising are tools to induce purchase in the showroom.

Shruti Gulve (2021) found that monthly income was not associated with frequency of online shopping. Also, 76 percent of consumers prefer online shopping, less traditional shopping. Also, digital channels such as advertisements, social media, etc. have changed 25 percent of customers' online purchase decisions.

Shpresa Mehmeti-Bajrami, Fidan Qerimi, Arberesha Qerimi (2022) found that there is influence of traditional and digital marketing on consumer buying behavior. Erlangga, et al. (2021); Zanjabila & Hidayat (2017 have found Similar result.

Yet-Mee Lim, Ching-Seng Yap and Teck-Chai Lau (2011) discovered that three measures of advertising effectiveness such as ability to recall online ads, frequency of clicking online ads and attitudes toward online advertising were found to be significant predictors on buying behavior.

Santi Purnamawati, Wianto Putra and Ni Made Wahyuni (2022) discovered that there is influence of brand image on electronic word-of-mouth. The research also identified that there is influence of brand image on online purchase decisions and word-of-mouth.

Ayuningsih & Maftukhah (2020) discovered that a purchase decision was influenced by brand love and product knowledge. But, the research also found that purchase decision not influenced by brand image. Agustin, et al. (2020) discovered that there is influence of service quality and brand image on purchase decision. Josephine Reena, et al. (2019) has found similar result.

Mukund, Koushik and Rangashree (2021) discovered that influencer marketing and social media marketing have been successful to influence consumers to buy extra products. The research also discovered that digital communication approaches occupied consumer towards buying e-gadgets and apparels than other product categories.

Afrina Yasmin (2017) discovered that consumers' purchase decision was influenced by brand image among laptop buyers in Bangladesh. Doaa Farouk Badawy Eldesouky (2018) found that there is influence of digital advertising on brand image.

Framework of the research

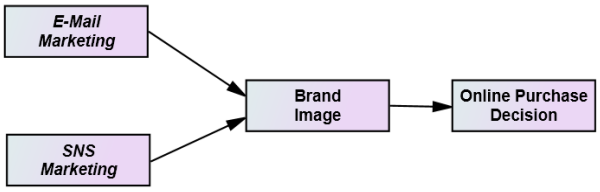


Figure 1: Framework of the Research

RESEARCH METHODOLOGY

Research Design

In order to explore the impact of digital marketing on online purchase decision based on the demographic profile, digital marketing and brand image and to find out the outcome of online purchase intention a descriptive research design is employed by the researcher. The study was conducted from online buyers at Chennai through well designed questionnaire.

Objectives of the Research

- To identify the influence of digital marketing on brand image.
- To discover the influence of brand image on online purchase decision.

Hypotheses of the Research

- There is no influence of digital marketing on brand image.
- There is no influence of brand image on online purchase decision.

Questionnaire Design

Data was collected from online buyers at Chennai through designed questionnaire. The questionnaire designed for this study is divided into four parts. The first part of the questionnaire is demographics profile of online buyers, the second part is digital marketing, the third part is brand image and the fourth part is designed to study the employee performance online purchase intention. The first part is set up as a category and the other three as a measuring scaling technique.

Table 1: Questionnaire Construction

Variable	Items	Author
E-Mail Marketing	5	Self Design
SNS Marketing	5	
Brand Image	5	
Online Purchase Intention	6	

Source: Primary Data

Data Collection

The primary data was collected through questionnaire. The researcher personally circulated the questionnaires to the online buyers and they were requested to answer the questions according to the instruction given in the questionnaires. The completed questionnaires were collected by the researcher. The responses were scored according to the instructions given in each scale. The results are tabulated, analyzed and discussed in the next chapter.

Table 2: Reliability

Variable	Items	Reliability
E-Mail Marketing	5	0.78
SNS Marketing	5	0.84
Brand Image	5	0.92
Online Purchase Intention	6	0.80

Source: Primary Data

Sampling Technique

In this study, the researcher has been employed convince sampling to collect the primary data from online buyers in Chennai. In this way 74 online buyers were approached to collect the primary data. The researcher has employed path analysis to presume model by probing the relationship between digital marketing, brand image and online purchase intention.

Results and Discussion

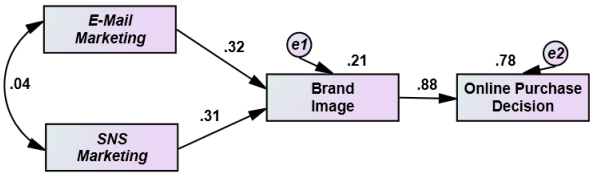


Figure 2: Path analysis of impact of digital marketing on online purchase decision

Table 3: Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	0.831	---
p	0.362	Greater than 0.050
GFI	1.000	Greater than 0.90
AGFI	0.995	Greater than 0.90
CFI	1.000	Greater than 0.90
NFI	1.000	Greater than 0.90
RMS	0.001	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: Primary data

Values of RMR and RMSEA are less than 0.001 indicate a close fit of the model. Victor Charles and Velaudham (2020) and Premapriya, et al. (2016) have found similar result. Values of GFI and AGFI are greater than 0.90 indicate a close fit of the model. The similar results have found by the following authors such as Velaudham and Baskar (2015); Kantiah Alias Deepak and Velaudham (2019). Values of NFI and CFI are greater than 0.90 indicate a close fit of the model. Velaudham and Baskar (2016); Indra, Balaji and Velaudham (2020); Deepak R. Kanthiah Alias, et al. (2019) have found similar result.

Table 4: Regression Weights

DV		IV	Estimate	S.E.	C.R.	P	p
Brand Image	<---	e-mail marketing	0.422	0.058	7.224	0.322	0.001
Brand Image	<---	SNS marketing	0.482	0.068	7.070	0.315	0.001
Online Purchase Intention	<---	Brand Image	0.937	0.025	37.310	0.882	0.001

Source: Primary Data

H_0: There is no influence of e-mail marketing on brand image among online buyers in Chennai.

It is found that the C.R. value 7.224, p-value = 0.001 are statistically significant at one percent level. This implies that the e-mail marketing create brand image. As the p value is less than 0.01. Hence, null hypothesis is rejected. The individual influence of e-mail marketing on brand image is estimated through the following co-efficient table. Hence, it is found that e-mail marketing has significant and positive impact to determine the brand image among online buyers by 32.2 percent. Doaa Farouk Badawy Eldesouky (2018) has found similar result.

H_0: There is no influence of SNS marketing on brand image among online buyers in Chennai.

It is found that the C.R. value 7.070, p-value = 0.001 are statistically significant at one percent level. This implies that the SNS marketing create brand image. As the p value is less than 0.01. Hence, null hypothesis is rejected. The individual influence of SNS marketing on brand image is estimated through the following co-efficient table. Hence, it is found that SNS marketing has significant and positive impact to determine the brand image among online buyers by 31.5 percent. Doaa Farouk Badawy Eldesouky (2018) has found similar result.

H_0: There is no influence of brand image on online purchase decision among online buyers in Chennai.

It is found that the C.R. value 7.070, p-value = 0.001 are statistically significant at one percent level. This implies that the Brand image create online purchase intention. As the p value is less than 0.01. Hence, null hypothesis is rejected. The individual influence of brand image on online purchase intention is estimated through the following co-efficient table. Hence, it is found that brand image has significant and positive impact to determine the online purchase intention among online buyers by 31.5 percent. Afrina Yasmin (2017); Mukund, Koushik and Rangashree (2021); Shpresa Mehmeti-Bajrami, Fidan Qerimi, Arberesha Qerimi (2022) have found similar result.

Findings of the Research

- The research found that e-mail marketing has significant and positive impact to determine the brand image among online buyers by 32.2 percent. Doaa Farouk Badawy Eldesouky (2018) has found similar result.
- It is discovered that SNS marketing has significant and positive impact to determine the brand image among online buyers by 31.5 percent. Doaa Farouk Badawy Eldesouky (2018) has found similar result.
- The research identified that brand image has significant and positive impact to determine the online purchase intention among online buyers by 31.5 percent. Josephine Reena, et al. (2019); Afrina Yasmin (2017); Mukund, Koushik and Rangashree (2021); Shpresa Mehmeti-Bajrami, Fidan Qerimi, Arberesha Qerimi (2022) have found similar result.

Suggestions

- Organizations should conduct pre-market analysis to know consumer demand especially in digital marketing and bring necessary changes.
- Create awareness about digital marketing among companies and customers. Because awareness needs to be developed to prevent many scams from happening.
- Most of the survey results show that customers were risk averse. So companies need to control the risk related to digital marketing and ensure that customers are not harmed.

Conclusion

Digital marketing is defined as the buying and selling of goods and services through computer networks over the internet. Electronic and internet commerce technologies are changing revenue streams, business models, and sellers-to-consumer supply chains. The research tries to identify the impact of digital marketing on online purchase decision. The data was collected from 74 online buyers through convince sampling technique in Chennai. The research concluded that e-mail marketing has significant and positive impact to determine the brand image. it is also discovered that SNS marketing has significant and positive impact to determine the brand image. Finally, the research discovered that brand image has significant and positive impact to determine the online purchase intention. Hence, the research recommended that create awareness about digital marketing among companies and customers, because awareness needs to be developed to prevent many scams from happening.

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