

## THE EFFICACY OF INBOUND MARKETING STRATEGIES ON CUSTOMER'S PURCHASE DECISIONS: AN ANALYTICAL STUDY IN RETAIL SEGMENTS OF KOZHIKODE DISTRICT OF KERALA

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### **Abstract**

Inbound marketing is the practice of providing quality content that meets the demands of your intended audience and generates long-term customer connections. Your consumers are your clients because you solve their concerns. That is the goal of inbound marketing: to provide the answers that those you are targeting are looking for. Those solutions may take the shape of a variety of offerings across all of your channels, each tailored to interact with prospective customers at various phases of the purchasing cycle. The present research is to determine the impact of inbound marketing methods on retail customer's purchase choices. Primary data was acquired from 208 retail clients in Kerala's Kozhikode district. The findings indicate that inbound marketing strategies have a beneficial impact on customer buying choices.

**Keywords:** Inbound Marketing – Customer's Purchase Decisions – Inbound Marketing Strategies – Future, Scope of Inbound Marketing.

### **INTRODUCTION**

Inbound marketing as a catch-all term for an approach that includes many marketing channels. The strategy concentrates on providing helpful materials that draws in prospective consumers and create leads through marketing and sales efforts employing various strategies and techniques such as technology or offline material. Recently, marketers that concentrate on organic channels like social networking sites, search engine optimization (SEO), and content marketing have adopted the word to characterize their tasks and responsibilities. Inbound marketing draws clients by providing them with relevant and useful material. It focuses on generating traffic in ways that do not immediately cost money. This is accomplished by producing high-quality content that attracts prospective buyers.

Inbound marketing allows businesses to continue the discussion with customers beyond the first engagement. This is accomplished via the sharing of contact information in return for content. This enables businesses to tailor precise information to these prospective customers, improving the likelihood of them becoming customers. This is the foundation for email subscription providing.

. The way customers make decisions is the process through which customers become conscious of and define their wants, get knowledge about how to best meet these needs, assess various available

alternatives, make a buying decision, and assess their purchase. Understanding the customer decision-making process is critical for every organisation. Organizations/companies use a variety of marketing methods to effectively reach the customer's that makes choices. If the company implements and executes these inbound marketing methods, a strong engagement between the company and its customers may develop. It inevitably leads to client pleasure, and the consumer will repeat the transaction. Customers will be created and retained if inbound marketing methods are managed effectively. The purpose of this research is to demonstrate the favourable relationship between inbound marketing methods and consumer purchase choices.

## REVIEW OF LITERATURE

Jihad JABBOURI and Khadija IDRISSE (2023), this article proposed a comprehensive review of the literature centred upon the PRISMA (Preferred Items for Systematic Reviews and Meta-Analyses) method, which conscientiously studied the concept of Inbound Marketing and proposed a hypothetical description for it, along with key metrics for evaluating it, the study additionally examined all the intrinsic facets of companies Business Performance and finally analysed the relationship between these two variables. The work may serve as an initial and successful foundation for further study in this sector, providing scientists with a significant synthesis for the construction of a conceptual model examining the link between Inbound Marketing as well as company Business Performance.

Investur Investur (2023), the goal of this effort was to use digital marketing to promote the cultural fabric and the exceptional universal value in global heritage cities, to emphasize their distinction, and to ensure their revaluation and maintenance. The qualitative technique comprises interpretative netnography through examination of content on sites of government institutions and civic organisations responsible for cultural heritage conservation. The findings included an examination of 23 internet pages, the formats and technologies applied, their marketing arguments and those connected to safeguarding, but they fails to highlight the distinguishing features that encourage cultural identity or the special universal worth of cities.

Muh. Shadri Kahar Muang (2023), the focus of this research was to demonstrate the impact of cloud plus inbound marketing on gold savings purchase choices at Bank Syariah Indonesia (BSI). A quantitative technique is used in this investigation. This research has a population of 1286 persons and a sample size of 305 participants. A questionnaire was used to gather data. Multiple linear regressions were used to analyse the data. According to this research, cloud marketing has little effect on gold savings buying choices. This research may be utilized to design potential advertising approaches for Islamic banking products. Cloud and inbound marketing may be used effectively by Islamic banking practitioners to achieve consumer purchase choices.

## STATEMENT OF THE PROBLEM

The consumer is always viewed as king in marketing. The existence, development, and expansion of a firm are entirely dependent on the positive behaviours of its consumers. Customers' buying decisions in support of the company will lead to the firm's prosperity, and vice versa. As a result, businesses use a broad range of marketing methods and formats. This is an effort to investigate the influence of inbound marketing methods on retail consumers' purchasing decisions. Relying on these settings, the investigation seeks to identify suitable responses to inquiries such as customer demographic information, advantages of inbound marketing to customers, substantial variations in customer purchasing decisions with Gender, Education Level, and Social Network used, the effects of inbound marketing tactics on customer buying choices, and potential future directions for inbound marketing.

## OBJECTIVES OF THE STUDY

The research is done with specific goals in consideration, such as recognizing the demographic information of the retail customers, understanding the positive effects of inbound marketing to retail customers, determining the influence of inbound marketing tactics on retail customer purchasing decisions, and assessing the possible future directions for inbound marketing.

## HYPOTHESIS

On The null hypothesis described here depends on the goals, discussions with subject matter experts, and outcomes from previous research efforts. H01: There is no statistically significant relationship between consumer purchase choices and gender, education level, or social network utilised. H02: There is no link exists between inbound marketing strategies and consumer purchase choices.

## METHODOLOGY

The present research is based on both critical (primary) and supplementary (secondary) data. Non probability convenient sample method plan has been provided for the collecting of essential information. A questionnaire with adequate structure was provided to obtain the relevant information from the consumer. The chosen 208 retail customers provided the necessary essential information. Papers, publications, and magazines, among other sources, may provide further information.

## ANALYSIS AND INTERPRETATION

Data analysis refers to the process of examining, cleansing, altering and reconstructing data to arrive at an appropriate conclusion for a particular situation. It is the collection of raw data and its transformation into information that customers may use to make choices. The obtained data was examined using statistical methods such as the Descriptive Statistics, Coefficient Ranking, Reliability Analysis, One way - ANOVA, Correlation and Regression Analysis.

**Table 1: Descriptive Statistics showing key demographic Aspects of retail customers**

Sl.No	Particulars	Group	Frequency	Percentage
01	Gender	Male	128	61.5
02	Age	30 to 40	80	38.5

03	Education Level	Degree level	53	25.5
04	Social Network Used	Instagram	139	66.8

Source: Primary Data

### Interpretation

Certain vital information with regard to the demographic makeup of retail customers is available from the table shown above. Out of the total respondents, the lion shares of them are males (61.5%) and fall into the age group of 30 years to 40 years (38.5%). Yet another notable thing is that most of the respondents (25.5%) possess a degree level of education. Instagram was the most popular among retail customers (66.8%).

**Table 2: Coefficient ranking table showing benefits of inbound marketing**

Benefits of Inbound marketing to Customers	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N	SC	Co-Eff	Rank
Customers stay updated	0	29	42	62	75	208	183	0.88	II
Clear product information to customers	0	37	46	58	67	208	154	0.74	III
Convenient way for interaction	0	33	25	67	83	208	200	0.96	I
Building better relationship	0	33	58	54	63	208	146	0.70	V
Quick access to customers	0	33	50	67	58	208	150	0.72	IV

Source: Primary Data

### Interpretation

The coefficient ranking table demonstrates the many advantages that retail consumers may get from inbound marketing. This research identified five major benefits and attempted to determine which ones are more often enjoyed by retail consumers. According to the findings, respondents preferred the most convenient method of interaction (coefficient value 0.96). All of the subordinate advantages may be obtained with the aid of this benefit.

**Table 3: One - way ANOVA table showing Gender**

Purchase Decisions

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.431	1	44.431	2408.615	.000

Within Groups	3.800	206	.018		
Total	48.231	207			

Source: Primary Data

**Table 4: One - way ANOVA table showing Education Level Purchase Decisions**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	35.778	4	8.944	145.809	.000
Within Groups	12.453	203	.061		
Total	48.231	207			

Source: Primary Data

**Table 5: One - way ANOVA table showing Social Network used Purchase Decisions**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.044	4	2.511	13.348	.000
Within Groups	38.187	203	.188		
Total	48.231	207			

Source: Primary Data

### Interpretation

Here only one way ANOVA was used to determine if there is a significant difference or variance between purchase choices and factors in retail customer's demographic profiles such as Gender, Education Level, and Social Network. The null hypothesis of no substantial difference between consumer purchase choices and Gender, Education Level, and social network utilised was established at the outset. The ANOVA test results it is discovered that the calculated figures of Gender, Education Level, and Social Network utilised indicate (2408.615, 145.809, and 13.348) respectively, that are ahead of the table value (.000). As a result, it affirms that the calculated value exceeds the table value; it does not support adopting the null hypothesis. It is apparent that there is a significant variation between customer buying preferences and gender, education level, and social network used.

**Table 6: Correlation Analysis**

		Attracting Strategies	Engaging Strategies	Delighting Strategies	Purchase Decisions
Attracting Strategies	Pearson Correlation	1	<b>.702**</b>	<b>.924**</b>	<b>.905**</b>
	Sig. (2-tailed)		.000	.000	.000
	N	208	208	208	208
	Pearson Correlation	<b>.702**</b>	1	<b>.859**</b>	<b>.841**</b>
	Sig. (2-tailed)	.000		.000	.000

Engaging Strategies	N	208	208	208	208
Delighting Strategies	Pearson Correlation	<b>.924**</b>	<b>.859**</b>	1	<b>.979**</b>
	Sig. (2-tailed)	.000	.000		.000
Purchase Decisions	N	208	208	208	208
	Pearson Correlation	<b>.905**</b>	<b>.841**</b>	<b>.979**</b>	1
	Sig. (2-tailed)	.000	.000	.000	
	N	208	208	208	208

Source: Primary Data

### Interpretation:

An analysis of correlation was performed to see if there is a link between inbound marketing strategies and retail consumer purchase choices. The Pearson correlation coefficient, also known as  $r$ , of inbound marketing techniques such as attractive strategies (.905), engaging strategies (.841), as well as delighting strategies (.979) with buying decisions is statistically significant ( $p < 0.05$ ) in this case. The null assumption that there is no association between inbound marketing methods and consumer purchase choices was rejected since the  $p$  value was less than 0.05. As a result, the inference becomes that there is a positive and substantial link between these factors. It was also discovered that the three inbound tactics have a significant relationship.

**Table 7: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 <sup>a</sup>	.959	.959	.098

a. Predictors: (Constant), Delighting Strategies, Engaging Strategies, Attracting Strategies  
Interpretation

R explains the correlation. Considering the R value is .979, we may conclude that the correlation is positive. R square is the variance percentage. That is, Delighting Strategies, Engaging Strategies, and Attracting Strategies account for 95.9% of purchase choices, with any other variables influencing purchase decisions accounting for the remaining 4.1%. Adjusted R square represents the optimized value for R Square when standard error is taken into account. It rectifies the discrepancy in R Square and returns the anticipated value in the population. There is a probability that the sample coefficient for regression and the population regression coefficient will not be equal. Because the population error is unknown, the estimated standard error is used.

**Table 8: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	46.261	3	15.420	1596.692	.000 <sup>b</sup>
Residual	1.970	204	.010		
Total	48.231	207			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Delighting Strategies, Engaging Strategies, Attracting Strategies

### Interpretation

This is done to see whether the relationship of regression and residual value is significant. Regression demonstrates the importance of Explained Portion (95.9%). Residual demonstrates the importance of Unexplained Portion (4.1%). The null hypothesis (H0) states that there exists no significant association between the variables. The significant value in this case is 0.000, which is < 0.050. As a result, we may infer that the variables have a substantial association.

**Table 9: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.060	.069		.863	.389
1 Attracting Strategies	-1.033	.036	.000	.000	1.000
Engaging Strategies	1.012	.031	.000	.000	1.000
Delighting Strategies	.985	.059	.979	16.722	.000

a. Dependent Variable: Purchase Decisions

### Interpretations:

The coefficient of regression for delighting techniques is 0.985 and has a significance value of 0.000, which suggests that there is a substantial association among delighting and Purchase decision, as shown in the table above.

$$Y = \alpha + \beta x$$

Where,

Y = Purchase decision

$\alpha$  = Constant

$\beta$  = 0.985

Equation,

$$Y = 0.060 + 0.985x$$

The calculation shows that if delightful strategies increase by one unit, purchase decision is predicted to increase by 0.985.

### Findings

The study's goal is to determine the influence of different inbound marketing methods on retail consumers' purchasing choices. For this reason, relevant data were gathered from respondents and the proper analysis was done to provide the findings. The key results of this investigation are as follows. In accordance with the descriptive statistics table, the majorities of customers are men

(61.5%), are in the 30 to 40 age range (38.5%), have a bachelor's degree (25.5%), and use Instagram (66.8%) more than any other social network. Rewards of inbound marketing for customers are ranked according to their responses and plotted in a coefficient ranking table. Convenient means of communication received rank 1. With the usage of Gender, Educational Status, and Social Network, the ANOVA table demonstrates that there is a substantial variance or difference between the customer's purchase decisions. It is evident from the correlation analysis that customer purchase decisions are strongly correlated with attracting strategies, engaging strategies, and delighting strategies. Additionally, attracting, engaging, and delighting strategies have a 95.9% influence on customers' purchasing decisions. Regression clearly shows that the likelihood of making a purchase choice is anticipated to improve by 0.985 if pleasant techniques increase by one unit.

### **Suggestions**

Based on the study's principal results, various recommendations may be made to business enterprises in order to maintain excellent engagement with retail consumers, consequently having a positive influence on their decision to buy making. Firms ought to know the client in all aspects and make changes to their inbound marketing tactics. Organisations must guarantee the concreteness and distinctiveness of the strategies when revising and executing them. The applied tactics must encompass the full group of clients. Finally, quick and accurate communication between corporate enterprises and retail consumers is required.

### **Scope of future Study**

The research might be expanded to other districts. Additional research may be conducted by investigating various inbound marketing tactics. It is also feasible to perform research on the influence of inbound marketing methods on client retention, loyalty, and so on.

### **Conclusion**

As a consequence of this present inquiry, the discovered truth is that, like other types of marketing, this concept named inbound marketing improves customers' purchasing decision making process, making them more loyal to the organisations. Organisations may accomplish the same results by developing, executing, and improving successful inbound marketing strategies. The ultimate conclusion reached is that well-implemented inbound marketing methods will affect clients' purchasing choices. Inbound marketing has a number of advantages that it offers to clients. When marketers keep the advantages consistent, they may establish a long-term strong bond with clients and make them loyal. Organisations may effectively sustain the positive effects of inbound marketing to consumers as long as they handle inbound marketing tactics in an orderly manner.



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