

THE EFFECT OF DIGITAL MARKETING ON THE ATTITUDE OF CONSUMERS IN THE RURAL AREAS OF KOZHIKODE DISTRICT OF KERALA

Deon Bablu Thomas^{1*}, Dr. S. Tamilarasi²

^{1}Research Scholar, Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, kattankulathur, chennai*

²Professor & Head, Department of Commerce, College of Science and Humanities, SRM Institute of Science and Technology, kattankulathur, Chennai

^{1}Corresponding Author Email: deonbabluthomas56dbt@gmail.com*

ABSTRACT

Due to the extremely competitive industry and technological advancements with the use of the internet, the conventional market has switched to digital marketing methods. In a highly competitive industry, digital marketing entails developing business models employing digital technology to minimize costs and expand operations internationally. Today, digital marketing has a larger chance of increasing their business in the future since customers are lot more delighted when they purchase online because they believe digital marketing is safer than conventional marketing. They make appropriate comparisons, allowing them to enjoy the freedom of choice and place orders at any time, 24 hours a day, and seven days a week. With recent technologies and more online participation, consumer connectedness is expanding day by day, as a consequence of which consumer behaviour has changed and organisations must understand customer behaviour. This study investigates the influence of digital marketing on consumer's attitude.

Keywords: *Digital Marketing, Consumer Attitude, Rural consumers attitudes, Market.*

1. INTRODUCTION

Marketing is a way of life for many types of businesses throughout the world. Marketing is more than just selling items to make a profit; it is also about meeting the demands of customers. Modern marketing is an absolute necessity. It relates to identifying customer wants and planning operations to match their expectations. According to Mahatma Gandhi, the client is the most important visitor, and he is providing the chance for commercial enterprises to assist him. The current business must focus on the notion of "customer pleasure," which is reducing consumer happiness. Modern marketing efforts combine the identification of customer needs for products and services with the acquisition of items from suppliers via the transfer of ownership. It is the process of figuring out what customers want, when they want, where they want, and at

what price they want, with the ultimate goal of achieving consumer pleasure. Production, product, sales, marketing, and societal marketing are the five key areas of marketing.

Digital marketing has been regarded as a new sort of marketing, opening up new avenues for organisations to conduct business. Marketing efforts undertaken through digital media enable advertisers to engage directly with potential customers at a quick pace and regardless of geographical location. Recently, digital marketing has been referred to as one of the finest ways to break through the clutter and communicate directly with the consumer. The purchasing and selling of information, products, and services using computer networks or the internet is referred to as digital marketing. The Internet and electronic commerce technologies are revolutionizing corporate structures, income streams, client bases, and supply networks throughout the economy.

The current survey seeks to learn about people's attitudes regarding digital marketing. Consumers cannot touch or see the items before purchasing them via internet marketing. Because the quality of the product acquired through internet marketing is important, marketers must guarantee that the quality of the items given to customers fits their expectations and those they deliver on their promises. Other consumer attitudes concern convenience, contentment, and product availability; these aspects demonstrate that marketing delivers ease to customers, which online shoppers appreciate because these are indicated by the effort of visiting to the market and purchasing the items. It is possible to infer that many customer attitudes regarding digital marketing are encouraging. Online marketing has enormous promise in the future, and more and more businesses will add online platforms to give wider shop shelves to clients. However, in order to survive in the long run, businesses must provide value to their customers.

2. REVIEW OF LITERATURE

Vikash and Vinod Kumar (2017) To evaluate consumer perceptions of online purchases. A factor analysis was performed to learn about consumer perception, and it was discovered that the most significant aspect is product quality, which is intangible, followed by convenience, contentment, and product availability. Consumers have a favourable opinion of online buying and have established a good framework.

Senthilkumar (2017) doing research among Karur district respondents. According to the findings, the primary aspects that drove consumer satisfaction were product knowledge, secure transactions, customized attention, dependability, and service assistance. The study also discovered that gender, family members, and educational qualification have a positive influence. Additionally, respondents from cluster one are referred to as moderators, cluster two as shopping specialists, and cluster three as no voice (i.e., new entrants) based on their scores on attitude, satisfaction, and decision. According to the survey, provided security and safety are assured, online shopping would prosper in this competitive climate.

Savita Maan et al. (2017) investigated the motivations of young people while making online purchases. According to the statistics, the Indian young like to buy largely for convenience and time savings, followed by trendy and fashionable items. Other reasons for purchasing online include the range of items accessible, the reduced procedure and deals given,

and detailed product information. The report finishes with recommendations to internet marketers to create trendier and more varied items.

Balamurugan et al. (2017) investigated the impact of specific elements that influence customers' decision to make an online purchase. Individual considerations, functional value, conditional value, emotional value, and epistemic value all impact consumer purchasing decisions. Consumers want identity, and web store engagement is required to persuade them to purchase online.

3. STATEMENT OF THE PROBLEM

The proposed study sought to investigate the influence of digital marketing on customer attitudes in rural areas of Kozhikode district. Based on these parameters, the research work attempts to find appropriate answers to questions such as the consumers' socioeconomic background, the influencing factors that persuade them to use digital marketing, the correlation between digital marketing and consumer attitude, and the future perspectives of digital marketing.

4. OBJECTIVES OF THE STUDY

The study is carried out with specific objectives in mind, such as understanding the socioeconomic profile of the consumers, identifying the factors influencing rural consumers' attitudes toward digital marketing, studying the relationship between digital marketing and consumer attitudes, and assessing the future scope of digital marketing.

5. HYPOTHESIS

On The null hypothesis presented below is based on the framed objectives, talks with area experts, and findings from past research projects. HO1: There is no relationship between digital marketing and customer attitudes.

6. METHODOLOGY

The current investigation is built on both important (primary) and auxiliary (secondary) data. To collect the necessary information, a well-structured timetable was devised. For the acquisition of critical information, a convenient sampling approach plan has been supplied. The required fundamental information has been gathered from the selected 160 consumers. Complementary information can be obtained through papers, books, and journals, among other sources.

7. ANALYSIS AND INTERPRETATION

Data analysis is the act of inspecting, cleaning, transforming, and remodeling data in order to obtain a certain conclusion for a given circumstance. It is the process of gathering raw data and transforming it into information that consumers may utilize to make decisions. The collected data was investigated using statistical approaches such as the Garret Ranking,

Correlation Analysis etc.

Table 1: Influencing factors towards Digital Marketing

Rank		1	2	3	4	5	6	7	N	Total Score	Mean Score	Rank
Score	x	78	65	57	50	42	34	21				
Increased Customer Loyalty	F1	68	39	26	23	04	-	-	160			
	F1x	5304	2535	1482	1150	168				10639	66.49	V
Full Consumer engagement	F2	64	34	38	18	06	-	-	160			
	F2x	4992	2210	2166	900	252				10520	65.75	VIII
Cost Effectiveness	F3	72	58	22	8		-	-	160			
	F3x	5616	3770	1254	400	-	-	-		11040	69	III
Brand Credibility	F4	66	45	28	14	07	-	-	160			
	F4x	5148	2925	1596	700	294				10663	66.64	IV
Effective targeting of Consumers	F5	65	48	21	14	12	-	-	160			
	F5x	5070	3120	1197	700	504				10591	66.19	VII
Flexibility in practices	F6	69	43	21	16	11	-	-	160			
	F6x	5382	2795	1197	800	462				10636	66.48	VI
Real time Communication	F7	77	62	21	-	-	-	-	160			
	F7X	6006	4030	1197						11233	70.20	I
Quick & Convenient Service	F8	74	63	15	08	-	-	-	160			
	F8X	5772	4095	855	400					11122	69.51	II

Source: Direct Survey among Respondent

7.1 Interpretation

Garret Ranking is used to rank the identified factors that influence the consumers towards digital marketing. With the help of this technique, it is possible to understand which are the factors that highly influenced and not highly influenced. From this analysis it's clear that the most influencing factor is real time communication; because of his high mean value. It is followed by quick and convenient service. Here ranking is based on the mean score obtained for each factor.

Table 2: Descriptive Statistics

	Mean	Std. Deviation	N
DIGITAL MARKETING	4.92	.202	160
CONSUMERS ATITUDE	4.98	.088	160

Table 3: Correlations

		DIGITAL MARKETING	CONSUMERS ATITUDE
	Pearson Correlation	1	.323**
DIGITAL MARKETING	Sig. (2-tailed)		.000
	N	160	160
	Pearson Correlation	.323**	1
	Sig. (2-tailed)	.000	
CONSUMERS ATITUDE		160	160
	N		

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

Here we can see that the Pearson correlation coefficient, r , is .323, and that is statistically significant ($p < 0.05$). Since the p value is lower than 0.05, the null hypothesis that there is no correlation / association between digital marketing and consumers' attitude is rejected.

So, the conclusion is that there is relation between digital marketing and consumers' attitude. It is positively strong correlation.

8. CONCLUSION

This study gave a thorough understanding of the link between digital marketing and customer attitudes. Because of the unique qualities that digital marketing gives to consumers, we

know that digital marketing and consumer attitudes will become associated. It was demonstrated effectively in this case by adequate analysis based on consumer feedback. Furthermore, the study assisted in ranking the influencing variables that motivate customers to engage in digital marketing. The study's findings show that the breadth of digital marketing will expand or move to the next level in the near future, as customer acceptance grows.

REFERENCE

1. Vikash 1, Vinod Kumar (2017) "A Study on Consumer Perception Toward Online Shopping", IOSR Journal of Business and Management (IOSR-JBM), Volume 19, Issue 8. Ver. I. (August 2017), PP 32-35
2. Dr. P. Senthilkumar, "A Study on Consumer Satisfaction towards Online Shopping in Karur District," SSRG International Journal of Economics and Management Studies, vol. 4, no. 5, pp. 33-37, 2017.
3. Maan, S., Kumar, S., & Rani, S. (2017, July). Motives moving youth towards online shopping. In Proceedings of International Conference on Strategies in Volatile and Uncertain Environment for Emerging Markets (pp. 864-873).
4. Malwana K, Sharma P., Pathak A. (2019), "Impact of Digital Marketing on Consumer Buying Behaviour- A Comparative Study on the Gender Basis", JGRS, Vol.-21, Issue-16, Dec. 2019, pp.- 478-490.
5. M. Keerthi (2018), "Influence of Digital Marketing on Consumer Purchase Behavior," IJTSRD, Vol.-1, Issue- 1, Nov. Dec. 2018, pp.-836-839.
6. Panchal H. (2018), "A Study on Digital Marketing and Its Impact", IJARIE, Vol. 4, Issue-2018, pp. 1038- 1041