

Consumer Perception on Digital Marketing Through Mobile Application

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Abstract: In a world where over 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital Marketing. In simple terms, Digital Marketing is the promotion of products over the internet or any form of electronic media. According to the Digital Marketing Institute, "Digital Marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses. The digital revolution has impacted consumers and businesses alike. The aim of the study is to identify the various channels preferred by the consumers and factors influencing them to purchase the products on digital marketing and the level of satisfaction of the consumers to buy products through digital marketing. Digital marketing through mobile application has a bright future for long term sustainability of the product and service in the current market technologies with prosand cons.

Keywords: Digital marketing, Consumer satisfactions, long term sustainability, Market technologies, Revolution.

INTRODUCTION

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, email direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-demand mobile ringtones. The extension to non-Internet channels differentiates digital marketing from online marketing.

People are consuming digital content on a daily basis. Very soon, traditional marketing platforms will disappear, and the digital market will completely take over. There are a number of advantages in Digital Marketing. Unlike traditional marketing, digital marketing is more affordable. Digital Marketing can reach a larger audience in a shorter time period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies & departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground. The digital revolution has impacted consumers and businesses alike. Over the past decade and the way it is used has changed drastically. The internet, once purely a source of information has become a place where people meet to share their stories and experience a platform for discussion and debate, a source of entertainment and much more. Furthermore the web has several important marketing aspects that enable companies to boost their performance: 24 hours online; multimedia compatible; globally available; interactive; micromarketing compatible integration ready.

STATEMENT OF THE PROBLEM:

Nowadays Digital marketing media becomes part of a person's life. Digital marketing provides accessibility to customers with the aim of knowing their interest, wants and needs as well as affecting their buying decisions. Digital marketing has a numerous number of users and keeps growing every day. The numbers of digital marketing users keep growing have attracted marketers. Marketers have recognized that digital advertising has an important part of their marketing communication strategies. In past, consumers became aware about the products through friends, relatives and colleagues etc. In the modern era, digital media is used in high percentage. Digital marketing plays a vital role in consumer buying decision making. In Indian scenario almost the whole of India is covered by digital marketing. Past 10 years there is a dramatic up graduation in the use of digital marketing tools. Almost each and every person is connected through different channels. People are using Facebook or any other medium to connect with others. Hence the present study has been undertaken in "Consumer Perception on Digital Marketing through Mobile Applications".

OBJECTIVES OF THE STUDY

1. To identify various channels preferred by consumers on digital marketing through mobile application.
2. To study influencing factor to purchase products on digital marketing through mobile applications to the customer.
3. To study the level of satisfaction towards digital marketing through mobile application.

SCOPE OF STUDY: Social media have become an important communication tool and backstage for the dissemination of information through mobile application. This study is done with the motive of knowing the perception of consumers on digital marketing through mobile application services like usage, cost effective, payments etc.

TOOLS FOR ANALYSIS

The data collected were analyzed in parallel with the objectives of the study on hand. The Percentage Analysis, Rank Analysis, Weighted Average Score Analysis was used and the interpretation was given through the respective tables.

REVIEW OF LITERATURE

Christopher Huebner (2021), undertook a study on student's perception of social media advertising. A qualitative study was performed to understand how student perceive, interpret and influenced by social media advertising. The research revealed that students are open to advertising, expect advertising and assume higher education institutions will engage in business activities. Based on the quality and relevancy of advertising and interpret frequency and production quality as indicative of education quality.

Blend Ibrahim, Ahmad Aljarah, Bashar Ababneh (2020)², study focused on do social media enhance consumer perception of brands? This study reports on examining social media marketing activities relationship with brand equity and purchase intention. This questionnaire was used to collect data from the respondents. This results indicate a positive relationship between social media marketing activities and brand equity. As for the measurement characterizes, only the type of study quality moderates the relationship of social media marketing activities and purchase intention.

Dahiya Rekha & Gayatri (2018)³, study focused on the digital marketing communication and consumer buying decision. The study aims to understand the effect of digital marketing communication on consumer buying decision. The mixed methodology was adopted for the study and primary data was collected from respondents using the questionnaire. The study concluded that the respondents used at least one digital channel of communication while buying. Websites uses the most used digital channels of communication while buying followed by social networking sites and mobile phones. The result also establish that consumers feel positive towards digital communication get affected. The results of the study confirmed that digital marketing communication is capable of even triggering need recognition in high involvement product category.

Lumberton and Stephen (2016)⁴, provided a detailed survey of research developments encompassing substantive domains of digital, social media, and mobile marketing topics from 2000 to 2015. It focused on digital technologies as a facilitator of indivisible expression, as a decision support tool, and as a market intelligence source, which complements our above treatment by providing more details about social media and UGC research.

ANALYSIS AND INTERPRETATION

DEMOGRAPHIC TABLE

Demographic profile	Number of respondents	Percentage
Below 20 years	69	34.3
21-30 years	94	46.8
31-40 years	24	11.9
41-50 years	12	6
Above 50 years	2	1
Male	129	64.2
Female	72	35.8
Married	37	18.4
Unmarried	164	81.6
Less than 25,000	85	45.2
Rs.25,000- Rs. 50,000	37	19.7
Rs.50,000-Rs. 75,000	40	21.3
Rs.75,000-Rs.1,00,000	11	5.9
More than Rs1,00,000	15	8
Illiterate	1	0.5
High school	35	17.4
Undergraduate	102	50.7
Post graduate	43	21.4
Professional degree	20	10
Business	37	18.4
Government employee	36	17.9
Private employee	42	20.9
Unemployed	86	42.8
Rural	61	30.8
Urban	80	40.4
Semi-urban	57	28.8

The above table shows that most (46.8%) of the respondents belong to the age group of 21 to 30 years, Majority (64.2%) of the respondents are male, Majority (81.6%) of the respondents are unmarried, Most (45.2%) of the respondents have a monthly income of less than Rs.25000, Majority (50.7%) of the respondents have qualified under graduation, Most (42.8%) of the respondents are unemployed, Most (40.4%) of the respondents are residing in urban areas.

FACTORS INFLUENCING TO PURCHASE PRODUCTS ON DIGITAL MARKETING THROUGH MOBILE APPLICATION

S.NO	Influencing Factors	Number of respondents	Percentage
1.	Price	52	26
2.	Brand	50	25
3.	Quality	36	18
4.	Quantity	29	14.5
5.	Design	15	7.5
6.	Offer and discount	18	9
	Total	201	100

The above table depicts the factors influence to purchase on digital marketing through mobile application. Out of 201 respondents taken for the study, 26 percent of the respondents indicated that the price is the main influencing factor to purchase products on digital marketing through mobile application, 25 percent of the respondents indicated that brand is the influencing factor to purchase products on digital marketing through mobile application, 18 percent of the respondents indicated that quality is the influencing factor to purchase products on digital marketing through mobile application, 14.5 percent of the respondents indicated that quantity is the influencing factor to purchase products through digital marketing through mobile application, 9 percent of the respondents indicated that offer and discount is the influencing factor to purchase products on digital marketing through mobile application, 7.5 percent of the respondents indicated that design is the influencing factor to purchase products on digital marketing through mobile application

RANK ANALYSIS OF PROBLEM FACED BY RESPONDENTS WHILE MAKING DIGITAL TRANSACTION THROUGH MOBILE APPLICATION

S.NO	Problems	Number of respondents	Rank
1.	Server problem	70	1
2.	Not able to pay using banking cards(debit /credit)	65	3
3.	Not receiving messages after making payment	66	2

The above table shows that out of total respondents taken for the study, 70 respondents faced server problem while making a digital transaction through mobile application, 66 respondents were unable to pay using the banking cards while making a digital transaction through mobile application, 65 percent of the respondents were unable to receive messages after making the payments on digital transactions through mobile application.

LEVEL OF SATISFACTION TOWARDS DIGITAL MARKETING THROUGH MOBILE APPLICATION

Factor	Level	HS	S	N	DS	HDS	Total	Score
	Score	5	4	3	2	1		
Accessibility	Level	77	86	34	4	-	201	4.179
	Score	385	344	102	8	1	840	

Safety	Level	39	103	54	4	-	201	3.865
	Score	195	412	162	8	-	777	
Usage of mobile app	Level	47	102	47	54	-	201	4.437
	Score	235	408	141	108	-	892	
Payments	Level	40	97	55	8	-	201	3.825
	Score	200	388	165	16	-	769	
Data consumption	Level	49	82	55	9	6	201	3.791
	Score	245	328	165	18	6	762	
Cost effective	Level	47	91	46	15	2	201	3.825
	Score	235	364	138	30	2	769	
Services	Level	39	103	51	6	2	201	3.850
	Score	195	412	153	12	2	774	

The above table shows the level of satisfaction towards using digital marketing through mobile application. The majority of the responses indicated the usage of mobile application is the level of satisfaction towards digital marketing through mobile application and followed by Accessibility, Safety, Payment, Cost effective, and , Data consumption

FINDINGS AND SUGGESTIONS AND CONCLUSION FINDINGS:

- Most (46.8%) of the respondents belong to the age group of 21 to 30 years.
- Majority (64.2%) of the respondents are male.
- Majority (81.6%) of the respondents are unmarried.
- Most (45.2%) of the respondents have a monthly income of less than Rs.25000.
- Majority (50.7%) of the respondents have qualified under graduation.
- Most (42.8%) of the respondents are unemployed.
- Most (40.4%) of the respondents are residing in urban areas.
- Majority (51.3%) of the respondents prefer premium membership on digital marketing through mobile application for 3 months.
- Most (42.2%) of the respondents feel social media platforms are easily accessible on social media.
- Most (31%) of the respondents prefer to purchase clothing items in digital marketing through mobile applications.
- Most (25%) of the respondents prefer to purchase products in digital marketing during festival season through mobile applications.

SUGGESTIONS:

1. Digital marketing advertisements through mobile applications can use attractive mediums to promote their products effectively to reach their target audience.
2. Respondents feel apprehension of paying money in advance before using the mobile application as premium for using the services online. So, they want to get free services and then they pay money, which is proved in this study that most of the respondents do not prefer to pay for using the mobile application services.
3. Marketers should develop advertisements that focus on provoking the curiousness of viewers and motivate them to read the advertisement fully.
4. Social media advertising companies should contemplate on building trust among the audience towards advertisements. Besides, the advertisements should also include clear information pertaining to the products or services.
5. Respondents show positive attitude towards the mobile application, it is recommended to the companies to utilize Social media

advertising companies for creating awareness about the brand at a faster pace. Introduce facilities that the customer can easily find services in the mobile application itself by providing secured terms and conditions before using it.

CONCLUSION

Global advertisements through digital marketing, can expand one's customer reach to other countries in spite of geographical barriers. It is one of the most effective benefits of digital marketing through mobile application. Due to the growing popularity of digital marketing, customers have become more convenient to shop online at any time of the day. Through digital marketing, companies and customers get the opportunity to acquaint themselves with each other. Easy brand promotion, with the growth of the digital marketplace, various brands can easily reach their customers. Digital marketing through mobile application can get instant feedback from your customers at any place. So, you can improve your services promptly. Digital marketing offers the companies to measure their marketing activities. It also helps the marketers to evaluate and audit their online contents for quality purposes. To summarize, digital marketing through mobile application has a bright future for long term sustainability of the product and service in the current market technologies with pros and cons.

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