

## **The Impact of Digital Marketing Communication on Consumer Buying Behaviour Towards with Smart Phones with reference to Hyderabad City**

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### **Abstract**

According to the World Bank, India's economy is one of the world's fastest expanding, and its smartphone industry is rising rapidly. Smartphones have become indispensable in customers' personal and professional lives. The constant rise in disposable money has had a tremendous impact on consumer attitudes and ambitions. This study's goal is to analyse the external and internal elements that influence a consumer's smartphone buying choice. The study also examines customer perceptions toward cellphones and the role of brands in consumer purchasing decisions. The rapid rise in smartphone usage is evident, affecting all age and gender categories. This study's focus is on quantitative elements considered to impact customer attitudes and behaviours around smartphone purchases. "The Impact of Online Digital Communication on Customer Purchasing Behavior on Smart Phone" examined the impact of online digital communication on customer purchasing behaviour on smart phones. The study used a questionnaire to survey 100 people from various demographic backgrounds. Although most individuals utilise digital communication sources like the internet and deem them credible and useful, conventional media like television commercials and word of mouth were found to be the most effective in getting potential buyers to the showroom. Even while the internet is an effective tool for connecting with clients, it is not currently the most widely used or important media. The study focuses on the impact of digital marketing communication on customer purchasing behaviour for smart phones in Hyderabad.

**Keywords:** Digital Marketing concept, Digital marketing communication, Concept of Smart Phone, Buying behaviour of smart phone and Impact of digital marketing Communication

### **Introduction**

Marketing research is increasingly focusing on consumer smartphone behaviour. Consumer behaviour in the smartphone business is progressively being studied, from adoption incentive

to post-use behaviour. The study's findings confirm that regulatory focus has an impact on consumer behaviour when acquiring a smartphone. Their perception, motivation and lifestyle are affected. The number of individuals who rely on the internet and mobile apps for information has risen considerably in recent years, as more people become digitally proficient. Embracing internet-based digital technology as a medium of communication, smart phone makers are forced to explore new and novel ways to attract greater consumers. Many automakers have recognised that the Internet is a low-cost way to reach potential clients. Customers may now mix and match colours, inspect the automobile from various angles, ask questions online, plan test drives, and schedule service appointments. As a result, internet-based marketing is becoming increasingly popular.

The general public's rising use of cellphones is driving the increased interest in the subject. People's preoccupation with cellphones is disturbing. Thus, the goal of this study is to discover Indian smartphone buyers' buying behaviours. The study's goal is to discover why consumers buy smartphones, what influences their decisions, and what motivates them. Consumers' lifestyles are unique, and these traits influence their purchasing decisions. In addition to social and personal considerations (such as the buyer's family, groups, roles, and status) (such as age, occupation, lifestyle, personality, and self-concept). Why do people buy pricey smartphones if there are cheaper alternatives? When choosing a smartphone, a consumer may consider price, quality, brand, country of origin, marketing, sales, and word of mouth. How much does a smartphone's brand influence a customer's purchase decision? What is the difference between the various varieties of smartphones available on the market, each with a different price? And how do they affect the customer's buying decision? This study also looks into how smartphone makers promote to clients to influence their purchasing decisions. Promotional efforts, network carrier partnerships, and other techniques are examples.

### ***Digital Marketing: The Concept***

Individuals apply the concept of digital marketing in numerous ways. It's often confused with "internet or online marketing," "e-marketing," "ecommerce," and "e-business." Despite their interconnectedness, these phrases have distinct meanings (Rowan, 2002). Internet marketing requires a live internet connection. Internet marketing is the online promotion of goods and services (Hanson and Kalyanam, 2007). E-business refers to the use of technology in both internal and external activities. It has two parts: e-commerce (the commerce side) and e-marketing (the marketing side). Marketing that uses the internet and digital technology to promote products or services is known as e-marketing. It is the use of electronic media to promote goods or services (Hoge, 1993). From the perspective of Rowan (2001), emarketing is the practise of completing the marketing process using information technology (Lamb, Hair and McDaniel, 2001). E-commerce is the purchasing and selling of products and services through the internet, as well as the fulfilment of financial transactions electronically.

### ***Digital Marketing Communication***

Marketing communication is the interchange of ideas, thoughts, and information between two parties, the marketer and the consumer (Smith and Taylor, 2004). Marketing communication is the activity of sharing information with the general public or customers such as product

promotions, new product launches, and community projects (Kotler and Keller, 2012). Messages go from sender to receiver(s) via media or channel in an orderly and systematic communication process (Steinberg, 2007). A company's success depends on choosing and investing in the best channel for its needs, benefits, and communication flows. The most generally used communication channels nowadays are digital, relying primarily on internet and mobile network services, and the most often used communication flows are packaged digitally.

### **Smart Phone: An Overview**

Since 1994, when the IBM Simon (Ai et al. 2008) was debuted, the smartphone market has grown significantly. First smartphone: AT&T's "Phone Writer Communicator" (Sager, 2012). The Psion-developed "Symbian" platform powered all cellphones until Apple introduced the "iPhone" in 2007. HTC announced the Android-based "HTC Dream" in 2008. After 2010, Android became the most popular smartphone operating system, dominating the market. Almost all modern smartphones can connect to the internet, play music, take pictures, send and receive emails, connect to social networks, and run third-party programmes. Mobile phones have emerged as a key communication tool when mass marketing fails. This has resulted in a "mobile revolution" after the industrial and agricultural revolution. The interaction, measurability, localization, and ubiquity of mobile phones appeal to customers and potential customers. Bi-directional communication, instant replay, and direct customer-marketer discussion are all made possible by interactive marketing techniques. As a result, mobile phones are increasingly being used by marketers as a means of communication. Identifying and contacting new customers is made simpler using the SIM Subscriber Identity Module (SIM). Customer notifications and impulsive purchases can be sent using the Global Positioning System (GPS) by operators. Customers can also use the GPS service to request specific information. Location-based services assist customers locate the best solution for their problems as a result of this. Due to their ubiquity, mobile phones are today's most sought-after digital tool due to its accessibility at all times and places.

### **Review of literature**

According to Charles Gibson (2018), the surge in organisations integrating technology into their marketing strategy highlights the need for a comprehensive examination of digital marketing tactics. Business owners that adopt client-centered marketing strategies can take part in an exciting new phase in marketing practise evolution where digital marketing is leveraged to suit their primary marketing needs. A literature analysis of the most effective digital marketing tactics can offer organisations with helpful tools to target a bigger audience. These digital marketing methods will help boost their visibility to their target market.

The most effective e-Commerce system currently available, according to M.Shirisha (2018). We can acquire and sell swiftly with this marketing technique. With digital marketing, you can reach the largest potential audience in the shortest period. It has a major impact on the modern commerce system. This solution has made our business more efficient and accurate. Digital marketing is considerably less expensive than traditional offline marketing. However, one of the most major benefits of digital marketing is the ease of tracking and monitoring results. Customer response rates and campaign success may be tracked in real time, saving money on

expensive market research and allowing better campaign planning. This paper was written to highlight the importance of digital marketing in today's world.

### **Scope of the study**

The study's goal was to assess the impact of digital marketing communication on customer purchase decisions while acquiring a Smart Phone. The study used proportionate area sampling, with "Hyderabad" as the sampling region.

### **Significant of the study**

The impact of consumer purchase decision processes and potential deterrents and motivators of digital consumer behaviour can be investigated experimentally to yield crucial insights for marketers. Its impact on consumer purchase processes is the subject of an academic study. Marketing professionals can better understand their prospects' purchasing decisions when purchases are planned and helped by technology.

### **Purpose of the study**

Customers and marketers are increasingly turning to digital marketing as evidenced by recent studies and reports. Consumers are spending more money on digital gadgets and data plans than ever before, and they're relying more on digital marketing communication to help them make purchases. India's digital statistics. For the purpose of promoting their products and services, marketers are increasing the amount they spend on digital channels. Due to this, it was deemed necessary to evaluate the impact of digital marketing communication in light of current events and previous studies To better understand how customers use digital information at different stages of the car-buying decision process, researchers conducted this study. The study's goal was to discover which digital channels customers prefer and who they are as customers who use digital marketing communication to make purchases. It was proposed in the study that customers' attitudes regarding using digital marketing communication while purchasing a Smart phone, as well as the influence of other relevant persons and variables such as technology and resources, be revealed.

### **Objectives of the study**

- To find out if digital marketing communication has any effect on the purchasing habits of residents in Hyderabad
- The factors influencing the purchase behaviour of smart phone digitally promoted items to be identified.

### **Research design**

The study makes use of both primary and secondary data sources. There are 100 participants in the study. The sampling population is made up of Hyderabad's smartphone users. We're using Convenience Sample as our sampling strategy. The information was gathered by means of a questionnaire. The study's methodology is purely descriptive in nature. Since the data were acquired with a convenience technique, descriptive analysis was performed on them.

### *Hypothesis*

**H1:** Customer buying decisions in Smart Phones are influenced positively by digital marketing communication.

**H2:** People who want to buy a Smart Phone like to get their information via Digital Marketing communication.

### **Results**

***Table 1: The medium that has the greatest impact on existing smart phone owners' purchasing decisions.***

<b>S. No.</b>	<b>Respondents</b>	<b>Percentage</b>
01	Television	16.62
02	Print Media,	15.3
03	Online Media	26.6
04	Verbal Communication	26.6
05	Others	15.00
<b>Total</b>		<b>100</b>

**Discussion:** According to Table 1, 16.6 percent of respondents who possessed a smartphone indicated that television had the most influence on their purchasing decision. Print media accounted for 15%, web media for 26%, and other sources like car expos accounted for 15%. As can be seen, most respondents attribute their purchase decision to integrated platform media and word of mouth. A 2012 Accenture global study indicated that 53% of respondents said manufacturer websites had the biggest influence on purchase decisions, 49% said social networking, 60% said suggestions from friends and co-workers, and 58% said family advice. Digital marketing communication has a positive effect on client buying decisions in the smart phone category. Hypothesis 1 is so accepted.

***Table 2: The preferred source of information for those who do not own a smart phone but aspire to purchase one.***

<b>S. No.</b>	<b>Respondents</b>	<b>Percentage</b>
01	Television	17.85
02	Print Media,	15.73
03	Online Media	30.47
04	Verbal Communication	22.47
05	Others	13.48
<b>Total</b>		<b>100</b>

**Discussion:** Table 2 shows that 17.85 percent of those who didn't have a smart phone but wanted to get one said that they got their knowledge before making a buying decision from television. One in five people chose print media, one in ten people chose web media, one in five people chose word-of-mouth, and one in every thirteen people chose alternative media,

such as auto expos. Before making a purchase, most people prefer to gather information from digital media, such as the internet. As predicted by hypothesis 2(H2), internet marketing is the most popular way for customers to learn about smart phones before making a purchase. Hypothesis 2 is therefore confirmed.

**Table 3: How Has Digital Marketing Communication Affected Consumer Purchasing Behaviour**

S. No.	Respondents	Percentage
01	I began spending more time on the internet.	42
02	Increased purchasing frequency.	38
03	Have developed into a brand's loyal customer.	26
04	Have developed into researchers.	48
05	Increased consumer awareness of new items and launches.	52
<b>Total</b>		<b>100</b>

**Discussion:** The Table demonstrates that digital marketing has the greatest influence on increasing customer awareness of items and new releases. This is followed by customers evolving into researchers and increasing their time spent on the internet. Becoming brand loyal is the least of the consequences of the impact that internet marketing has had on consumers.

## Conclusion

The purpose of this study was to determine the efficiency of online digital communication as a marketing medium in the context of the smart phone industry, more precisely the smart phone user segment. The usage of online digital media as a key source of information is advantageous to potential customers considering acquiring a smart phone. Online information sources also proved to be significantly more successful in delivering detailed specs, features, and comparative statistics. Digital marketing communication has a positive effect on customer purchasing decisions for smart phones, and digital media is the preferable source of information for people looking to buy a smart phone, were proven correct. It was discovered that, while digital communication is a powerful, influential medium that the majority of its users regard as fairly dependable, its reach in India is not as vast as that of television. This can be attributable to a variety of issues, most notably India's massive digital gap and the Internet revolution's early beginnings.

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