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A Study on Impact of Digital Marketing Components of Purchasing Behaviour in Nexon Paints Pvt Ltd, Coimbatore

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ABSTRACT

Marketing involves activities like advertising, sales, and product distribution to attract consumers. Digital marketing, showcasing in high website costs, offers a wider and extensive reach. Using a sample of 150 respondents, this study examines how digital marketing affects Nexon Paints Private Limited's purchase decisions in Coimbatore. A descriptive research design and convenience sampling were used, with a questionnaire for data collection. Statistical tools and methods like percentage analysis, Chi-Square, Correlation, and Anova were applied. Findings show that repeated brand reminders influence purchases. Social media ads should allow users to view reviews for better engagement. Digital media is crucial for branding, and automobile companies must use the right platforms with engaging content to attract and retain customers.

Keywords: Digital Marketing, SEO, Content Marketing, Video Marketing

INTRODUCTION

Marketing encompasses a wide range of activities—including advertising, sales, and distribution - aimed at promoting and selling products while fostering strong and lasting customer relationships. In today's digital age, digital marketing has emerged as a cornerstone strategy, leveraging websites, social media platforms, search engines, and mobile technologies to effectively reach and engage consumers across various touchpoints. As the majority of purchasing decisions are now heavily influenced by online interactions, businesses continuously monitor and analyse digital trends to refine their marketing approaches and remain competitive.

Consumer purchasing behaviour, how individuals search for, assess, and ultimately choose products—is shaped by a combination of psychological, social, and cultural influences. A deep understanding of these factors enables businesses to craft personalized marketing campaigns, improve customer satisfaction, and nurture brand loyalty. By aligning their strategies with consumer needs and behaviours, companies can drive higher sales, build stronger brand equity, and achieve sustained long-term success in a dynamic marketplace.

REVIEW OF LITERATURE

Mogaji, Soetan, Kieu (2020), An Explore on AI is rapidly changing digitalized promotion. Whereas the extant writing broadly covers AI applications that for the most part advantage businesses and clients, there is insufficient investigate on AI arrangements that compound issues for fiscally powerless clients. These clients have restricted get to budgetary frameworks, administrations or advances. To correct this, inquire about shortage, this paper portrays the challenges standing up to businesses as they endeavor to coordinated AI into the computerized promoting of their monetary administrations. Eventually, AI-enabled advanced showcasing is not as straightforward as collecting enormous information and utilizing expository calculations; the innovation may not continuously offer assistance businesses target their clients more successfully. This paper analyzes the connections between AI, advanced promoting, and monetary administrations in connection to helpless clients, highlighting key suggestions in the collection, preparing, and conveyance of data, as well as the significance of human association for ideal client encounter and engagement with monetary administrations suppliers. The present study conveys the terms amongst financial services providers, AI Developers, Marketers and Policymakers to help its understanding of adversity faced by the most differential consumers populations and how this can be reached better.

Goic, Marcel and Rojas, Andrea and Saavedra, Ignacio, (2019) This paper examines the effect of activated e-mail promoting campaigns utilizing an test approach. Activated emails compare to personalized messages sent naturally as a reaction to particular activities or states of clients. Normal cases of this kind of campaign incorporate affirmation and arrange status emails, individual welcome, cross-selling proposals, cart deserting updates, and re-engagement emails. We recognized more than 20,000 retail clients who had as of late browsed the site of a multichannel retailer, but deserted the handle some time recently obtaining, and haphazardly chosen around half to send them computerized emails with diverse arrangements. The comes about appear

that browse deserting activated emails are more successful than conventional emails, but this is generally clarified by a choice impact. In terms of the campaign plan, we discover that a few level of personalization and suggesting items that are near to those that the client has been going by emphatically impact the productivity of these campaigns.

Taiminen, K. and Ranaweera, C. (2019), The purpose of this paper is to explore how digital content marketing (DCM) druggies can be engaged with business- to- business (B2B) brands and determine how similar engagement leads to value- laden trusted brand connections. Through an online check, data were collected from the dispatch marketing list of a large B2B brand, and the hypothesised exploration model was analysed using covariance-grounded structural equation modelling. This paper identifies a pack of helpful brand conduct – furnishing applicable motifs and ideas; approaching content with a problem- working exposure; as well as investing in sweats to interpret, assay and explain motifs through DCM – to foster relationship value comprehensions and brand trust.

Holliman, G. and Rowley, J. (2018), Holliman, G. and Rowbs, J. (2018) explore the growing importance of Business-to-Business (B2B) digital content marketing, which focuses on creating valuable content to attract and engage target audiences. This approach requires a fundamental shift in mindset from "selling" to "helping" customers, involving distinct marketing goals, strategies, and metrics, as well as developing new skills and abilities. By adopting this approach, businesses can build stronger relationships with their customers, establish thought leadership, and ultimately drive growth and revenue. Additionally, it empowers businesses to remain ahead of the competition in an progressively digital commercial place.

Vy Khuu, Phuong Do (2018) This study aims to test the part of ingrained content marketing on YouTube in brand structure and explicates the medium through which brand content influences brand fidelity and purchase intentions. The study employed a quantitative research approach, using a questionnaire to collect data from the target group. The results showed that email marketing has a positive impact on brand awareness, indicating that it can be an effective tool for businesses to increase recognition and visibility. However, the study found that email marketing's effectiveness in boosting value equity and relationship equity is unclear, suggesting that it may not be enough to drive customer loyalty on its own. Overall, the study concludes that email marketing is not a highly effective strategy for gaining customer loyalty, highlighting the need for businesses to consider a more integrated marketing approach.

SIGNIFICANCE OF THE STUDY

The role of digital marketing in influencing consumer purchasing behaviour is crucial for businesses striving to succeed in a highly competitive marketplace. Various digital marketing components plays a crucial role in shaping customer behaviour and decision. Understanding the effectiveness of these elements allows companies to refine their marketing strategies, ensuring they align with customer preferences and industry trends. This alignment not only enhances brand visibility but also fosters stronger relationships between businesses and their target audience.

This study is important as digital marketing effectiveness directly impacts customer satisfaction and long-term business growth. Companies that effectively implement and optimize digital marketing strategies are more likely to attract and retain customers while generating positive feedback that strengthens their market position. Conversely, ineffective digital marketing approaches can result in poor engagement, decreased brand loyalty, and lost sales opportunities. By analysing the influence of various digital marketing components, businesses can develop targeted strategies to enhance customer experiences, build trust and loyalty, and drive sustainable growth.

SCOPE OF THE STUDY

The scope of the study is confined to Nexon Paints Pvt Ltd, Coimbatore. This study aims in analysing dimensions of digital marketing behaviour and how each dimension relates to consumer purchase intention. It falls within the categories of Social media, Content, Email and Video marketing. The findings of this research can help companies identify which digital marketing strategies are most effective in engaging customers and driving purchases.

By understanding customer perceptions and satisfaction levels, businesses can refine their marketing efforts to target consumers more effectively. The study's insights on SEO and social media marketing can help brands enhance their online visibility and connect with customers more meaningfully. Ultimately, this research can serve as a practical guide for businesses to optimize their digital marketing strategies and improve customer satisfaction, leading to better brand loyalty and increased sales. The 150 respondents are taken in this study.

STATEMENT OF THE PROBLEM

The emergence of digital marketing has altered how businesses advertise their goods and services and how they communicate with their clients. This can be observed in the way they communicate and market their brands and products, which has become a difficult undertaking. Some corporations primarily focus on traditional mass media advertising, which includes billboard placements, commercial TV, radio and print ads in magazines and newspapers. It is now well known that the efficiency of traditional mass media is rapidly declining as the several facets of digital marketing rapidly advance throughout the worldwide marketplace. The right digital marketing elements influence the consumer's choice to buy. The company should have to explore the effectiveness of the various digital components or segments for their marketing activities. Therefore, the purpose of the study is to examine how Nexon Paints Pvt Ltd, Coimbatore's purchasing behaviour is affected by digital marketing elements

LIMITATIONS OF STUDY

- The research has been limited to Nexon Paints Pvt Ltd, Coimbatore.
- The size of this sample is limited to 150, the findings cannot be considered universal.
- The survey's results which depend on the premise that respondents provided accurate information.
- This study was confined with Coimbatore, there are many potential samples from other cities which is ignored in this research.

RESEARCH OBJECTIVES

- To explore how customer purchasing decisions are impacted by email marketing.
- To know the efficacy of video marketing by customer's purchasing behaviors.
- To understand the customer's perception towards the content marketing in purchase behaviour.
- To measure the customers level of satisfaction in SEO to select the right brands.
- To determine whether social media marketing is useful for purchase behaviour.

RESEARCH METHODOLOGY

The research is descriptive in nature and based solely on primary data collected through a structured questionnaire from the respondents. The approach is entirely quantitative, using a survey method which is chosen by researcher to gather consistent and measurable responses.

The sample units are customers of Nexon Paints Private Limited, selected from a list of 150 respondents provided by the company. To gather responses quickly and efficiently, the study employed a convenience sampling approach, targeting readily available participants. The final sample size is 150, based on fully completed questionnaires. For analysis, the study employs both the Chi-square Test to examine relationships between categorical variables and the ANOVA Test to identify significant differences between group means, enabling insightful and data-driven conclusions.

ANALYSIS AND INTERPRETATION

Relationship between Gender and Customer purchasing decisions are impacted by email marketing – Chi square Test

H₀: There is no significant difference between gender of the respondents and customer purchasing decisions are impacted by email marketing

H₁: There is a significant difference between gender of the respondents and customer purchasing decisions are impacted by email marketing

Table 4.2.1

| | Cases | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Present | N | Present | N | Present |
| Gender of the respondents * Customer purchasing decisions are impacted by email marketing | 150 | 100.0% | 0 | .0% | 150 | 100.0% |

Chi-Square Tests Result

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 16.375 ^a | 12 | .175 |
| Likelihood Ratio | 19.019 | 12 | .088 |
| Linear-by-Linear Association | .365 | 1 | .546 |
| N of Valid Cases | 150 | | |

a. Nearly 57.7% of cells have low expected counts, with a minimum of 0.32.

Interpretation:

The analysis of the data, as presented in the table, reveals that the P-value is 0.175, which is greater than the 5% significance level of 0.05. This indicates that the observed differences between the genders in terms of the impact of email marketing on purchase behaviour are not statistically significant. Additionally, the minimum expected count is 0.32, which further supports the reliability of the statistical test. Given these findings, we accept the null hypothesis, concluding that there is no significant difference between the gender of the respondents and customer purchasing decisions are impacted by email marketing.

Relationship between Age and Efficacy of video marketing by customer's purchasing behaviors. – Correlation Analysis

Table 4.2.1

| | | AGE OF THE RESPONDENTS | Effective |
|--|---------------------|------------------------|-----------|
| AGE OF THE RESPONDENTS | Pearson Correlation | 1 | .112 |
| | Sig. (2-tailed) | | .171 |
| | N | 150 | 150 |
| EFFICACY OF VIDEO MARKETING BY CUSTOMER'S PURCHASING BEHAVIOUR | Pearson Correlation | .112 | 1 |
| | Sig. (2-tailed) | .171 | |
| | N | 150 | 150 |

Interpretation:

The correlation analysis reveals a positive relationship between the age of respondents and efficacy of video marketing by customer's purchasing behaviors. With a sample size of 150 respondents, the correlation coefficient is 0.112, indicating that as age increases, the efficacy of video marketing by customer's purchasing behaviors also tends to increase. Although the relationship is relatively weak, it suggests that video marketing may be more effective among older demographics. This insight can help tailor marketing strategies to specific age groups, optimizing their impact.

FINDINGS

CHI-SQUARE TEST:

There is no significant difference between gender and customer purchasing decisions are impacted by email marketing and also Both male and female respondents showed similar responses in terms of how email marketing influences their buying decisions. This indicates that gender does not play a major role in determining the purchasing behaviour in email marketing campaigns

CORRELATION ANALYSIS:

There is no significant relationship between age and efficacy of video marketing by customer's purchasing behaviors. Respondents across different age groups showed similar responses to how video marketing influences their buying decisions. This suggests that age does not play a major role in determining how the efficacy of video marketing by customer's purchasing behaviors.

SUGGESTIONS

- The company should focus on identifying which digital marketing strategies resonate most with their audience to improve targeting and customer engagement.
- E-mail marketing should be customized based on customer interests to make the communication more relevant and effective.
- Video marketing can be improved by using product storytelling techniques to create a more emotional connection with the audience.
- Companies should invest in SEO strategies that help users quickly reach product information without confusion or delays.
- Social media platforms should be utilized not only for promotion but also to create interactive experiences that increase brand loyalty.
- As per the customers' opinion, digital marketing content should be more personalized and relevant to their needs, as it helps them feel more connected to the brand and influences their buying decisions positively.

CONCLUSION

Digital marketing goes beyond placing ads; it involves a combination of integrated services and channels aimed at effectively reaching target audiences and building strong brands. In today's digital age, brand ownership is shared between marketers and the consumers who actively engage across digital platforms. As customers show a greater preference for digital media over traditional channels and seek information actively, digital platforms offer the

ideal space for two-way communication between brands and consumers. This makes digital media a powerful tool for turning a product into a recognizable brand.

Hence it is concluded that, In, order to reach their target audience, Nexon Paint Pvt Ltd must carefully choose the digital channels they use. They must make sure the material is interesting, educational, and able to influence purchase decisions while boosting brand recall.

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