

Digital Marketing Communication And Consumer Purchase Behaviour: With Reference To Home Appliance Market

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ABSTRACT:

Digital marketing or online marketing, is the promotion of brands to connect with potential customers, applying the internet and other forms of digital communication. This includes email, social media, web-based advertising and text and multimedia messages as a marketing channel. Digital marketing communication which is the communication through digital or electronic media among businesses and consumers has grown rapidly during the COVID-19 era and post COVID-19 era. Consumer Purchase Behaviour in Home Appliance Market is affected by Digital Marketing Communication. This paper reflects digital marketing communication and consumer purchase behaviour in home appliance market.

Keywords: consumer behaviour, marketing strategy, psychology, demographics.

INTRODUCTION:

Home appliance market is growing rapidly and evolving in terms of size and structure. Many strategies are continuously adjusted to take into account the changing situation. A revolution is occurring in information technology (IT) and the logistical network that supports the growth of marketing and its services in major cities, small towns, rural hamlets, and villages. Supermarkets, department stores, chain stores, self-service outlets, and shopping centers are a few instances of cutting-edge marketing strategies made feasible by a shortage of space and skilled, dependable employees. As a result, the marketing service has experienced a significant transition, either naturally or as a result of handling the labor, time,

and space constraints. The marketing strategies that are employed today are more varied, comprehensive, and situation-specific than they were in the past.

REVIEW OF LITERATURE:

"Nothing can be sold if the buyer's behavior is unpredictable," claims N. Sharm (2013). Therefore, the fundamental factor that can determine whether a marketing strategy is effective or not is understanding consumer psychology. The study's findings indicate that a variety of factors, including those pertaining to demographics, personality, requirements, and purchasing motivations, as well as the stage of the family life cycle and the roles that various family members play in making purchases, have an effect on how consumers act (e.g., technology, brand image, price, style, and after-sales services). As a result, a thorough understanding of this consumer behavioral pattern is required for the effective formulation of marketing strategy.

K.T. Kalaiselvi and D. Muruganandam (2013) deduced from their analysis that the majority of respondents preferred price discounts to non-price offerings. As a result, to determine consumer preferences for marketing efforts, manufacturers of home appliances must conduct extensive market research. Numerous home appliance companies displayed a diverse range of promotional initiatives, but those initiatives were not as successful as expected due to well-known reasons such as a failure to match the initiatives to the objectives, a lack of innovation, and insufficient planning. Therefore, it can be said that "BRAND NAME" plays a substantial role in the purchase of home appliances, notwithstanding the alluring promotional offers that are made available. The majority of respondents expressed interest in various marketing campaigns, including price reductions, exchange programmes, warranties, etc. According to studies, the data unmistakably shows that consumers value price discounts more than non-price programmes. The majority of customers who replaced their old appliances in Erode, Tamil Nadu, India, during the exchange offer period are happy with the new ones they bought.

According to S.O. Olsen and K. Skallerud (2011), their research looked into whether the strength and direction of

store attribute beliefs—two dimensions—have a different impact on hedonic versus utilitarian buying value. This involves asking supermarket buyers in-depth questions about their perceptions of store characteristics as predictors of shopping value. In a Norwegian city, salespeople approached three grocery businesses. They received a box containing the survey, the information letter, and the pre-paid return envelope after choosing to participate in the study. 60% of the total, or 572 surveys, were returned within two weeks of delivery. A survey of grocery shoppers revealed some store attributes, such as personal interaction, may have a different valence or direction from the various shopping value dimensions, while others, such as physical attributes, may have a positive relationship with hedonic shopping value and a negative relationship with utilitarian shopping value. Future study should take into account outcomes such as patronage intents and expectations, satisfaction, loyalty, and good word-of-mouth in addition to shopping value antecedents. To counterbalance the diverse effects of store features on shopping values, it may be desirable to combine store layouts and develop adaptive marketing strategies. This study serves as an illustration of the variety of impacts that store features can have on the transaction value. By demonstrating strong interactions between the two categories of shopping value and dimensions of store features, this study builds on past research, which mainly concentrated on the primary effects of store qualities (i.e., one-dimensional measurements of store attributes).

S. Sarvana (2010) stated that respondents from higher income groups shop whenever and however they please and that education plays a significant role in shopping behavior. Women typically make the majority of the purchases and like to compile a list of the items they need before going shopping. Family has a greater influence on a consumer's buying behavior. When buying items, the majority of respondents prefer department stores to other businesses. Most people encourage others to purchase the items they recently purchased. Quality of the product is prioritized. The majority of respondents expressed satisfaction with factors including cost, level of service, and design of long-lasting things. In the current study, we are interested in learning whether customers in Allahabad

City are satisfied with the electronic goods' pricing, quality, availability, service, and design.

Y.K. Seock and N. Sauls (2008) evaluated the shopping habits and store standards of Hispanic consumers in the apparel business. They also examine the differences in these characteristics by age and gender. A systematic questionnaire was developed that covered the variables in the study's variables. Both English and Spanish were used in the survey's creation. Factor analysis was used to determine the purchasing preferences and retail business evaluation standards of Hispanic consumers. Trace multivariate analyses of variance by Pillai were used to evaluate the hypotheses. Six shopping orientation constructs and three components of the store evaluation criterion were discovered. The research revealed that men and women have different buying preferences and varied standards for judging clothing retailers. Each age group has different shopping preferences and rating standards for clothing retailers. In terms of arranging their stores to appeal to different consumer demographics, allocating resources, and product promotion, this study offers applications for clothing retailers. The study's findings will also demonstrate how to provide Hispanic customers with the finest shopping experience feasible, enabling clothes retailers to develop customized marketing strategies to target areas with a strong Hispanic population. The buying habits of Hispanic consumers must be understood, yet little research has been done in this area.

According to R.K. Srivastava (2008), the increase in the number of retail chains across the country is a sign that organized retailing is starting to be a profitable industry and will grow quickly in the near future. This industry has more than 12 million retail locations. The majority of its firms are independent, owner-managed enterprises, and it claims the fastest retail growth rate in the entire world. Due to the emergence of modern large-scale formats including supermarkets, specialty stores, chain stores, department stores, hypermarkets, factory outlets, and discount stores, the retail environment in India has transformed. Malls will house 90% of all future retail growth. A major market trend is the expansion of entertainment and shopping malls. Multiplex malls that have movie theatres, food courts, and kid-friendly areas are becoming well-liked vacation spots for families. Food,

apparel, and household products are the three key businesses driving the Indian retail economy.

To link store choice, format choice, and consumer demographic variables, S. Tripathi and P.K. Sinha (2008) suggest adopting a hierarchical logistic choice model in which customers first choose a shop format and then a specific store within that format. Numerous demographic and socioeconomic factors might have an impact on both the format and store choices in two different ways. One is that these factors have a direct bearing on the format and shop selection. The other approach is that they affect the shopping list and the date of the trip, which in turn indirectly affects the preferred format. According to the study's findings, larger families will visit the store more frequently and will carry larger baskets. The size of a family's household has a beneficial effect on the likelihood of going shopping. Similarly high household income levels may lead to increased consumption, which would imply increase overall purchasing. On the other hand, it is expected that the number of working family members would depend on the family's income, consumption habits, and ultimately the size of the basket. Consumption will increase in two ways when the number of workers increases. It will first benefit income and consumption due to adults' time restrictions and the opportunity cost of time. Second, it can result in a higher demand for products and services.

According to B. Berman and J. R. Evans' (2007) research, the coveted luxury handbag category players are increasing the bar in terms of exclusivity, uniqueness, and artistic value in order to meet customer demand for true luxury, according to Milton Pedraza, CEO of the Luxury Institute. Only commentators who consider wealthy consumers who can purchase the goods assess the Judith Leiber brand as a luxury as well as a piece of art. Our unbiased surveys are founded on the idea that well-educated, discriminating luxury consumers possess the highest level of knowledge and reliability in the luxury market. The Luxury Institute uses independent panels for its research and third-party analytical organizations to compile the findings in order to amplify the real voice of luxury customers for the benefit of both their peers and business leaders.

In his study, M. Khan (2007) asserted that understanding customer behavior is one of the essential components in developing a marketing plan and that consumers are the most crucial factor in the success of any organization. The study of what consumers buy, how they buy it, where they buy it, and how much of it they buy at what time and in what quantity. In addition to the choice of whether to buy or not, there is also the choice of which source to use. The study of consumer behavior also includes the internal and external influences on behavior, including self-perception, social and cultural background, age, family, attitudes, personality, and socioeconomic class. Consumers in wealthy cultures can afford to make larger purchases more frequently. In contrast, consumers in less affluent societies typically only respond to their most fundamental wants.

In his study, J. Roy (2002) went into detail on how the initial stage of planning and research can be referred to as the need recognition and information search stage in the general decision-making process. The majority of furniture purchases are planned, according to a study of furniture purchases made by American consumers. The primary motivations for buying are to replace outdated furniture, followed by having recently moved into a new home and desiring a new model or style. The study also showed that before making a purchase, customers did their homework. Consumers acquire their information in stores. According to the survey, 64% of respondents went shopping to obtain ideas, 50% called or went shopping to compare prices, 43% read store advertisements, and 40% compared advertised prices. Within a week, over half of the respondents completed a purchase. According to the poll, half of the consumers buy furniture every three years. The second stage, shopping, is comparable to the general decision-making process' evaluation of options stage. According to the report, shoppers for furniture visit an average of 3.2 establishments. 76% of the surveyed furniture buyers visited three or more stores, and 10% only went to one. Only 14% of customers made a single store visit before making a selection. The third step in the decision-making process for buying furniture, which is the same as deciding to make a purchase in general, is item selection. According to the poll, 64% of consumers who decide to buy furniture are unaware of the brand and 42% are unaware of the model they want to buy. The survey

also showed that 61% of respondents made decisions with their spouses or other significant individuals. The final step—the store experience—can be seen as the overall decision-making process' post-purchase assessment. The study found that, at 84% and 82%, respectively, customer satisfaction levels for the store and salesperson are quite high. The most important factor is that customers who had a negative experience tell other people about it. The survey found that 97% of respondents share their negative shopping experiences with others.

DIGITAL MARKETING COMMUNICATION AND CONSUMER PURCHASE BEHAVIOUR IN HOME APPLIANCE MARKET

The retail industry revolution has significantly impacted the Indian consumer market by affecting lifestyles and changing consumer perception. India, once known as the "country of poverty," is now recognized as the "land of opportunity" thanks to a consumer base of more than a billion people. The same is applicable to "Home-appliance market". The modern consumer is informed about the home appliance available and aware of their costs, merits, and performances. They only buy products that satisfy their needs and goals and are compatible with their expectations, budget, and way of life. Businesses try to convince both present and potential customers to support their operations since psychological and personal factors have a big influence on consumers' purchase decisions. The consumer views the tangible and intangible characteristics of the goods and services as their choice because this is where the organization is actively focusing for their survival and growth.

Distribution of home appliances is crucial to marketing efforts because India has a large population that is distributed across the entire subcontinent. Marketers need to find new customers in addition to offering goods and services to their existing customers in order to assure their financial security. The purchase of stock, storage of stock, transportation of stock, financing of stock, and selling of goods to customers on credit are all included in the distribution function. Additionally, it helps to promote home appliances, spreads market knowledge, grows market share, and, most importantly, efficiently covers the market to ensure that goods and services are available at the point of contact.

Modern consumers now have far greater purchasing power, thanks to the internet, which gives them more flexibility to choose from a wider range of goods and services at any time. Information is freely accessible, and communication between people is possible anywhere. As a result, straightforward communication, borderless exchange, reasonable prices, efficient transactions, and transparency in transactions constitute the fundamental principles of all internet marketing techniques. Additionally, the internet allows the user a stronger voice to influence peer and public opinion through the designated ports. There are many different brands that can be purchased using the internet's marketing platform, including food items, durable goods, and delicate items.

Understanding consumers is essential everywhere because of their diverse needs and complex marketing methods. Among the demographic traits that contribute to these issues are language, age, income, culture, and social, political, and economic considerations. The customer is constantly exposed to social media that disseminates knowledge and helps in decision-making. Consumer perceptions have been significantly impacted by the spread of knowledge and the availability of a variety of information at little or no cost through

Even though the service industries have had phenomenal expansion, it is only recently that they have changed to incorporate new marketing concepts and tactics. Due to intense competition, rising costs, low productivity, and ambiguous market conditions, the marketing sector has been kept afloat in a fiduciary situation. Several strategies have been created to create demand, maintain growth patterns, attain profitable volumes, and provide effective services that eventually satisfy human need. Continuous attempts to boost this sector's productivity are vitally needed because it contributes significantly to the state and central governments' revenue. These innovations, strategies, and techniques were developed primarily to meet the needs of highly productive service organizations and to fulfil consumer demands and preferences.

India's retail industry has a more promising future because of its large human resource base, variety of service opportunities, availability of skilled laborers, larger client base, growing logistical support, and presence of 400

million middle-class consumers. The Indian economy was liberalized, privatized, and globalized (LPG) in 1991, which led to previously unheard-of changes in the commercial, industrial, and economic environments. India's economy, which was formerly protected, has since opened up and been integrated with the world economy to become a dynamic one. The LPG idea has brought to light several Indian businesses that, in a short period of time, have assisted in modernizing and upgrading the service industry.

Digital marketing tools such as social media and email marketing can reach customers and inform them about new products, offers, discounts, or promotions. Consumers are more likely to purchase a particular product when they feel that the brand provides something unique.

With easy access to the internet, consumers have become curious and want to conduct thorough research before buying anything online. With almost every brand marketing its products and services online, it has become convenient for consumers to research, compare, experiment and then make a suitable purchase decision. This decision is highly influenced by the information they find online, making it crucial for brands to have a strong online presence.

Brands can now build transparent relationships with consumers and offer them a better understanding of merchandise and services. With the advent of digital marketing, customers are exposed to a large number of products and information from all brands. They want quality products that offer better value for their money. Consumer engagement, discounts and customer support can influence consumer purchases and increase customer loyalty.

Digital word-of-mouth is a dependable method of recommendation. Today, consumers make choices based on what their role models endorse or what others recommend. Other forms of recommendations like customer reviews, testimonials, comments can also help brands to establish trust among consumers. If a brand has a good digital word of mouth, customers are likely to trust more and increase their purchases.

With the use of digital marketing, companies may promote their goods when and where consumers are most inclined to make impulsive or spontaneous purchases. Companies employ strategies like online promotions, discounts, and incentives to persuade consumers to purchase their goods right away.

Customers can have a customized shopping experience with digital marketing. Businesses have noticed that a lot of consumers prefer quick remedies over extensive study for new items. To give customers a customized purchasing experience, brands have created and altered their digital content. This will have a big impact on what people buy.

Today's consumers want quick responses to their questions and complaints. Thanks to digital marketing communication, which is feasible. Sharing customer questions and opinions for a wide audience on social media is simple. Reviews, both favorable and negative, have a big impact on consumers' purchase behaviour.

Digital marketing gives consumers more control, provides them with tailored experiences and helps in the development of transparent and trustworthy connections between businesses and consumers. Thus, a significant portion of customer purchases are motivated by digital marketing communication.

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