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## RESEARCH ARTICLE

# CONSUMERS COGNIZANCE AND BEHAVIOR TOWARDS DIGITAL MARKETING (WITH REFERENCE TO RETAIL SECTOR IN VISAKHAPATNAM CITY)

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### ABSTRACT

Marketing refers to company activities to market the buying or selling of a product or service. Marketing involves advertising, selling, and delivering products to consumers or other businesses. Some marketing is completed by affiliates on behalf of a company. Very often the success or failure of a corporation may be a direct result of an efficient or not so effective marketing strategy. Therefore, choosing a marketing strategy that matches the corporate product is of important importance. At its most initials, marketing seeks to match a company's products and services to customers who want access to those products. The matching of product to customer ultimately eventually ensures profitability. Technology is revolutionizing how consumers shop. Every retail marketer must be prepared to regulate their marketing and customer experience strategies consistent with the newest trends while gearing up for upcoming developments. The Internet marketing plan will help define specific e-marketing objectives and develop strategies to make sure that resources are deployed to require advantage of the marketing opportunities provided by the web and to counter its threats. The study is through all the variety of marketing corners from content and social marketing to marketing technology, analytics and organizational transformation, to find and establish the ultimate summary for marketing trends. This study tries to know about current trends of digital marketing, awareness levels of consumers on digital marketing in Visakhapatnam city. Interest and curiosity to gain more knowledge in the field of digital marketing have been the main ground for selecting the topic of digital marketing for the research purpose.

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## INTRODUCTION

Today, the successful retail stores run comprehensive digital marketing campaigns, designed to draw attention from around the globe and from customers' right nearby. Digital marketing in the retail sector is far different from a few successful stores. Winning customers in today's marketplace requires quite a digital brand presence. The retailers need personalized offerings of products, seamless navigation and real-time engagement across all channels. Through the proper digital marketing campaign, retail stores can develop relationships with their consumers, strong relations with their customers, and identify otherwise potentially missed opportunities. The most effective retailers are multi-dimensional with their digital marketing.

**Digital Marketing Strategy:** Following are the various sorts of marketing strategies available.

- **Paid advertising:** Paid advertising includes multiple approaches for marketing. It includes traditional approaches like TVCs and medium advertising. Also, one among the foremost well-known marketing approaches is internet marketing. It includes various methods like paid advertising and PPC (Pay per click).
- **Cause marketing:** Cause marketing links the products and services of a corporation to a social cause or issue. It is also documented as cause related marketing.
- **Relationship marketing:** this sort of selling is essentially focused on customer building. Enhancing

existing customer relationships and improving customer loyalty.

- **Undercover marketing:** this is a kind of selling strategy which focuses on marketing the merchandise while customers remain unaware of the marketing strategy. It is also referred to as buzz marketing or stealth marketing.
- **Word of mouth:** It totally relies on what impression company leaves on people. It is traditionally the foremost important sort of marketing strategy. Being heard is important in business world. When the company give quality services to customers, it is likely that they'd promote it.
- **Internet marketing:** it's also referred to as cloud marketing. It usually happens over the internet. All the marketing items are shared on the web and promoted on various platforms via multiple approaches.
- **Transactional marketing:** Sales are practically the most challenging work. Even for the largest retailers, selling is always tough when there are high volume targets. However with the new marketing strategies, selling isn't that difficult as compared to earlier. In transactional marketing the retailers encourage customers to shop for with shopping coupons, discounts and large events. It enhances the probabilities of sales and drives the audience to shop for the promoted products.
- **Diversity marketing:** It caters diverse audience by customizing and implementing different marketing strategies. It covers different aspects like cultures, beliefs, attitudes, views and other specific needs.

Marketing strategies have made it easier to promote products and services. They also limit the strategy to focus on the audience ensuring the right advancement of the business. The main sorts of marketing strategies for the web world are social media marketing, SEO, PPC, email marketing, and content marketing. Retail store strategy is going to drive the actions retailer take and the metrics retailer track.

#### It needs to include:

- Customer demographics
- Business Goals
- Retail store timeline
- Digital marketing budget

The various marketing trends based on articles of different authors and experts were read, dissected, analyzed and summarized as below:

- Voice search to facilitate purchasing
- Cross-channel strategies havemade the way for more integrated shopping experiences
- Social Media Marketing
- Elevating the digital retail store experience
- From points-of-sale to points-of-experience
- Buy online, pick up in store (BOPIS)
- Up selling and cross-selling
- Mobile promotions that are redeemable in-store
- Local inventory ads
- Email marketing
- Search Engine Marketing (SEM)
- Content marketing
- SEO (Search Engine Optimization)
- Affiliate Marketing

- Viral Marketing
- Digital Display Advertising
- Interactive Marketing
- PPC (Pay Per Click)
- Web Analytics

**Analytics in Digital Marketing:** With as many digital marketing in retail sector strategies as there are, the foremost important aspect becomes analytics. Analytics involves both collecting and reviewing of retail store marketing data to see which strategy is working and whether retail store marketing metrics are improving. Some common metrics include:

- The amount of traffic retail store website is getting, compared to traffic from retail store to retail store.
- Number of visits retail store content is getting, as indicates what retail store customers are most interested in.
- Total engagement retail store posts are getting on social media, indicating a general interest in retail store products and services.

Retail store analytics show retailers whether retail store campaigns are improving or declining and whether there may be areas that retailers need to focus on more. The retailer may find that retail store customers are more interested in one area of retail store business than others, or that they may be more apt to follow retail store newsletters or social media accounts if the retailer delivers a specific type of content.

**Need for the Study:** To compete with other stores and survive in 2021 and beyond, retailers need to provide a seamless and consistent customer experience across all sales channels — both online and off. Give them what, when and how they want it. But with consumers increasingly relying on digital tools and channels to aid their shopping journeys, retailers have no choice but to keep up.

The following basic research questions give directions to the study to attain the objectives of the study.

- How much a consumer is aware of digital marketing in Visakhapatnam City?
- What is the role of digital marketing in making better marketing practices in Visakhapatnam city?

**Scope of the Research:** The scope of the study is confined to the study of select marketing practices and strategies adopted by the retail sector and the awareness of consumers in digital marketing in the retail sector.

#### Objectives of the Study

- To study the recent trends of digital marketing adopted in the retail sector.
- To study the awareness levels of consumers in digital marketing.
- To analyze the consumers' behavior on the use of digital marketing in Visakhapatnam city.

**Hypothesis of the study:** Null Hypothesis: There is no association between monthly income and consumer buying behavior.

Alternative hypothesis: There is association between monthly income and consumer buying behavior.

**Source and Method of Data Collection Analysis:** The present study presents various aspects like major trends, the Behavior of consumers, their participation in digital marketing in the retail sector, identifying customer satisfaction, their problems and perceptions regarding digital marketing influencing retail stores, etc. It is based on both primary and secondary data.

**Sample:** The total sample size considered for the study is 200 consumers who are aware of digital marketing in the retail sector in Visakhapatnam City is adequate.

**Sampling Technique:** The convenience sampling technique is used for the selection of sample size respondents based on the specific knowledge related to the research problem etc.

**Data Collection Method:** The research is based on primary data and the primary data is collected through Questionnaire. A structured questionnaire is designed to get needed information from the respondents.

**Statistical tool:** The statistical tools used in the analysis are Percentages, Means. A few methods will be used to explain the variation in the dependent variables to the given set of independent variables.

**Review of Literature:** Prasad and Aryasri (2011) conducted a thorough investigation of the impact of shoppers' demographic, regional, and psychographic characteristics on format choice behaviour in the fast-growing Indian food and grocery retailing industry. They used a descriptive study methodology to collect data, using the mall intercept survey approach and a structured questionnaire. The data was collected from 1,040 food and grocery retail customers from upgraded neighbourhood kirana stores, convenience stores, supermarkets, and hypermarkets in the combined cities of Secunderabad and Hyderabad in Andhra Pradesh, India, using both descriptive (mean and standard deviation) and inferential statistical tools like factor analysis and multivariate analysis. The study discovered that a shopper's age, gender, occupation, education, monthly household income, family size, and distance travelled to the store all have a substantial impact on their purchase decisions. Jain S. (2011) looked at the impact of Jaipur customers' demographic factors in different types of organised food and grocery retail formats (convenient, supermarket, and hypermarket), as well as the drivers of customer satisfaction and loyalty in Jaipur retail supermarkets. According to the findings, demographic factors such as age, education, occupation, family size, and income levels have a substantial impact on food and grocery store preferences. Swaroop Kirti and Jain S. (2011) have identified the perception of shoppers towards the shopping malls in the area of Delhi/NCR. The researchers looked into the customer behaviour patterns and the factors that drive them to the mall. The researchers have described characteristics that influence how Indian customers perceive products. Product qualities, mall design, reasons other than shopping (enjoyment), product information and delivery, buying behaviour, and purchase motives are among the aspects highlighted. According to the study's findings, today's consumer places high importance on obtaining the most bang for their buck. Consumers in India value convenience and recreational activities.

M. Gurusamy and N. Prabha (2011) attempted to investigate the shift in consumer perceptions and preferences from unorganised to organised retailing. The study also uncovers the facts about the most important retail store features that draw customers in. According to the findings, consumers consider traditional stores to be good only in terms of quality and convenience, whereas organised formats such as supermarkets, department stores, and other organised formats are thought to be good in terms of quality, variety, consistency, convenience, service, and hygiene. Customers only consider organised retailers to be expensive because of price. Peter J. Danaher and Guy W. Mullarkey (2003) have published their research article entitled "Factors Affecting Online Advertising Recall: A Study of Students". This study analyzes the factors that can influence the review and recognition of web promotion. These components incorporate the review mode, a span of page survey, and page setting factors, including content and page foundation multifaceted nature and the style of the banner commercial. The key discovering is that the more extended an individual is presented to a page containing a banner ad, the more probable they are to recollect that banner promotion.

Shelly Rodgers and Esther Thorson (2000) had published a research paper titled "The Interactive Advertising Model: How Users Perceive and Process Online Ads". The creators give an integrative handling model of Internet Advertising, which joins the utilitarian and basic ways of thinking. The model starts with the practical imminent, which endeavors to distinguish purposes behind Internet use. Since most people enter the internet with some objective or plan, as the main priority, the creators contend that a model of web-based handling should start with the thought of Internet capacities. These capacities, as indicated by the creators, work conjointly with the client's mode-going from significant standard coordinated to energetic to impact the kinds of promotions web clients will take care of and process. Even though the web gives an effective medium to advertising (Hoffman and Novak, 1996) specialists are attempting to make sense of how to amplify this new medium (Eighmey and McCord 1998). Dr. Gurmeet Sing and Mr. Harish Gautam (2002) had published their research article with the title "Consumer Attitude towards Web Advertising in Urban Punjab" in the Indian Journal of Marketing. The investigation uncovered that web publicizing and Internet Marketing in Punjab are still in their earliest stages. This study clarifies that the customer conduct towards web advertising and the significant point it is referenced that the disposition of purchaser in Punjab will change if Cyber Law identified with encircling the site characterizes appropriately.

Osbourne, Magz (2010), "Retail shopper behaviour - Retailers adapt to local ways of buying" Nov 2010. The article presents proposals on how retailers entering India and China can rival set up brands by building up a comprehension of immensely extraordinary customer conduct. Tesco Corp. has found that Asia's customers present a special arrangement of purchasing practices that challenge their conventional in-store plans. Sangvikar, B. V.; Katole, Hemant J (2017) have written a research journal titled "A study of consumer purchase behaviour in organized retail outlets" Journal of Business & Retail Management Research. In this research paper, researchers essentially focused on the conduct of customers for the most part on obtaining design in different store organizations and store inclination based on item accessibility, spending pattern, salesman services store, sales rep administrations, and store format.

Researchers say that the clients lean toward retail outlets because of value rebates, trailed by an assortment of items in the store and comfort to the client. Customers' purchase behavior shifts with cost and accessibility of items and clients' spending design recoil because of the low quality of items. According to Ruth Stevens (n./d.), who was named as one of the hundred most influential people in business marketing, states that in comparison to the financial sector, retailers have slowly adapting to new CRM techniques. She identifies the tools utilized by retailers as branded credit cards, frequent shopper programs, loyalty cards and tracking purchasing history. She stresses the importance of implementing a CRM strategy that includes all channels.

## DISCUSSION

The analysis starts with the demographical profile of the respondents.

### Gender-Wise Distribution of the Respondents

S. No	Gender	No of Respondents
1	Male	116 (58%)
2	Female	84 (42%)
<b>Total</b>		<b>200 (100%)</b>

The study revealed that, 116 male respondents representing 58 percent and 84 female respondents representing 42 percent of the Total respondents in the present study.

Hence it can be concluded that the majority of the respondents in the study are male consumers in Visakhapatnam City.

### Age-Wise Distribution of the Respondents

S. No	Age Group (in Years)	No of Respondents
1	Below 20	33 (16.5%)
2	20-29	110 (55%)
3	30-39	36 (18%)
4	40-49	14 (7%)
5	50 & Above	7 (3.5%)
<b>Total</b>		<b>200 (100%)</b>

From the table it is found that, out of 200 respondents, the majority of the respondents i.e. 55 per cent (110) are in the age group of 20-29 years, 18 per cent (36) of respondents are in the age group of 30-39 years, whereas 16.5 per cent (33) of respondents belong to below 20 years age group, followed by 40-49 years age group (7 per cent) and the least (3.5 per cent) are from the age group of 50 years & above.

### Marital Status of Respondents

S. No	Marital Status	No of Respondents
1	Unmarried	134 (67%)
2	Married	63 (31.5%)
3	Divorced	1 (0.5%)
4	Widow	2 (1%)
<b>Total</b>		<b>200 (100%)</b>

It is found that out of the Total 200 respondents, 67 percent (134) are unmarried while 31.5 percentages (63) are married followed by divorced respondents (0.5 percent) and widow respondents (1 percent).

### Distribution of Respondents across their Educational Qualification

S. No	Educational Qualification	No of Respondents
1	Below SSC	11 (5.5%)
2	SSC or Equivalent	30 (15%)
3	Under graduates	42 (21%)
4	Graduate	55 (27.5%)
5	Post Graduate & Above	62 (31%)
<b>Total</b>		<b>200 (100%)</b>

From the table, it is observed that 31 per cent (62) have Post-Graduation as their qualification, 27.50 per cent (55) of the respondents are Graduates, 21 per cent (42) are undergraduates, and while 15 per cent (30) have SSC or Equivalents as their qualification followed by 5.50 per cent (11) respondents from below SSC.

### Occupation -Wise Distribution of the Respondents

S. No	Occupation	No of Respondents
1	Student	93(46.5%)
2	Govt. employee	19(9.5%)
3	Pvt. Employee	56(28%)
4	Businessman	14(7%)
5	Others	18(9%)
<b>Total</b>		<b>200 (100%)</b>

From the table it is observed that 46.5 per cent (93) of respondents are Students, 9.5 per cent (19) of respondents are Govt.

Employees, 28 per cent (56) of respondents are Pvt. Employees and 7 per cent (14) of respondents are businessmen and the rest of the respondents (18 per cent) with other occupations.

### Family Structure- Wise Distribution of the Respondents

S. No	Family Structure	No of Respondents
1	Nuclear	124 (62%)
2	Joint	76 (38%)
<b>Total</b>		<b>200 (100%)</b>

From the table it is observed that, only 38 percent (76) of respondents belong to joint families whereas remaining 62 percent (124) of respondents belong to nuclear families.

### Distribution of Respondents according to Family size

S. NO	Family size	No of Respondents
1	1-2	18 (9%)
2	3-4	96 (48%)
3	5-6	59 (29.5%)
4	7-8	14 (7%)
5	9 & Above	13 (6.5%)
<b>Total</b>		<b>200 (100%)</b>

From the table it is observed that 9 per cent (18) of the respondents have 1-2 members as their family size, 48 per cent (96) of respondents responded that their family size comprises 3-4 members, 29.5 per cent (59) respondents have 5-6 members in their family,

7 percentage (14) of families are with 7-8 member size and It is interesting to note that 13 respondents (6.5 per cent) have 9 & above members in their families.

### Monthly Income-Wise Distribution of the Respondents

S. NO	Monthly Income (Rs)	No of Respondents
1	<10000	45 (22.5%)
2	10001 – 20000	52 (26%)
3	20001 – 30000	36 (18%)
4	30001 – 40000	23 (11.5%)
5	40001 – 50000	18 (9%)
6	>50000	26 (13%)
<b>Total</b>		<b>200 (100%)</b>

The respondents representing 26 per cent (52) have Rs.10,001 – Rs.20,000 monthly income, followed by the income less than Rs.10,000 (22.5 per cent) and 36 respondents (18 per cent) representing Rs.20,001- Rs.30,000, 11.5 per cent (23) of respondents are from the income level of Rs.30,001- Rs.40,000 followed by 13 per cent (26) of the respondents belong to the income level of above Rs. 50,000 and the least number of respondents (9 per cent) have Rs.40,001- Rs.50,000 income.

### Frequent use of Social media by the respondents

S.NO	Frequently used Social Media Network	No. of Respondents
1	Facebook	81 (16.2%)
2	Whatsapp	152 (30.3%)
3	Twitter	55 (11%)
4	YouTube	123 (24.6%)
5	Google	90 (18%)
<b>Total</b>		<b>501 (100%)</b>

Note: The above analysis is for multiple responses question.

It is identified that 16.2 percentages of the respondents are using Facebook frequently in their daily life, 30.3 per cent of the respondents are using WhatsApp regularly while Twitter, YouTube and Google are used by 11 per cent, 24.6 per cent and 18 per cent respectively. Showing the Importance of social media accounts such as 'Facebook', 'WhatsApp', 'Linked-In' and 'Twitter' etc. to respondents. 11 per cent of the respondents treat social media as not so important in their daily life, 55 per cent of the respondents consider it as important for them whereas 28 per cent of the Respondents consider it as very important and very few up to 6 per cent of them treat social media as critical for their business on daily basis, as it is an important marketing tool. The weighted average (2.29) explains that the respondents just felt important about social media in their routine life. It can be said that 32.5 per cent (65) of the respondents seek information about the products from marketing platforms like Search Engine, 21 per cent (42) of the respondents seek information from Display Advertising whereas 37 per cent (74) of the respondents seek information from Social media marketing followed by 2 per cent (4) of the respondents seeking information from e-mails and remaining 7.5 per cent (15) of the respondents seek information from other marketing platforms.

- From the table, it is evident that the mean of the parameter 'blogs Forums' is 1.97 with a standard deviation of 1.1. This shows that the respondents are rarely using blogs and forums.
- It is known that the mean of the parameter 'social networks' is 3.57 with a standard deviation of 1.412. This shows that the respondents are daily using the social networks.
- It is identified that the mean of the parameter 'news websites' is 3.06 with a standard deviation of 1.372. This shows that the respondents are weekly using the news websites.

- It is come to know that the mean of the parameter 'books' is 2.80 with a standard deviation of 1.395. This shows that the respondents are using the books monthly for information about the products.
- It can be said by the mean of the parameter 'news papers' is 3.46 having a standard deviation of 1.374. This shows that the respondents are making use of newspaper daily to know the information.
- It is recognized that the mean of the parameter 'magazines' is 2.67 with a standard deviation of 1.170. This shows that the respondents are rarely using the magazines for information.
- It is spotted that the mean of the parameter 'e-mail' is 3.53 with a standard deviation of 1.348. This shows that the respondents are daily using the e-mail for seeking information.

32.3 per cent of the respondents mentioned that their reason to shop online is because of lesser price, 21.4 per cent of the respondents stated that they shop online because of good services provided by websites whereas 23.1 per cent of the respondents shop online as it is convenient and the remaining 32.3 per cent of the respondents shop online for the availability of products. The same has been presented above. 14.8 per cent of the respondents purchase food items through Digital Marketing, 19.6 per cent of the respondents would like to buy clothes through Digital Marketing whereas 19.6 per cent of the respondents are showing interest in home appliances and the remaining 14.8 per cent of the respondents purchase food items through Digital Marketing activities. 3.5 per cent (7) of the respondents are attracted to the Digital Marketing platform like SEM, 51.5 per cent (103) of the respondents are attracted to Social media marketing whereas 23 per cent (46) of the respondents are interested in Display advertising and the remaining 22 per cent (44) of the respondents are made attracted to mobile advertising. 28 per cent (56) of the respondents are attracted to online advertising like rich media advertising, 14.5 per cent (29) of the respondents are attracted to pop-ups, 5.5 per cent (11) of the respondents showing interest in flash advertisings whereas 36 per cent (72) of the respondents are interested in video advertising followed by 5 per cent (10) of the respondents' attention draws towards Audios advertising and the remaining 11 per cent (22) of the respondents are attracted to interstitial advertising. 7.5 per cent (15) of the respondents get influenced by marketing platforms like SEM, 47 per cent (94) of the respondents are influenced by Social media marketing whereas display advertising influences consumer buying behavior 25 per cent (50) of the respondents and the remaining are influenced by mobile advertising with 20.5 per cent (41) of the respondents.

36.5 per cent of the respondents (71) think that the biggest drawback in Digital Marketing is lack of belief, 34.5 per cent of the respondents (69) perceive that lack of knowledge is the biggest drawback to Digital Marketing whereas 7.5 per cent of the respondents (15) consider that hard to track is the drawback to Digital Marketing and the rest 22.5 per cent of the respondents (45) stated others as reasons. It can be said that 29 per cent of the respondents are engaged in SEO for their purchase, 8.2 per cent of the respondents are using email marketing for purchases whereas 27.3 per cent of the respondents purchase products through online advertisings followed by 16.9 per cent of the respondents are engaged in content marketing and remaining 18.6 per cent of the respondents choose social media marketing.

**Distribution of respondents according to their importance towards social media networks**

S. No	Statement	Not Important	Important	Very Important	Critical	Weighted Average
1	Importance are social media accounts such as 'Facebook', 'WhatsApp', 'Linked-In', 'Twitter' etc. for Respondents	22 (11%)	110 (55%)	56 (28%)	12 (6%)	2.29

**Distribution of respondents according to the platforms they seek information from**

S. No	Consumers seek information about the products by	No. of respondents
1	Search Engine	65 (32.5%)
2	Display Advertising	42 (21.0%)
3	Social Media Marketing	74 (37.0%)
4	E-Mails	4 (2.0%)
5	Others	15 (7.5%)
<b>Total</b>		<b>200 (100%)</b>

**Distribution of respondents according to the Information about digital marketing products from media sources**

Information about Digital Marketing products from media sources like	Never	Rarely	Monthly	Weekly	Daily	Mean	S.D
1.Blogs forums	81 (40.5%)	75 (37.5%)	22 (11.0%)	12 (6.0%)	10 (5.0%)	1.97	1.100
2.Social networks	14 (7.0%)	50 (25.0%)	26 (13.0%)	28 (14.0%)	82 (41.0%)	3.57	1.412
3.News websites	24 (12.0%)	64 (32.0%)	35 (17.5%)	31 (15.5%)	46 (23.0%)	3.06	1.372
4.Books	43 (21.5%)	53 (26.5%)	39 (19.5%)	30 (15%)	35 (17.5%)	2.80	1.395
5.Newspaper	16 (8.0%)	46 (23.0%)	37 (18.5%)	32 (16.0%)	69 (34.5%)	3.46	1.374
6.Magazines	30 (15.0%)	75 (37.5%)	41 (20.5%)	39 (19.5%)	15 (7.5%)	2.67	1.170
7.E-mail	15 (7.5%)	41 (20.5%)	36 (18.0%)	38 (19.0%)	70 (35.0%)	3.53	1.348

**Distribution of respondents according to their reasons to shop from online websites**

S. No	Reasons to shop online	No. of respondents
1	Lesser price	177 (23.2%)
2	Good services	163 (21.4%)
3	Convenience	176 (23.1%)
4	Availability of products	246 (32.3%)
<b>Total</b>		<b>762 (100%)</b>

Note: The above analysis is for multiple responses question.

**Distribution of respondents according to the products that consumers would like to buy through Digital Marketing**

S. No	Products consumers would like to purchase	No. of respondents
1	Electronic goods	284 (33.5%)
2	Clothes	272 (32.1%)
3	Home appliances	166 (19.6%)
4	Food items	125(14.8%)
<b>Total</b>		<b>847 (100%)</b>

Note: The above analysis is for multiple responses question.

**Distribution of respondents according to the platforms that makes consumers gets attracted in Digital Marketing**

S. No	Platform that makes consumer get attracted in Digital Marketing	No. of respondents
1	SEM	7 (3.5%)
2	Social Media Marketing	103 (51.5%)
3	Display Advertising	46 (23.0%)
4	Mobile Advertising	44 (22.0%)
<b>Total</b>		<b>200 (100%)</b>

23.5 per cent of the respondents (47) show physical tryouts as the reasons to shop in physical stores instead of online purchases, 17 per cent of the respondents (34) state customer relationship with staff as their reason where 47.5 per cent of the respondents (95) mentioned the shopping experience and the rest 12 per cent of the respondents (24) said about the lack of awareness and belief.

- From the cross table, it is studied that age group between 20-29 years of respondents are much influenced by the Digital Marketing activities in their buying decisions through different media sources.

- It is identified that male respondents are much affected by these marketing campaigns.
- It is known that respondents with unmarried marital status are much intimidated by these promotion activities followed by married respondents.
- It is evident that respondents with educational qualification of post-graduation and above followed by graduates are much influenced by Digital Marketing actions.
- It is found that there are high numbers of students followed by private employees are affected by the advertising activities.

The value of the test statistic is 14.238. Since the p-value is not less than our chosen significance level  $\alpha = 0.05$ , so we cannot reject the null hypothesis, and conclude that there is no association between income and consumer buying behaviour. Based on the results, we can state that there was a significant association between class rank and living on campus ( $X^2(1) = 14.238, p < 0.05$ ).

## RESULTS

- The majority of the respondents are using WhatsApp frequently on daily basis.
- Half of the respondents opinion social media as important in their daily life.

### Distribution of respondents according to the Platform that Influences consumer buying behavior

S. No	Platform that Influences consumer buying behavior	No. of respondents
1	SEM	15 (7.5%)
2	Social Media Marketing	94 (47.0%)
3	Display Advertising	50(25.0%)
4	Mobile Advertising	41 (20.5%)
<b>Total</b>		<b>200 (100%)</b>

### Distribution of respondents' opinion on drawbacks in Digital Marketing

S. No	Biggest Drawback In Digital Marketing As Per Consumer	No. of respondents
1	Lack Of Belief	71 (35.5%)
2	Lack Of Knowledge	69 (34.5%)
3	Hard To Track	15 (7.5%)
4	Others	45 (22.5%)
<b>Total</b>		<b>200 (100%)</b>

### Distribution of respondents according to the consumers engaged platforms in Digital Marketing for their purchase

S. No	Engaged in Digital Marketing for purchase	No of Respondents
1	Search engine optimization(SEO)	134 (29.0%)
2	Email marketing	38 (8.2%)
3	Online advertising	126 (27.3%)
4	Content marketing	78 (16.9%)
5	Social media marketing	86 (18.6%)
<b>Total</b>		<b>462 (100%)</b>

Note: The above analysis is for multiple responses question.

### Distribution of respondents according to the consumers' reason to shop in stores for their purchase instead of online

S. No	Reason to shop in physical store instead of online purchase	No of Respondents
1	Physical Tryouts	47 (23.5%)
2	Customer Relationship With Staff	34 (17.0%)
3	Shopping Experience	95 (47.5%)
4	Lack Of Awareness & Belief	24 (12.0%)
<b>Total</b>		<b>200 (100%)</b>

### Cross Table of Demographic, Socio-Economic status of Respondents with reference to the Overall effect on Consumers buying behavior

S. NO	Particulars	Extremely	Very	Quite	Not very	Not at all	Total
1	<b>AGE (In years)</b>						
	Below 20	4 (12.12)	16 (48.48)	3 (9.09)	9 (27.27)	1 (3.03)	33 (100)
	20-29	11 (9.99)	39 (35.45)	32 (40.90)	23 (20.90)	5 (4.54)	110 (100)
	30-39	8 (22.22)	12 (33.33)	9 (24.99)	7 (19.44)	0 (00.00)	36 (100)
	40-49	2 (14.28)	4 (28.57)	4 (28.57)	4 (28.57)	0 (00.00)	14 (100)
	50 & Above	0 (00.00)	3 (42.85)	1 (14.28)	3 (42.85)	0 (00.00)	7 (100)
	<b>Total</b>	25	74	49	46	6	200
2	<b>GENDER</b>						
	Male	12 (10.34)	43 (37.06)	30 (25.86)	27 (23.27)	4 (3.44)	116 (100)
	Female	13 (15.47)	31 (36.90)	19 (22.61)	19 (22.61)	2 (2.38)	84 (100)
	<b>Total</b>	25	74	49	46	6	200
3	<b>MARITAL STATUS</b>						
	Unmarried	15 (11.19)	53 (39.55)	34 (25.37)	27 (20.14)	5 (3.73)	134 (100)
	Married	9 (14.28)	21 (33.33)	15 (23.80)	17 (26.98)	1 (1.58)	63 (100)
	Divorced	1 (100)	0 (00.00)	0 (00.00)	0 (00.00)	0 (00.00)	1 (100)
	Widow	0 (00.00)	0 (00.00)	0 (00.00)	2 (100)	0 (00.00)	2 (100)
	<b>Total</b>	25	74	49	46	6	200

Continue ...

4 EDUCATIONAL QUALIFICATION							
Below SSC	1 (9.09)	7 (63.63)	1 (9.09)	2 (18.18)	0 (00.00)	11 (100)	
SSC Or Equivalent	2 (6.66)	12 (39.99)	7 (23.33)	9 (29.99)	0 (00.00)	30 (100)	
Under Graduates	7 (16.66)	18 (42.85)	8 (19.04)	8 (19.04)	1 (2.38)	42 (100)	
Graduate	5 (9.09)	14 (25.45)	16 (29.09)	15 (27.27)	5 (9.09)	55 (100)	
Post Graduate & Above	10 (16.12)	23 (37.09)	17 (27.41)	12 (19.35)	0 (00.00)	62 (100)	
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>	
5 OCCUPATION							
Student	9 (9.67)	41 (44.08)	20 (21.50)	21 (22.58)	2 (2.15)	93 (100)	
Govt. Employee	2 (10.52)	5 (26.31)	5 (26.31)	6 (31.57)	1 (5.26)	19 (100)	
Pvt. Employee	11 (19.64)	19 (33.92)	16 (28.57)	9 (16.07)	1 (1.785)	56 (100)	
Businessman	1 (7.14)	2 (14.28)	3 (21.42)	7 (49.99)	1 (7.14)	14 (100)	
Others	2 (11.11)	7 (38.88)	5 (27.77)	3 (16.66)	1 (5.55)	18 (100)	
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>	
6 FAMILY STRUCTURE							
Nuclear	18 (14.51)	43 (34.67)	30 (24.19)	28 (22.58)	5 (4.03)	124 (100)	
Joint	7 (9.21)	31 (40.78)	19 (24.99)	18 (23.68)	1 (1.31)	76 (100)	
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>	
7 FAMILY SIZE							
1-2	6 (33.33)	6 (33.33)	3 (16.66)	2 (11.1)	1 (5.55)	18 (100)	
3-4	9 (9.37)	37 (38.54)	25 (26.04)	25 (26.04)	0 (00.00)	96 (100)	
5-6	5 (8.47)	24 (40.67)	13 (22.03)	12 (20.33)	5 (8.47)	59 (100)	
7-8	5 (35.71)	2 (14.28)	5 (35.71)	2 (14.28)	0 (00.00)	14 (100)	
9 & Above	0 (00.00)	5 (38.46)	3 (23.07)	5 (38.46)	0 (00.00)	13 (100)	
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>	
8 MONTHLY INCOME (In Rs)							
<10,000	5 (11.11)	17 (37.77)	13 (28.88)	9 (19.99)	1 (2.22)	45 (100)	
10,001-20,000	8 (15.38)	20 (38.46)	13 (24.99)	9 (17.30)	2 (3.846)	52 (100)	
20,001-30,000	6 (16.66)	13 (36.11)	9 (24.99)	7 (19.44)	1 (2.77)	36 (100)	
30,001-40,000	0 (00.00)	11 (21.73)	3 (13.04)	8 (34.78)	1 (4.34)	23 (100)	
40,001-50,000	1 (5.55)	5 (27.77)	6 (33.33)	5 (27.77)	1 (5.55)	18 (100)	
>50000	5 (19.23)	8 (30.76)	5 (19.23)	8 (30.76)	0 (00.00)	26 (100)	
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>	

Note: Figures in parentheses indicate percentage to the Total

#### Cross tabulation of Monthly income with the overall effect of Digital Marketing activities on consumer buying decisions

Monthly Income	Overall Effect On Consumer Buying Behaviour					Total
	Extremely	Very	Quite	Not Very	Not At All	
<10000	5	17	13	9	1	45
10001 – 20000	8	20	13	9	2	52
20001 – 30000	6	13	9	7	1	36
30001 – 40000	0	11	3	8	1	23
40001 – 50000	1	5	6	5	1	18
>50000	5	8	5	8	0	26
<b>Total</b>	<b>25</b>	<b>74</b>	<b>49</b>	<b>46</b>	<b>6</b>	<b>200</b>

#### Chi-Square Tests

	Value	Degrees of freedom	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.238 <sup>a</sup>	20	.818
Likelihood Ratio	17.791	20	.601
Linear-by-Linear Association	.798	1	.372
N of Valid Cases	200		

12 cells (40.0%) have expected count less than 5. The minimum expected count is 0.54.

- It is identified that the respondents with monthly salaries up to Rs.30,000 are much affected by digital marketing activities.
- Consumer seeks information about the products through social media marketing followed by search engines.
- Respondents are using social networks, e-mails and newspapers daily whereas news websites on weekly basis.
- Respondents are using the books monthly for information of products whereas blogs, forums and magazines are used rarely.
- Most of the respondents' reason to shop online is because of the availability of products online.
- The products that consumers would like to purchase are electrical goods followed by clothes.
- Most of the respondents are attracted to digital marketing through social media marketing.
- Online advertising to grab the most of the customer attention towards its products is through video advertising.
- It is affirmed that nearly half of the respondents' buying behavior is getting influenced by social media marketing.
- The biggest drawback in digital marketing in consumers' view is lack of belief followed by lack of knowledge.
- The majority of the consumers are engaged in digital marketing through the platforms like search engines and online advertising.



## Suggestions

Retailers should also concentrate more on increasing the frequency of showing advertisements on Social Networking Sites such as Facebook, 'Google' & Twitter, etc. and also on search engine sites such as 'Google', Yahoo, Bing, Ask etc. Retail business is successful only they need honest customer services. Customer loyalty can only be gained by providing good or satisfying services to the purchasers and this will be possible by effectively utilizing promotional activities like Advertisements that too in the Digital Marketing area.

## Limitations of the study

- The study was restricted to Visakhapatnam city only. They may be a few opinions that could be omitted.
- The sample was restricted to 200 customers, which may restrict the scope and completion of the study. The accuracy of the analysis and conclusion drawn entirely depends upon the reliability of the information provided by the respondents.
- In the fast-moving/ changing consumers' behavior, new and better things may emerge in the future, which cannot be safeguarded in this study. Some of the respondents may not disclose their genuine opinion.
- Time and financial constraints have restricted the researcher in selecting a larger sample.

## CONCLUSION

There is no better marketing strategy for e-commerce than social media advertising. No other avenue can provide coherent, evolving, quality and customer contacts that can integrate any promotional marketing. As mentioned earlier this study was made in a particular region and one particular organization, so accurate results on the variables could not be able to obtain.

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