

IMPACT OF ONLINE MARKETING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

This study investigates the complex dynamics of online marketing, delving into its methods and their impact on consumer behavior. It aims to comprehend various online marketing approaches, ranking them based on consumer preferences, while also analyzing their dual influence on consumer buying behavior. Findings reveal a spectrum of methods with mobile marketing leading at 29%, followed by websites (21%) and social media (17%). Meanwhile, product reviews, product variety, and global market access emerge as primary influencers, contrasting with concerns about security, product quality, and psychological pressures. The study underscores the need for a strategic balance in leveraging positive influences and addressing consumer concerns to foster trust and loyalty. Strategies highlighted include cybersecurity, product quality, transparency, and consumer education. Ultimately, this study emphasizes the nuanced nature of consumer attitudes towards online marketing and the necessity for a consumer-centric approach to drive positive buying behavior in this dynamic landscape.

Keywords: Impact, Online Marketing, Consumer Buying Behaviour

INTRODUCTION

In the modern digital landscape, online marketing has emerged as a powerful catalyst shaping consumer behaviors and purchase decisions. This study delves into the multifaceted realm of online marketing and its diverse methods, exploring the intricate web of influences that it casts on consumer buying behavior. Online marketing, encompassing a spectrum of strategies from social media campaigns to targeted advertisements, has revolutionized how businesses engage with their audiences. This expansive reach and the ability to tailor content to individual preferences offer unprecedented opportunities for brands to connect with potential consumers on a personal level. However, this pervasive presence of online marketing isn't devoid of complexities. While it empowers consumers with vast information and choices, it also presents a barrage of messages, sometimes leading to information overload and decision fatigue. Understanding the dual impact—

both positive and negative—of online marketing on consumer behavior is vital in comprehending its profound influence on purchasing patterns.

This study aims to navigate through the nuances of online marketing methods, examining their effects on consumer behavior. By shedding light on the positive aspects that enhance consumer engagement, empowerment, and informed decision-making, as well as the negative facets that might instigate skepticism, manipulation, or decision paralysis, this research endeavors to offer a comprehensive understanding of the dynamic interplay between online marketing and consumer buying behavior.

OBJECTIVES

- To know about online marketing and its methods.
- To highlight the positive and negative impact of online marketing on consumer buying behaviour.

REVIEW OF LITERATURE

Dr. Simran Kaur, and et al (2018), in their study entitled “Impact of digital marketing on consumer Purchase Behaviour” reveals that in the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market in the highly competitive market and technology advancement with the usage of interest it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. This research study analyse the impact of digital marketing on consumer buying behaviour. As a result digital marketing have positive impact on consumer buying behaviour, traditional marketing soon should be shifted to digital marketing.

Naseeth Ahamed Nizar and Chrishankar Janathanan (2018), in their study entitled “Impact of digital marketing on consumer Purchase Behaviour” reveals that the purpose of this research is to identify how the social media marketing impact on the consumer purchase decision. The objective of this search is that to define the term social media marketing and consumer purchase behaviour, to carry out a literature review on the subject of consumer purchase behaviour and impact of social media, to conduct a primary research with the help of questionnaire and interviews on the impact of social media advertising and consumer purchase behaviour, and to review the findings and to make recommendations to management of Dialog

METHODOLOGY

The methodology of the article includes both primary and secondary data. Primary data has been collected from 70 samples from Krishnagiri district using a structural questionnaire. Secondary data has been collected from various published and unpublished data from books, journals, magazines and so on. The sampling method adopted for the study is convenience

sampling method and a sampling unit of 70 respondents from Krishnagiri district. The data is confined to the respondents of Krishnagiri district which may or may not be suitable to other districts.

ANALYSIS AND INTERPRETATION

Analysis and interpretation of this study focus on delving into online marketing, its methodologies, and the resulting impact on consumer purchasing behavior.

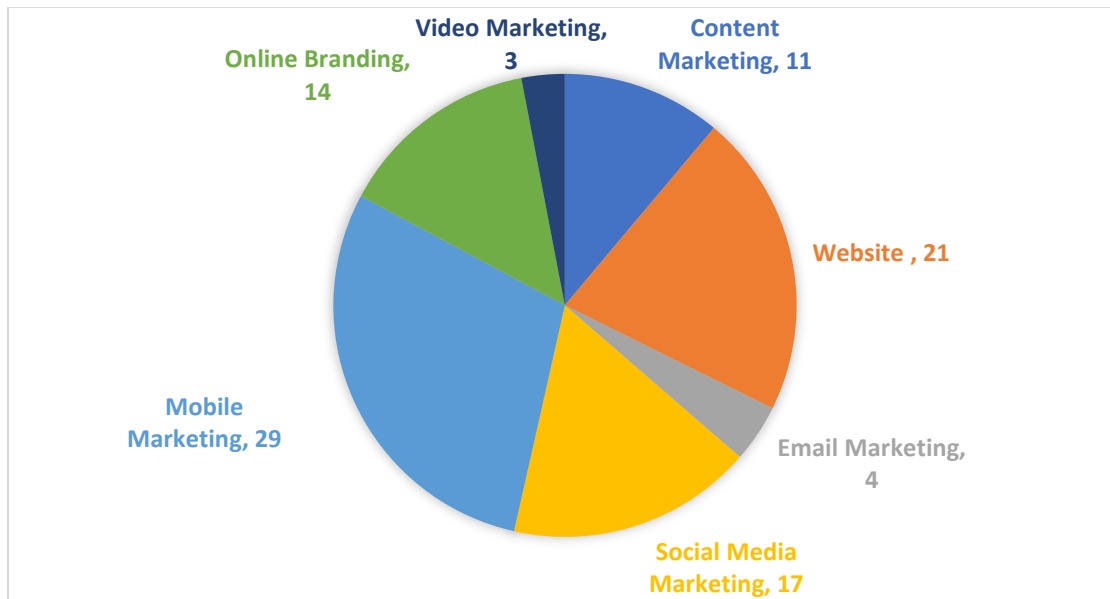
METHODS OF ONLINE MARKETING

When exploring the methods of online marketing, several strategies stand out for their ability to captivate customers and influence their purchasing decisions. Below, we delve into the analysis and interpretation of a few of these impactful methods.

TABLE NO: 1. METHODS OF ONLINE MARKETING

S.no	Methods	No of respondents	Percentage
1	Content Marketing	8	11
2	Website	15	21
3	Email Marketing	3	4
4	Social Media Marketing	12	17
5	Mobile Marketing	20	29
6	Online Branding	10	14
7	Video Marketing	2	3
TOTAL		70	100

Source: Primary Data



Picture : 1. METHODS OF ONLINE MARKETING

Table 1 displays the respondents' favored methods of online marketing. It's evident that 29 percent of participants favor mobile marketing, 21 percent favor websites, and 17 percent lean towards social media marketing. Conversely, the least preferred methods appear to be email marketing and video marketing.

The insights gleaned from Table 1 suggest distinctive preferences among respondents regarding various online marketing methods. The data highlights a hierarchy of favored strategies, with mobile marketing securing the highest percentage of favorability among the surveyed participants at 29 percent. This indicates a strong inclination towards marketing initiatives tailored specifically for mobile platforms, signifying the importance of mobile-friendly content and strategies in capturing consumer attention.

Following closely behind, websites stand at 21 percent, emphasizing the enduring significance of an organization's online presence through its website as a crucial marketing tool.

Moreover, social media marketing, while not the top choice, still holds substantial sway with 17 percent favorability. This underscores the continued relevance and impact of social media platforms in engaging and influencing consumer behavior.

Conversely, the lower favorability ratings for email marketing and video marketing suggest a potential disconnect or decreased resonance with these particular methods among the surveyed respondents. It might imply that these methods, despite their potential effectiveness, might need reevaluation or adaptation to align more closely with the preferences and expectations of the target audience.

Overall, this data underscores the dynamic nature of consumer preferences in online marketing. It showcases the need for marketers to continually assess and adapt their strategies to resonate more effectively with their audience's evolving tastes and behaviors.

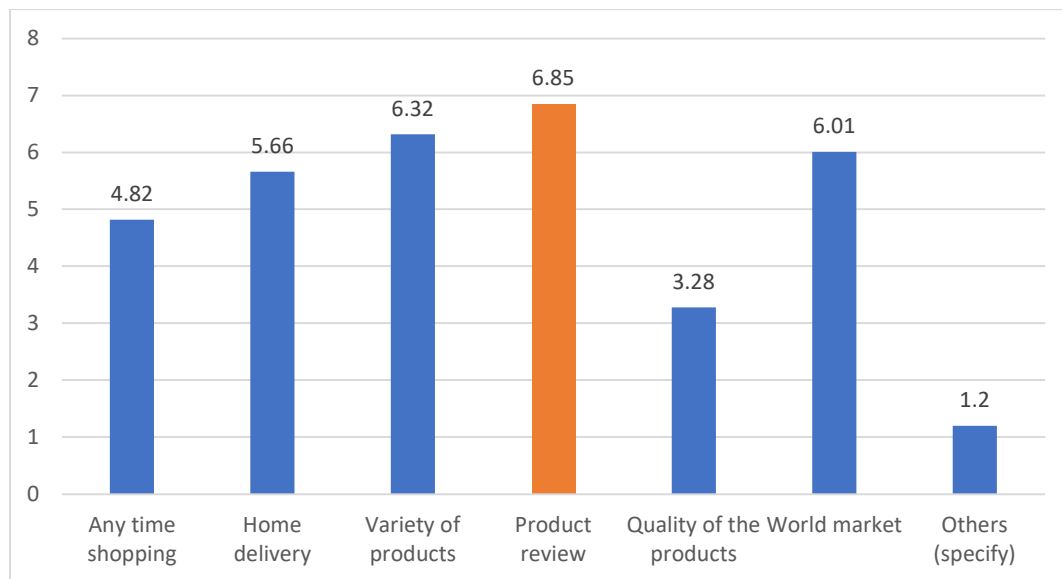
POSITIVE IMPACT OF ONLINE MARKETING ON CONSUMER BUYING BEHAVIOUR

The examination and interpretation of the positive effects of online marketing on consumer purchasing behavior were conducted using Friedman's rank test.

TABLE NO: 2. POSITIVE IMPACT OF ONLINE MARKETING

PARTICULARS	MEAN VALUE	RANK
Any time shopping	4.82	5
Home delivery	5.66	4
Variety of products	6.32	2
Product review	6.85	1
Quality of the products	3.28	6
World market	6.01	3
Others (specify)	1.20	7

Source: Calculated Data



Picture : 2. POSITIVE IMPACT OF ONLINE MARKETING

Table 2 illustrates that the most favored positive influence of online marketing on consumer buying behavior is product reviews, securing the top rank. Following closely behind, the variety of products claims the second rank, while the global market accessibility secures the third position. In contrast, the quality of products and other miscellaneous factors occupy the last two ranks. These "other" factors encompass elements like pride, leisure, and relaxation, among others.

The insights drawn from Table 2 shed light on the hierarchy of positive influences that online marketing exerts on consumer buying behavior, as perceived by the respondents.

Product reviews emerge as the most impactful factor, securing the top position. This indicates the pivotal role that reviews play in influencing consumer decisions. Positive reviews often serve as social proof, instilling confidence and trust in potential buyers, while negative reviews can act as deterrents. This emphasizes the significance of managing and leveraging reviews effectively as part of an online marketing strategy.

The variety of products holds the second position, suggesting that consumers highly value a wide range of choices available to them. Online marketing that showcases diverse product offerings seems to resonate strongly with consumers, allowing them to find products that align more closely with their preferences and needs.

Global market accessibility, securing the third rank, signifies the importance of access to a broader market facilitated by online platforms. This indicates that consumers appreciate the ability to access products from around the world easily, offering them a more extensive array of options and potentially unique or niche products that might not be locally available.

On the contrary, the lower ranks of quality of products and miscellaneous factors suggest that these elements might hold lesser sway in influencing consumer buying behavior through online marketing efforts. However, it's crucial to note that the perception of product quality might still be a fundamental expectation, even if it's not the primary influence from online marketing.

The "other" miscellaneous factors occupying the bottom ranks, such as pride, leisure, and relaxation, might imply that these aspects, while potentially relevant, are not the primary drivers impacting consumer behavior through online marketing efforts.

In essence, this data underscores the paramount importance of leveraging product reviews, showcasing product variety, and enabling global market access in crafting effective online marketing strategies to influence consumer buying behavior positively.

NEGATIVE IMPACT OF ONLINE MARKETING ON CONSUMER BUYING BEHAVIOUR

In the realm of online commerce, the influence of marketing strategies is undeniable, shaping consumer behaviors and choices. While online marketing introduces convenience and accessibility, it also carries with it certain negative ramifications that affect consumer buying behaviors. This exploration seeks to uncover and dissect the adverse impacts of online marketing on consumer behavior, shedding light on the challenges and pitfalls that arise within this digital landscape. The negative impacts of online marketing on consumer buying behaviour has been analysed and interpreted by applying Friedman's rank test.

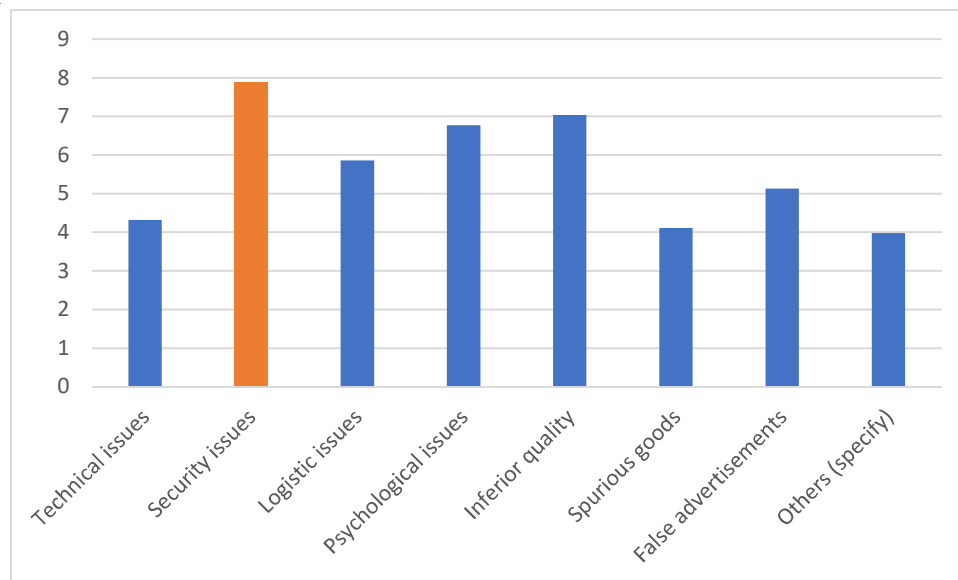
TABLE NO: 3. NEGATIVE IMPACT OF ONLINE MARKETING

PARTICULARS	MEAN VALUE	RANK
Technical issues	4.32	6

Security issues	7.89	1
Logistic issues	5.86	4
Psychological issues	6.77	3
Inferior quality	7.04	2
Spurious goods	4.11	7
False advertisements	5.13	5
Others (specify)	3.98	8

Source: Calculated Data

Table 3 presents the negative impact of online marketing on consumer buying behavior, ranking the identified issues according to respondents' opinions. Security Issues take the top rank, indicating it as a major concern faced by a significant portion of individuals. Following closely, Inferior Quality claims the second position, while Psychological Issues secure the third rank. Conversely, Technical Issues, Spurious Goods, and other miscellaneous concerns such as adulteration, unsuitability of products, and artificial scarcity occupy the last three ranks. Following picture explains in detail.



Picture : 3. NEGATIVE IMPACT OF ONLINE MARKETING

The hierarchy outlined in Table 3 reveals the primary concerns consumers harbor regarding the negative impact of online marketing on their buying behavior. Security issues, claiming the top position, signify a prevalent worry among respondents, highlighting the paramount importance consumers place on safeguarding their personal data and financial information when engaging in online transactions. Following closely, the apprehension surrounding inferior quality emerges as a

substantial concern, indicating that consumers are wary of the discrepancy between advertised and received product quality. The third-ranked psychological issues signify the impact of persuasive tactics, manipulative advertising, or potential psychological pressures experienced while navigating online marketing spaces. Conversely, technical issues, spurious goods, and miscellaneous concerns such as adulteration or artificial scarcity occupy lower ranks, suggesting that while still relevant, these concerns might not be as pressing or widespread in influencing consumer buying behavior negatively. Overall, this data underscores the critical need for online marketers to address and mitigate security risks, ensure product quality, and ethically manage psychological tactics to foster consumer trust and confidence in online transactions.

FINDINGS

- Mobile marketing ranks highest among respondents at 29%, followed by websites at 21%, and social media marketing at 17%. Email marketing and video marketing are the least favored methods.
- Product reviews hold the top spot, followed by the variety of products and global market access. Quality of products and other miscellaneous factors rank lower.
- Security issues take precedence, followed by concerns regarding inferior quality and psychological effects. Technical issues, spurious goods, and other concerns like adulteration rank lower.

The major finding from the data presented across these tables is the dichotomy in consumer perceptions regarding online marketing's impact on their buying behavior. On the positive side, product reviews, variety of products, and global market accessibility stand out as influential factors driving purchasing decisions. Conversely, concerns related to security, inferior product quality, and psychological pressures pose significant challenges and reservations for consumers engaging in online shopping.

This stark contrast in perception underscores the delicate balance that online marketers must strike between leveraging positive influences—such as reviews and diverse product offerings—and addressing negative factors like security issues and concerns about product quality. It highlights the imperative for businesses to prioritize trust-building measures, ensuring robust security protocols, maintaining product quality consistency, and employing ethical marketing practices to navigate these concerns effectively. Overall, the findings underscore the nuanced landscape of consumer attitudes towards online marketing, necessitating a strategic approach that mitigates concerns while maximizing the positive influences to foster consumer trust and loyalty.

SUGGESTION

- Ensure consumer data protection through advanced cybersecurity measures and regular system updates.
- Uphold product quality standards and showcase genuine customer reviews for transparency.

- Promote positive customer feedback across marketing channels to build credibility.
- Expand product variety to cater to diverse consumer preferences and needs.
- Practice transparency in marketing, ensuring honesty and ethical practices.
- Educate consumers to identify counterfeit products and potential technical issues.
- Optimize online platforms for seamless user experiences and efficient transactions.
- Engage authentically on social media, fostering meaningful connections with the audience.
- Analyze consumer feedback regularly to adapt strategies and offerings accordingly.
- Communicate clear and comprehensive policies to build consumer trust and reliability.

CONCLUSION

In conclusion, the analysis of consumer attitudes towards online marketing reveals a complex interplay between positive influences, such as the value of product reviews and variety, and negative concerns surrounding security, product quality, and psychological pressures. To succeed in this landscape, businesses must prioritize trust-building measures, emphasizing robust security protocols, consistent product quality, and ethical marketing practices. Balancing these elements is crucial in fostering consumer trust, enhancing engagement, and ultimately driving positive buying behavior in the dynamic realm of online marketing. This underscores the necessity for a strategic and consumer-centric approach to navigate the multifaceted landscape of online marketing effectively.

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