

## **Topic: A Study on the Impact of Digital Marketing on Consumer Decision Making in Bangalore**

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### **Abstract**

Social Media Marketing being at the fore front today and marks the new era of marketing in the 21<sup>st</sup> century, companies are shifting as time passes and trying to adapt to Social Media Marketing, Digital Marketing as a strategic initiatives and has been evident in most of the urban markets. Today, Social Media Marketing gives a lot of information and in fact most of the information is ready to consume! The other side of this Social Media Marketing is information is vast and it has been an over load for the consumers which makes their decision cumbersome. Though the Social Media Marketing, Digital Marketing reduces cost compared to the traditional shopping there are certain implications in Consumer or Customer Decision-making process. With the advancement in technology and remarkable usage, uptrend in using the internet, digital marketing will help companies in understanding the consumer behaviour, interests, demographic profiling. This research depicts the Impact of Digital Marketing on Consumer Decision Making. The Secondary data has been collected from multiple sources of evidence, including journals, websites, and books, while the Primary data is carried out through survey from 377 respondents. The results of the survey are analyzed using factor analysis & Chi-square test. The findings revealed that the customers are aware of digital marketing and their preferences has also changed from the traditional methods to electronic media and the consumers feel it is more convenient to shop goods through digital channels. The study is performed in Bangalorean Geographic Areas and this may be considered as a limitation to judge the purchase decision of all customers of various regions. The paper also tries to explain the role of digital marketing in the modern world and concludes that this is an important tool in consumer decision-making. Therefore digital marketing will be a vibrant move from the organizations to curb competition, improve organizational productivity and also helps in capturing more customers, wider market & demographics.

***Key words: Digital Marketing, Consumer Decision-Making, Social Media Marketing***

## 1 Introduction

The advent of technology and the speed at which it is changing is the main reason the businesses are adopting to use technology to promote their products & services. The influence on business & particularly selling thru' digital channels has been very prominent and has out beaten the traditional way of marketing. The current trends are dynamic and present a vital role in marketing & promotion, this paradigm shift has brought in a lot of concerns to the business houses as to what would be the right digital channel for promoting their products & services? In fact for those businesses who have not upgraded themselves to these digital channels have suffered in their bottom-line revenues. Digital marketing was seen as a revolutionary style of selling that offered businesses new ideas to undertake and try their businesses.

### 1.1 Background of the Research

Digital channels have enabled marketers to interact directly with their prospective buyers/customers with no geographic boundaries. According to Statista, 2018 email sales are the most attractive way for businesses wherein it creates \$38 for every \$1 spent i.e. around 3800% ROI making it the most preferred & effective selection among the digital channels as it is very predictive. Active email accounts are hit a 5.6 billion in 2019 (Statista, 2018) and the USA alone will cross \$ 350 Million on email marketing (Statista, 2019), It is also observed that the US respondents accounting for more than 50% will check their emails on an average of 10 times in a day and hence has become the most popular method to receive updates and from the business houses (Campaign Monitor 2017) and DMA Insights, 2017 says 99% of the customers check their emails every day

### 1.2 The purpose of the study

The world map is changing drastically in the digital marketing space, having said that, it is observed that more and more people are joining the internet both from the urban & rural population. This growing internet users which influence to use of more & more digital devices has forced marketers to promote their products, services digitally! This is leading to a digital revolution around the world which has made the digital industry one of the fastest-growing businesses, this has impacted the consumers and their buying decisions.

Digital 2020 reports published in partnership with Hootsuite show that digital, mobile & social media has become an indispensable part of everybody's life around the world. More than 4.72 billion people use the internet while social media users have crossed the 3.8 billion mark (Hootsuite 2020). Approximately over 60% of the world's population uses the internet and transacts online. The report

further says that Digital roles in everybody's life have reached greater heights with more people spending more time online. Globally more than 5.19 billion people use mobile phones

The researcher observes from the past studies and recent reports that digital marketing is gaining importance both for consumers & marketers. The study also shows that the time spent online, the number of internet users, digital devices, and its importance. The statistics communicate also convey the importance of digital marketing communication in buying decision-making. The purpose of the study is to know the **Impact of Digital Marketing on the Consumer Decision Making Process**. The study also identifies the digital channels through which the customers/consumers receive the information from the marketers.

### **1.3 Significance of the study**

Business Communication Plays a very important aspect and It has been shown that the main reason that customers switch over to the competitors is that the short of communication with the buyers (Merisavo et al. 2007). Today digital technologies play a crucial role in influencing and alter consumer decision processes and also digital communications are cost-effective. Constant interaction with the customers also feeds the company with valuable information to further communicate and change accordingly. (Immonen and Joensuu, 2009). This study focuses on digital communication and its impact on consumer decision-making and also reveals meaningful insights for the marketers as to what would be the best means, best digital channels to reach consumers.

The study also reveals the key demographic variables & their association with specific digital channels of communication which facilitates the marketers to better understand the consumer buying process, the influence of other people, technology, and resources used for buying any product or service.

### **1.4 Scope of the study**

The study aimed to know the impact that digital marketing communication on consumer decision-making and it is done for any business that sells products & services in Bangalore. The study did not differentiate each of the communication channels and the technologies used by the digital marketers instead the entire available channels which are most popular are taken for this study, same is the case on the devices used by the consumers.

The tool of the study was a structured questionnaire using five points Likert scale based on the researched literature. The questionnaire is targeted upon the characteristics of digital marketing

communication and their impact on the stages and process of consumer decision-making. A positive impact was aforesaid to be created by digital marketing communication on any stage of buying decision-making process when a statistically significant when the p-value is 0.05. The results of the study would facilitate marketers formulating various strategies with an increased understanding of desired digital marketing characteristics and the most popular digital channel for each stage of the consumer decision-making process.

The study was quantitative in nature and an associate adult individual within the family as its Sampling unit. The study also considered the demographic variables particularly age, qualification, occupation, income, gender. Considering the constraints of your time, efforts, sample size, and budget associated with the study, it may be the potential to possess different results for large-scale studies involving higher or more samples.

## **2 Literature Review**

The Literature review chapter in this research has been compartmentalized namely Consumer Decision-making, Digital Marketing, and Reasons for using digital channels for communication, the impact of digital marketing on consumer decision-making process associated with the demographic profile. This chapter presents a systematic and more descriptive review of the most prominent studies which reveal the Research Gap between Digital marketing Communications & Consumer Decision-making.

### **2.1 An Introduction and meaning of “Consumer Decision-making and Digital Marketing**

Consumer behavior has undertaken significant changes in this digital environment (Ricciuti, 1995; Kotler, 2000). There has been a rise as well as improvement in digital innovations and digital channels. Today, customers are looking into researching, evaluating and also buying a variety of goods be it clothing, home appliances, gizmos, grocery store, insurance coverage, to high valued products like cars and homes online.

### **2.2 Digital Marketing & Strategies adopted for communication and its relevance in promoting the products & services of a company.**

Digital marketing is significant, and it's not going to vanish instead its here to stay for a very long time. Let's give you some facts & figures \$120 billion is the amount the United States will invest in digital advertising and marketing in 2020-2021, says Boostability digital marketing & advertising agency. That number equates to practically half of the complete amount invested in media. The role

of digital marketing is rising substantially. Boostability provides much more statistics: from 2016 to 2021, the amount spent on social ads is expected to increase (\$ 15,016 to \$32,977).

### 2.3 Reasons Impacting Consumer Decision Making.

Today, digital marketing has been approved as the frontrunner of marketing communication around the world owing to its specific features benefitting customers as well as marketing professionals. Mostly all the corporate and researchers have voiced out that digital marketing, advertising, and marketing communication which include being interactive, measurable, tailored, insightful, relevant, private, quick, suitable, hassle-free as well as inexpensive.

Dahiya in 2013 opines that researchers have also expressed their view regarding the capabilities of digital communication which include customer participation in the form of creation as well as sharing of digital material, initiation of a discussion, and giving opinions which eventually encourages the consumers whereby they can choose and demand the material of their choice and additionally exercise the control over the advertising communication as told by (Dahiya, 2013).

### 2.4 Factors Influencing Consumer Decision-making

1. **Situational Factors** pertain to the consumer's level of involvement in a shopping environment and the market offerings that are available and offered. This includes Purchase situation, shopping situation, temporal state
2. **Personal Factors and Marketing Mix** measure individual characteristics, traits like age, life stage, economic situation, personality and 4P's of Marketing
3. **Psychological Factors** relate to the consumer's motivation, learning, perception, attitudes, lifestyles and beliefs
4. **Social Factors** pertain to the influence of culture, socio-economic class, family, and reference groups. This includes family, reference groups & culture

Digital Marketers should understand these factors which provides them with in-depth view on understanding the consumer behaviour which aids them to target the customer's needs. Furthermore it gives an insight to all digital marketers about the consumer decision-making process. This makes the marketers to take a much informed decision on their segmenting, targeting & positioning of their brand, products & services as this will act as a competitive advantage to the company, by doing so one will penetrate the purchaser's mind. If the companies with their digital marketing expertise they will be able to connect to their customers very effectively.

### **3 Research Methodology**

The research methodology chapter explains how to solve the research problem/topic selected for the study. The chapter presents a scientific way of fulfilling the research gap identified by the literature review which is translated into a research problem statement, finally deriving the research objectives of the study. This chapter also addresses the research questions and the research hypothesis of the study. Research Methodology describes the research design, data collection methods, scale used for the study, sampling plan, and data analysis.

#### **3.1 Research Problem Statement**

Digital Marketing communications has changed the way people buying online products like books, music, fashion accessories, clothing, banking, gaming, etc. Few literature reviews have recorded the effect of digital marketing communication on each stage of the consumer decision-making process. The research gap existing in the literature review was identified by the researcher and hence this study was envisaged to fulfil the research gap. Some studies tried to examine the demographic variables of the consumers using digital media channels to search the information, but still, there is a need to study that could precisely assess the demographic variables which will complement the digital marketers to segment, target & position their products & services. The data as seen by many works of literature specifically speak about the geographical variables like the place of a living, region which impact their study and help the digital marketers to get a better ROI (return on investment). The present study uses these variables and their impact on the consumer decision-making process.

Even though digital marketing communication is beneficial to the consumers when compared to the traditional mode of communication, digital communication needs to prove certain things like trust, authenticity, payment gateways, and other technical issues. Consumers normally look into an integrated approach in any online buying decision-making, this study covers most of the factors which act as a setback for the consumers and the results are tabulated according to the objectives & hypothesis drawn for the research study. This study at large would benefit digital marketers if they carefully analyze and implement these issues in their businesses.

#### **3.2 Research Aims & Objectives**

1. To identify the preferred digital channels used by the consumers.
2. To examine the demographic profile of the consumers using digital channels.

3. To study the impact of digital marketing on consumer buying decision-making.

### 3.3 Hypothesis of the study

1. **Null Hypothesis:** There is no impact of digital marketing on the consumer buying-decision making process.
2. **Alternate Hypothesis:** There is an impact of digital marketing on the consumer buying-decision making process.

### 3.4 Research Design

The present research study is descriptive in nature to analyse the impact of digital marketing on the consumer decision-making process. The study has taken the communication channels like social networking sites, mobile phones, YouTube, digital TV, and online communities. The study is based on a strong literature review and backed by the questionnaire based on the consumer decision-making process, during the course of the study the respondents were contacted one time to collect the desired information and then the data was analysed.

#### 3.4.1 Data Collection

The present research study is processed based on knowledge derived from experience rather than any theoretical beliefs. The current study is empirical in nature & depends on basically primary data to conclude.

- a) **Primary Data** is the information collected by the researcher for the specific study of this research. Primary data was collected from respondents with the help of a research instrument (questionnaire) with all those who use digital communications and digital channels to consume information and decision-making thereon. The questionnaire made use of an ordinal scale for all dependent variables, the questionnaire has used Likert Scale type to collect the data and the researcher had used the survey method for collecting the primary data. Online mode was used to collect the primary data.
- b) **Secondary Data** refers to the data collected by other researchers for the current problem of this research. The present study made use of this secondary data to get insight and in-depth knowledge in understanding the concepts on the consumer decision-making process and digital marketing communication. The secondary data was collected using the existing works

of literature in journals, books, internet, and the same was understood which was resulted in the conceptual framework for the current research study.

### **3.5 Sampling Plan**

The sampling plan for the above research study has covered sample size determination, sampling technique, sampling unit, and sampling area

#### **3.5.1 Sample Size Determination**

The study focuses on the impact of digital marketing on the consumer decision-making process, the population study was heterogeneous in its composition the maximum variability of 50% or 0.5 was used to determine the sample size.

### **3.6 Limitations of the research**

Despite taking utmost care to make the study detailed and worthwhile in the respective domain, certain limitations of the research have been identified as explained here. While conducting the survey, it has been realized that a considerable portion of the population is unaware of the utility of digital channels & communications. The present study collected data that revealed important aspects of the consumer decision-making process. However, it is difficult to accurately predict the consumer decision-making process based on only this data as it keeps changing accordingly to the time, situation, and moods of type consumers.

## **4 Data Analysis, Results, & Interpretation (SPSS 16.0)**

This chapter is concerned with the data presentation and interpretation. The data has been analysed by using SPSS 16.0 to facilitate readings & understanding. This chapter comprises the analysis, presentation of data in two parts one as demographic profile and the factors affecting the consumer decision-making.

### **4.1 Demographic Profile (Frequencies)**

**Gender & Age Group:** Out of the total samples of 150 people who responded, 67.3% were female, and 32.7% were male. The Frequency distribution table and the bar chart is depicted below



Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	101	67.3	67.3	67.3
	Male	49	32.7	32.7	100.0
	Total	150	100.0	100.0	

*Table 4.0: Gender & Age Group*

The age range of the respondents were wide and ranged between 26-30 years (40%), 31-35 years (29.3%). 36-40 years (18%) and above 40 years (12.7%). The Frequency distribution table and the bar chart is depicted below

Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-30	60	40.0	40.0	40.0
	31-35	44	29.3	29.3	69.3
	36-40	27	18.0	18.0	87.3
	Above 40	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

*Table 4.1: Gender & Age Group*

#### 4.1.1 Education:

Out of the total samples of 150 people who responded, 5.3% with secondary education, 52.7% are graduates, 39.3% are post graduates and 2.7% belongs to other qualification. The Frequency distribution table and the bar chart is depicted below

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary Education	8	5.3	5.3	5.3
	Graduate	79	52.7	52.7	58.0
	Post Graduate	59	39.3	39.3	97.3
	Others	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

**Table 4.2: Education**

4.1.2 **Occupation:** Out of the total samples of 150 people who responded, 13.3% were students, 50.7% were in service, 31.3% are in business and 4.7% belongs to other profession. The Frequency distribution table and the bar chart is depicted below

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	20	13.3	13.3	13.3
	Service	76	50.7	50.7	64.0
	Business	47	31.3	31.3	95.3
	Others	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

#### 4.1.3 Monthly Income:

Out of the total samples of 150 people who responded, 7.3% respondents earn €1,000 to €1,999, 35.3% respondents earn €2,000 to €2,999, 32.0% respondents earn €3,000 to €3,999 and 25.3% respondents earn above €4,000. The Frequency distribution table and bar chart is depicted below

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€1,000 to €1,999	11	7.3	7.3	7.3
	€2,000 to €2,999	53	35.3	35.3	42.7
	€3,000 to €3,999	48	32.0	32.0	74.7
	Above €4,000	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

*Table 4.4: Monthly Income*

#### 4.1.4 Friedman test

The Friedman test is a Non-Parametric Test used as an alternative to ANOVA test and is used to determine whether there are any statistically significant differences between the distributions of three or more related groups. This test was used assuming the observations are not normally distributed and also the dependent variable is measured on Ordinal Scale

#### 4.1.5 Hypotheses Testing

- ❖ **Null Hypothesis:** There is no impact of digital marketing on the consumer buying-decision making process.
- ❖ **Alternate Hypothesis:** There is an impact of digital marketing on the consumer buying-decision making process.

Descriptive Statistics					
	N	Mean	Std. Deviation	Mini	Max
Digital marketing communications makes me aware of my needs	150	3.12	.933	2	5
I have started using digital marketing more than the traditional channels for getting information	150	4.14	.505	2	5

Digital marketing provides more & accurate information than the traditional channels	150	3.29	.973	2	5
Digital marketing helps me in taking an informed decision	150	3.95	.354	2	5
Digital marketing reduces time in gathering information	150	3.56	.807	2	5
Digital marketing helps me to reduce my store visits before buying anything	150	4.49	.540	3	5
Getting expert advices on any products or service is quick & easy on digital marketing communications	150	2.96	.874	2	5
I feel confident to take my decisions on seeing a lot of positive reviews in digital channels	150	2.93	.828	2	5
Recommendations on digital channels adds more weightage to my decisions	150	3.16	.778	2	5
Customers review on any product or service helps me in evaluating faster	150	3.56	.607	2	5
Digital media is more interactive & dependable	150	3.99	.317	2	5
I can easily compare products on digital channel communications	150	3.93	.580	2	5
Digital Channels help me selects brands based on the experts' advice	150	2.75	.978	2	5
I appreciate online forums & discussions on brands	150	3.42	.678	2	5
I find financing options more easily on digital media	150	3.87	.688	3	5

I can give feedback on satisfaction or dissatisfaction of products over digital channel	150	3.48	.642	2	5
Digital channels will ease the process of decision-making	150	3.71	.661	2	5
I recommend digital marketing communications to my family & friends	150	3.98	.425	2	5
I am comfortable in using digital technologies while buying products/services online	150	4.11	.657	2	5

Table 4.31 Descriptive Statistics

Ranks	
	Mean Rank
Digital marketing communications makes me aware of my needs	7.05
I have started using digital marketing more than the traditional channels for getting information	13.42
Digital marketing provides more & accurate information than the traditional channels	8.62
Digital marketing helps me in taking an informed decision	12.26
Digital marketing reduces time in gathering information	9.93
Digital marketing helps me to reduce my store visits before buying anything	15.44
Getting expert advices on any products or service is quick & easy on digital marketing communications	6.17
I feel confident to take my decisions on seeing a lot of positive reviews in digital channels	5.82

Recommendations on digital channels adds more weightage to my decisions	7.17
Customers review on any product or service helps me in evaluating faster	9.53
Digital media is more interactive & dependable	12.54
I can easily compare products on digital channel communications	12.21
Digital Channels help me selects brands based on the experts' advice	5.34

I appreciate online forums & discussions on brands	8.47
I find financing options more easily on digital media	11.26
I can give feedback on satisfaction or dis-satisfaction of products over digital channel	8.64
Digital channels will ease the process of decision-making	10.46
I recommend digital marketing communications to my family & friends	12.49
I am comfortable in using digital technologies while buying products/services online	13.19

**Table 4.32 Friedman Test Ranks**

### **Friedman Test–SPSS Output and Observations**

1. **Chi-Square**(More Precisely this is referred to as **Friedman's Q**) which is our test statistic. The researcher observes that the **Chi-square Sig. Value** from the SPSS output is **0.000** which is less than the significance value assumed for the test, i.e.  $p \text{ value} < 0.05$  at 18 degrees of freedom with the given  $N = 150$ . This basically summarizes that **there is an impact of digital marketing on the consumer buying-decision making process.**
2.  $df$  is the degrees of freedom associated with the above test statistic, this is equal to the variables under study in this case it is 18.
3. As observed from the above discussions, the researcher concludes and rejects ( $p\text{-value} < 0.05$ ) the Null Hypothesis, **“There is no impact of digital marketing on the**

**consumer buying-decision making process.”** as the representational statement indicated that the Friedman Test was conducted to find the significant or non-significant between **impact of digital marketing on the consumer buying-decision making process** and is represented as:

$$\text{'Friedman Q' } \chi^2(18) = 916.19, p=0.000$$

## 5 Findings, Suggestions, Recommendations and Conclusion

The study aimed to describe the demographic profile of consumers using digital channels of communication and the study explains the impact of digital marketing on the consumer decision-making process and the factors which could be leveraged by the digital marketers to effectively sell their products or services.

### 1.1 *Demographic Profile of Customers using Digital Channels of Communication*

Demographic Profiles like age, gender, education, occupation & income were used in the study. The Major findings are as follows:

1. Out of the total samples of 150 people who responded, 67.3% were female, and 32.7% were male. This indicates that more females use these digital channels for getting information, comparing, and more frequently be on the digital platforms. This hints that the digital marketers can concentrate more on the female range of products, services while promoting their products or services
2. The age range of the respondents was wide and ranged between 26-30 years (40%), 31-35 years (29.3%). 36-40 years (18%) and above 40 years (12.7%). The inference drawn from the above data is that the age group 26-30 years (40%) and age group 31- 35 (29.3%) years uses more digital channels for getting information & probably buying a product or a service. This information is very important for the digital marketers who can concentrate on these age groups for their promotion.

3. Education: Out of the total samples of 150 people who responded, 5.3% with secondary education, 52.7% are graduates, 39.3% are postgraduates and 2.7% belongs to other qualification.
4. Occupation: Out of the total samples of 150 people who responded, 13.3% were students, 50.7% were in service, 31.3% are in business and 4.7% belongs to another profession. Here gain most sales will happen when people are in service and business.
5. Monthly Income: Out of the total samples of 150 people who responded, 7.3% respondents earn €1,000 to €1,999, 35.3% respondents earn €2,000 to €2,999, 32.0% respondents earn €3,000 to €3,999 and 25.3% respondents earn above €4,000. People who earn above €2,000 should be targeted by the digital marketers

### *1.2 Demographic profile of the consumers using Digital Communication Channels*

This section investigates the demographic profile of the customers who are benefitted from using digital channels for their decision-making. The following hypotheses were formulated to study the relationship between the demographic profile of the consumers and the type of digital communication channels used by the marketers.

#### **The hypothesis of the study**

**Null Hypothesis:** There is no relationship between the demographic profile of the consumers and the type of digital communication channels used by the marketers.

**Alternate Hypothesis:** There is a relationship between the demographic profile of the consumers and the type of digital communication channels used by the marketers



<b>Null Hypothesis framed</b>	<b>Results after Statistical testing</b>
<b>There is no association between age of the consumers and the type of digital communication channels used by the marketers</b>	<i>Null Hypothesis Rejected</i>
<b>There is no association between the Education of the consumers and the type of digital communication channels used by the marketers</b>	<i>Null Hypothesis Rejected</i>
<b>There is no association between the Occupation of the consumers and the type of digital communication channels used by the marketers</b>	<i>Null Hypothesis Rejected</i>
<b>There is no association between the Monthly Income of the consumers and the type of digital communication channels used by the marketers</b>	<i>Null Hypothesis Rejected</i>
<b>There is no association between the Gender of the consumers and the type of digital communication channels used by the marketers</b>	<i>Does Not Reject the Null Hypothesis</i>

*Table 5.1 (Hypothesis Statements)*

### **1.3 Impact of Digital Marketing Communication on Consumer buying Decision Process**

The Friedman Test is a Non-Parametric Test used as an alternative to the ANOVA test and is used to determine whether there are any statistically significant differences between the distributions of three or more related groups. This test was used assuming the observations are not normally distributed

and also the dependent variable is measured on Ordinal Scale. The following **Hypotheses Testing** was tested using Friedman Test

- ❖ **Null Hypothesis: There is no impact of digital marketing on the consumer buying-decision making process.**
- ❖ **Alternate Hypothesis: There is an impact of digital marketing on the consumer buying-decision making process.**

#### **Friedman Test–SPSS Output and Observations**

4. **Chi-Square(More Precisely this is referred to as Friedman’s Q)** which is our test statistic. The researcher observes that the **Chi-square Sig. Value** from the SPSS output is **0.000** which is less than the significance value assumed for the test, i.e.  $p \text{ value} < 0.05$  at 18 degrees of freedom with the given  $N = 150$ . This basically summarizes that **there is an impact of digital marketing on the consumer buying-decision making process.**
5. df is the degrees of freedom associated with the above test statistic, this is equal to the variables under study in this case it is 18.
6. As observed from the above discussions, the researcher concludes and rejects ( $p\text{-value} < 0.05$ ) the Null Hypothesis, **“There is no impact of digital marketing on the consumer buying-decision making process.”** as the representational statement indicated that the Friedman Test was conducted to find the significant or non-significant between **impact of digital marketing on the consumer buying-decision making process** and is represented as: **‘Friedman Q’  $\chi^2(18) = 916.19, p=0.000$**

From the above Friedman test, it was found from the study that digital marketing affects the consumer buying decision-making process. The researcher records the following findings of the study:

1. Digital marketing communications makes me aware of my needs with a mean rank of 7.05

2. I have started using digital marketing more than the traditional channels for getting information with a mean rank of 13.42
3. Digital marketing provides more & accurate information than the traditional channels with a mean rank of 8.62
4. Digital marketing helps me in taking an informed decision with a mean rank of 12.26
5. Digital marketing reduces time in gathering information with a mean rank of 9.93
6. Digital marketing helps me to reduce my store visits before buying anything with a mean rank of 15.44
7. Getting expert advice on any products or service is quick & easy on digital marketing communications with a mean rank of 6.17
8. I feel confident to make my decisions on seeing a lot of positive reviews in digital channels with a mean rank of 5.82
9. Recommendations on digital channels add more weightage to my decisions with a mean rank of 7.17
10. Customers review on any product or service helps me in evaluating faster with a mean rank of 9.53
11. Digital media is more interactive & dependable with a mean rank of 12.54
12. I can easily compare products on digital channel communications with a mean rank of 12.21
13. Digital Channels help me selects brands based on the experts' advice with a mean rank of 5.34

#### **1.4 Suggestions**

The study concluded that there is an impact of Digital Marketing on the Consumer Buying Decision-Making process. It was found that respondents used many digital platforms and digital channels to get the needed information in every stage of the buying process. Infant the respondents were

influenced by the digital media to gain information about the various products & services available.

Below is the summary of the suggestions of this study:

1. From the study, it is observed that there is a vast influence of digital marketing on the consumer decision-making process while buying products or services and hints to the digital marketers that the future belongs to digital marketing communication.
2. The most used digital channels of communication were Websites, Social networking sites, YouTube, and Email (Table 5.2)

<b>Digital Channels</b>	<b>Rank Order</b>	<b>Total Rank</b>	<b>Ranks</b>
<b>Websites</b>	<b>1</b>	<b>146</b>	<b>1</b>
<b>Social Networking Sites</b>	<b>2</b>	<b>105</b>	<b>2</b>
<b>YouTube</b>	<b>3</b>	<b>76</b>	<b>3</b>
<b>WhatsApp, SMS</b>	<b>4</b>	<b>0</b>	<b>8</b>
<b>Online Communities</b>	<b>5</b>	<b>44</b>	<b>6</b>
<b>Digital TV</b>	<b>6</b>	<b>51</b>	<b>5</b>
<b>Email</b>	<b>7</b>	<b>55</b>	<b>4</b>
<b>Smart Phones Apps</b>	<b>8</b>	<b>29</b>	<b>7</b>

*Table 5.2 (Digital Channels Ranking based on this research)*

3. The most important observations from the above rankings are the content and content management on these digital channels should be given utmost importance as these are the channels most used by the marketer and these were the channels mostly used by the consumer which finally impact their decision-making.
4. Since content is the king, digital marketers should concentrate on Search Engine Optimization (SEO) as the customer/consumers use search engine to find what they want? Further, these companies use effective keywords to optimize results.
5. Digital marketers are suggested to provide informative content to these channels and also build online reputation management by sincerely concentrating on the valuable feedbacks,

testimonials, and reviews posted by a user about the marketer's products/services. So due importance should be given to online reputation management

### **1.5 Recommendations**

1. Marketing Managers in these digital marketing companies have to perceive the consumer's digital profile and the way their behavior has changed and should be used in their promotion.
2. The post-purchase behavior and the value-driven by these digital marketers will change the business to transform a client into a lifetime client and these clients will become loyal clients forever. Customer Service plays a crucial role in post-purchase behavior,
3. Customer retention will be of greater important as the cost of acquiring new clients is very high than retaining a customer. Retargeting, remarketing are very essential.
4. Since the information is very high on the digital platforms rather we call it a digital atmosphere, the consumer would have already decided to buy before they come to the store. This also gives a hint that the footfalls in-store will be less!
5. Digital marketing companies have to create methods to succeed to understand the intent of the consumers and influence their choices
6. Future researchers may concentrate on the additional factors and different channels, the future researchers can also do industry-specific markets, organizations, and customers.

### **1.6 Conclusion**

Digital Marketing Communication has several characteristics to make it the most preferred alternative when compared to other traditional methods in this technology era. The impact of Digital Marketing on Consumer Decision-Making has been very impactful in most countries in the world. This is justified by the increasing number of internet uses daily, increase in the rural population joining the digital age. Added to this is the price decrease, Mobile accessibility, devices being affordable, and not forget shopping at the comfort at their places. It can be concluded from the study that digital marketing is affecting the consumer decision-making process while buying their products

or service. According to the study, the researchers infer that the following channels have emerged as the most useful digital channel for communication.

Digital Channels	Rank Order	Total Rank	Ranks
Websites	1	146	1
Social Networking Sites	2	105	2
YouTube	3	76	3
WhatsApp, SMS	4	0	8
Online Communities	5	44	6
Digital TV	6	51	5
Email	7	55	4
Smart Phones Apps	8	29	7

According to the study, Website, Social Networking Sites, YouTube (Ranked 1, 2, 3) has emerged as the most used digital channel by the consumers while making a buying decision. The next best channels as per the study are Digital TV, Email marketing, Online Communities. SMS, WhatsApp and Smart Phone Apps has been very less when the consumers have used in buying decision. The results from this research also infer that digital technologies have crossed the urban boundaries and they are trying to remove the Digital Divide which exists between the urban & rural areas as well.

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