

## Digital Marketing And Its Impact On Purchase Decision

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### ABSTRACT

*Digital marketing is defined as the purchase, sale and promotion of services and products through information or computer network via the Internet. Online retailers sell a large number of items such as white goods and electronics equipments. In emerging models, insubstantial assets such as knowledge, relationships, brands, people and organizations come to the fore. The current study seeks to understand the influence of digital marketing such as email marketing and mobile marketing on car purchases in Chennai. Data was collected from 50 car owners in Chennai city through convenience sampling technique. Data analysis is done through path analysis. The analysis identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on purchase decision towards car. The analysis also identified that there is influence of purchase decision on consumers' satisfaction towards car. It is also identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on customers' satisfaction with respect to purchase decision towards car. Hence, the researcher concluded that the relationship between car manufacturers and distributors can also develop marketing strategies and purchasing decision indicators. This is because marketing has a major influence on customer satisfaction with the purchase decision.*

**Keywords:** *e-mail marketing, mobile marketing, purchase decision, car owners and customer satisfaction.*

### INTRODUCTION

Digital marketing is defined as the purchase, sale and promotion of services and products through information or computer network via the Internet. Electronic and Internet business technologies are transforming the entire economy and transforming revenue streams, business models, customer bases and distribution chains. New business forms are promising in every sector and service of the modern economy. The travel and ticketing industry has changed for the better. It is estimated that 76 per cent of the total net trade in India is done online. Customers of online shopping are happy with instant delivery and flawless payment techniques in building confidence in consumers. Online advertising has also made a successful transition. That is, online advertising is now influencing consumers' purchasing decisions. Online retailers sell a large number of items such as white goods and electronics equipments. In emerging models, insubstantial assets such as knowledge, relationships, brands, people and organizations come to the fore. The current study seeks to understand the influence of digital marketing such as email marketing and mobile marketing on car purchases in Chennai.

### REVIEW OF LITERATURE

Wickrama Hewage Thejani Madhuhansi (2019) identified that social media uniqueness impact on all the steps of consumer purchase decision process though the biggest impacts are on information stage, evaluation stage and post- purchase stage.

Sivasankaran (2017) revealed that the buying behavior and purchasing method of youth has as larger influence in the purchasing behaviour. The analysis identified that majority of the youngsters have access to the digital marketing but they lack the knowledge about its best consumption.

Amandeep, et al. (2017) revealed that there is influence of attitude towards Ad, Ad persuasiveness, Ad recall and Ad attractiveness on Ad effectiveness. The research also identified that Ad persuasiveness has positive and major contribution to Ad effectiveness. It was also revealed that Ad Attractiveness and Ad persuasiveness contribute greatly to purchase intention.

Anjali (2017) found that users who highly educated are high aware of digital channels to purchase different types of products and services. Generally shopping goods are chosen by users and increase in buy convenience goods throughout digital channel.

Al-Sharif, et al. (2017) identified that there is positive and direct impact of social media marketing on customer satisfaction. Onobrakpeya, et al. (2017) identified that there is highest influence of e-mail marketing on customer satisfaction in the Nigerian banks.

Sadia, et al. (2015) revealed the influence of traditional advertisement and online on user buying decision. The analysis identified that there is influence of loyalty of brand, content, design, quality of advertisement and users previous experience on their buying behaviour.

Harshini (2015) identified that there is influence of entertainment, informative, interactivity and credibility on consumer behavior. The author recommended that marketing executives should think the significance of greater interactivity, quality of information on online sites while drawing their websites for advertising.

Funde Yogesh and Mehta Yesha (2014) identified that the social media is widely used in information foundation for perceived convenience, perceived credibility and effectiveness. The research also showed that the social media opinions and reviews affect the purchase decision making process. Andhika H. Susanto (2013) identified that there is influence of customer purchase decision on customer satisfaction.

Godes & Silva (2012) and Kee (2008) revealed that 90 percent of user study online assessments of other user earlier than make purchase decision. User read at least four to five reviews earlier than make their final decision of buy. Existing user's reviews play significant part in purchase decision.

Angga, et al. (2012) found that there is positive relationship between purchase decision and customer satisfaction. Moch. Ilhamsyah, et al. (2018) discovered that there is positive relationship between purchase decision and customer satisfaction among 18-50 years old of customers. Williamson (2011) discovered that more than 50 percent of users track brands which advertised on social media suitable to which distributors are providing in advertising during social media.

Basheer (2010) discovered that there is a significant correlation between consumer purchase decision and perceived helpfulness of promotional activities. According to Raney, et al. (2003) and Brown and Stayman (1992) identified that there is influence of attitude toward the advertising on user's purchase intention.

## **SIGNIFICANCE OF STUDY**

The results of this research will serve as a good guide for marketers on the impact of digital advertising on consumer purchasing decisions with products those consumers can buy in Chennai and ways to improve their sales.

## **STATEMENT OF THE PROBLEM**

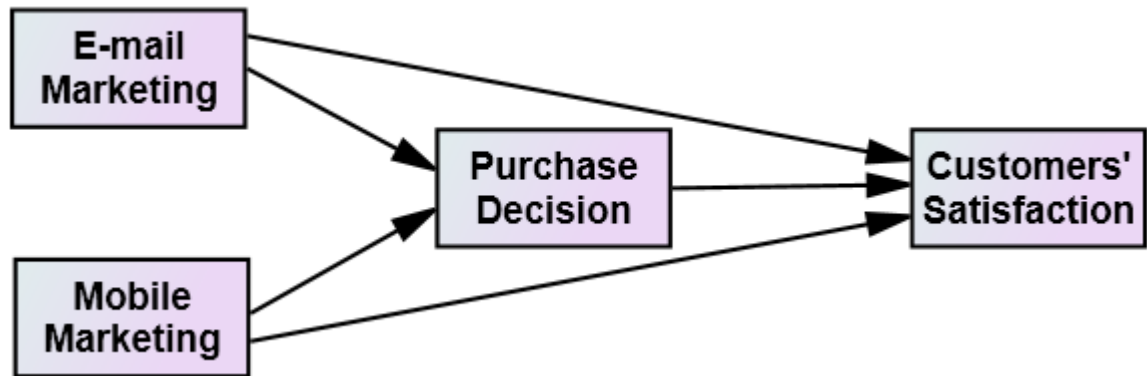
In the modern world digital advertising has become a useful advertising to sell services and products. Digital advertising plays a key role in creating good product awareness in the minds of consumers to make good purchasing decisions. This research focuses on digital marketing and its impact on car purchase decision in Chennai.

## **RESEARCH METHODOLOGY**

### **RESEARCH DESIGN**

Descriptive research design has been used this research work. The descriptive research design attempts to explain the activities of the car users in relation to an exacting practice or ethnicity of meaning. Based on the recompense of descriptive research design, the author has used the descriptive research to establish the digital marketing and its impact on purchase decision towards car.

## FRAMEWORK OF THE RESEARCH



**Figure 1: Conceptual framework of the study**

It is used to identify the digital marketing and its impact on purchase decision towards car. Digital marketing is considered as independent variable and classified into two groups such as e-mail marketing and mobile marketing. Consumers' satisfaction is considered as outcome variable. Purchase decision is considered as mediator variable.

## OBJECTIVES OF THE STUDY

- To study the influence of dimensions of digital marketing such as e-mail marketing and mobile marketing on purchase decision towards car.
- To know the influence of purchase decision on consumers' satisfaction towards car.

## HYPOTHESES OF THE STUDY

- There is no influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on purchase decision towards car.
- There is no influence of purchase decision on consumers' satisfaction towards car.

## QUESTIONNAIRE CONSTRUCTION

Standard tools are used for primary data collection. For all the statements of the questionnaire construction the alpha is ranged from 0.80 to 94. This reliability value indicates that high reliability of the statements of the questionnaire.

**Table 1: Reliability of the Research**

S.No.	Variable	Reliability	Author
1	E-mail Marketing	0.80	Fahim, et al. (2017)
2	Mobile Marketing	0.94	
3	Purchase Decision	0.88	Sproles, et al. (1986)
4	Consumers' Satisfaction	0.90	Nebojsa, et al. (2019)

## AREA OF SAMPLE AND JUSTIFICATION

Chennai district has been selected for this research as area of sampling. By understanding this, digital marketing and purchase decision are judged for the research.

## SAMPLING DESIGN

The sample comprises the car users in Chennai district of Tamilnadu.

## PILOT STUDY SAMPLE SIZE

Pilot study sample size of the research is 50 car users in Chennai district of Tamilnadu.

## SAMPLING TECHNIQUE

Sampling technique presents a range of techniques that allow decreasing the amount of data wanted to collect by believing only data from a subgroup pretty than all probable cases or rudiments. Convenience sampling technique is followed to collect the primary data for the research.

### TOLL FOR DATA ANALYSIS

Path analysis was used for data analysis. It is used to identify the influence of dimensions of digital marketing such as e-mail marketing and mobile marketing on purchase decision towards car.

### RESULTS AND DISCUSSION

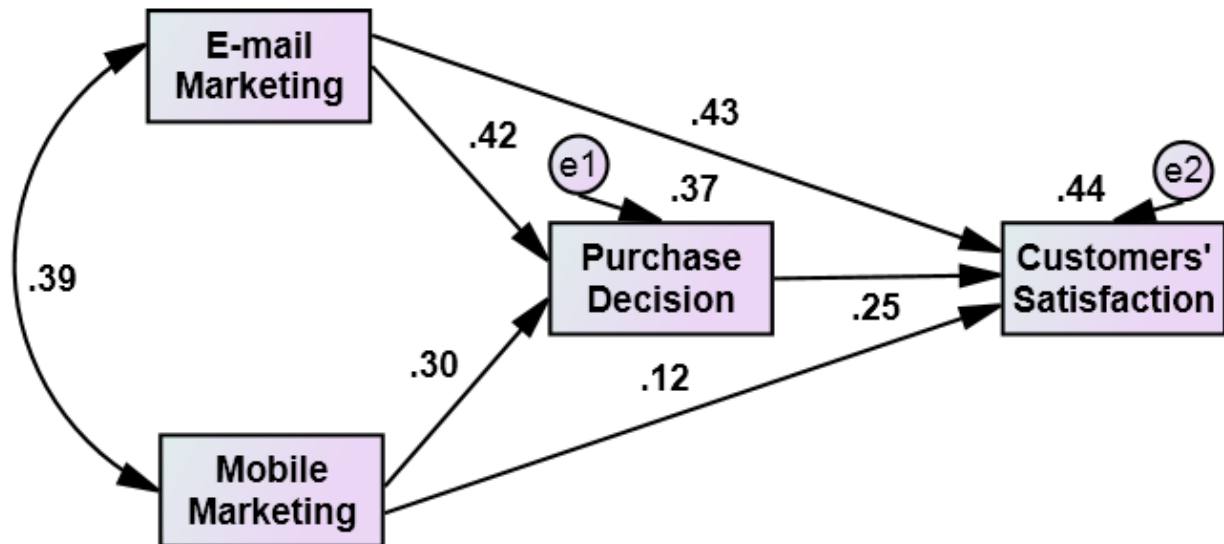


Figure 1.2: Digital marketing and its impact on purchase decision

Table 2: shows Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	2.312	---
p	0.275	Greater than 0.050
GFI	0.999	Greater than 0.90
AGFI	0.912	Greater than 0.90
CFI	0.999	Greater than 0.90
NFI	0.999	Greater than 0.90
RMS	0.001	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: Primary data

From the model fit table, it is identified that the chi-square value was 2.312. The p value was 0.275, which was greater than 5%. The GFI and AGFI scores were larger than 0.90, which was suggested by Victor Charles and Velaudham (2020) and Premapriya, et al. (2016). The calculated CFI and NFI scores were larger than 0.90, which was suggested by Velaudham and Baskar (2015); Kantiah Alias Deepak and Velaudham (2019). It was also found that RMSEA and RMS values were less than 0.08, which was suggested by Deepak R. Kanthiah Alias, et al. (2019). The above pointers indicate that it was completely fit Velaudham and Baskar (2016) and Indra, Balaji and Velaudham (2020).

Table 3: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
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DV		IV	Estimate	S.E.	C.R.	Beta	p
Purchase Decision	<---	E-Mail Marketing	0.570	0.054	10.504	0.423	0.001
Purchase Decision	<---	Mobile Marketing	0.519	0.069	7.496	0.302	0.001
customers' satisfaction	<---	E-mail Marketing	0.319	0.032	10.107	0.425	0.001
Customers' Satisfaction	<---	Mobile Marketing	0.115	0.038	2.989	0.120	0.003
Customers' Satisfaction	<---	Purchase Decision	0.141	0.024	5.792	0.254	0.001

Source: Primary data

**H<sub>0</sub>:** There is no influence of e-mail marketing on purchase decision towards car.

Influence of e-mail marketing on purchase decision calculated value of CR is 10.504. The Beta value is 0.423. The beta value indicates that 42.3 percent of influence is through e-mail marketing towards purchase decision. The p value is less than 5%, hence the hypothesis is rejected. From the result, it is discovered that the e-mail marketing influences purchase decision towards car among the customers in Chennai. Fahim, et al. (2017); Harshini (2015) and Sadia, et al. (2015) have given the similar consequences related to this research.

**H<sub>0</sub>:** There is no influence of mobile marketing on purchase decision towards car.

Influence of mobile marketing on purchase decision calculated value of CR is 7.496. The Beta value is 0.302. The beta value indicates that 30.2 percent of influence is through mobile marketing towards purchase decision. The p value is less than 5%, hence the hypothesis is rejected. From the result, it is discovered that the mobile marketing influences purchase decision towards car among the customers in Chennai. Fahim, et al. (2017); Harshini (2015) and Sadia, et al. (2015) have given the similar consequences related to this research.

**H<sub>0</sub>:** There is no influence of e-mail marketing on customers' satisfaction.

Influence of e-mail marketing on customers' satisfaction calculated value of CR is 10.107. The Beta value is 0.425. The beta value indicates that 42.5 percent of influence is through e-mail marketing towards customers' satisfaction. The p value is less than 5%, hence the hypothesis is rejected. From the result, it is discovered that the e-mail marketing influences customers' satisfaction among the customers in Chennai. Al-Sharif, et al. (2017) and Onobrakpeya, et al. (2017) have given the similar consequences related to this research.

**H<sub>0</sub>:** There is no influence of mobile marketing on customers' satisfaction.

Influence of mobile marketing on customers' satisfaction calculated value of CR is 2.989. The Beta value is 0.120. The beta value indicates that 12 percent of influence is through mobile marketing towards customers' satisfaction. The p value is less than 5%, hence the hypothesis is rejected. From the result, it is discovered that the mobile marketing influences customers' satisfaction among the customers in Chennai. Al-Sharif, et al. (2017) and Onobrakpeya, et al. (2017) have given the similar consequences related to this research.

**H<sub>0</sub>:** There is no influence of purchase decision on customers' satisfaction.

Influence of purchase decision on customers' satisfaction calculated value of CR is 5.792. The Beta value is 0.254. The beta value indicates that 25.4 percent of influence is through purchase decision towards customers' satisfaction. The p value is less than 5%, hence the hypothesis is rejected. From the result, it is discovered that the purchase decision influences customers' satisfaction among the customers in Chennai. Angga, et al. (2012) and Ilhamsyah, et al. (2018) has given the similar consequences related to this research.

## FINDINGS OF THE STUDY

- The analysis identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on purchase decision towards car. Fahim, et al. (2017);

Harshini (2015) and Sadia, et al. (2015) have given the similar consequences related to this research.

- The analysis also identified that there is influence of purchase decision on consumers' satisfaction towards car. Al-Sharif, et al. (2017) and Onobrakpeya, et al. (2017) have given the similar consequences related to this research.
- It is also identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on customers' satisfaction with respect to purchase decision towards car. Ilhamsyah, et al. (2018) has given the similar consequences related to this research.

## RECOMMENDATIONS

- The relationship between car manufacturers and distributors can also develop marketing strategies and purchasing decision indicators. This is because marketing has a major influence on customer satisfaction with the purchase decision.
- Car manufacturers and distributors should place more emphasis on consumer preferences and needs and always keep up a positive marketing relationship. Programs that can be used by showroom managers promote marketing as follows: First, the quality of the training should be given to the showroom employee, such as customer understanding, product description and customer appreciation. Second, a great website should attract customers through online shopping with social media, good blogging and reliable high quality experience.

## CONCLUSION

Digital marketing is defined as the purchase, sale and promotion of services and products through information or computer network via the Internet. Online retailers sell a large number of items such as white goods and electronics equipments. In emerging models, insubstantial assets such as knowledge, relationships, brands, people and organizations come to the fore. The current study seeks to understand the influence of digital marketing such as email marketing and mobile marketing on car purchases in Chennai. Data was collected from 50 car owners in Chennai city through convenience sampling technique. Data analysis is done through path analysis. The analysis identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on purchase decision towards car. The analysis also identified that there is influence of purchase decision on consumers' satisfaction towards car. It is also identified that there is influence of dimensions of purchase decision such as e-mail marketing and mobile marketing on customers' satisfaction with respect to purchase decision towards car. Hence, the researcher concluded that the relationship between car manufacturers and distributors can also develop marketing strategies and purchasing decision indicators. This is because marketing has a major influence on customer satisfaction with the purchase decision.

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