



INFLUENCE OF DIGITAL MARKETING ON PURCHASE OF MOBILE PHONES

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Abstract

Digital marketing involves using various technological channels, such as search engines and social media, to promote a business' products or services. This form of marketing has become highly popular because it allows for more flexibility and is more convenient for consumers. It also provides mobile companies with a great way to provide information about their products. As time goes on and technology continues to advance, digital marketing will only become more important. Digital marketing is a modern-day method of marketing. It has become more popular because it gives people the convenience and flexibility they need. Mobile Phones has become indispensable item, the regular days cannot move without mobile phones. This paper examines the influence of Digital marketing on purchase of Mobile Phones.

Keywords: Digital Marketing, Mobile Phones. Technology.

Introduction:

Digital marketing refers to the application of marketing principles and techniques through electronic media. Digital marketing is becoming more popular as people are increasingly more tech savvy. To combat this trend, businesses are now competing to find out the best way to reach out digitally to consumers. It has become an important part of any business' marketing strategy, particularly for mobile companies who rely heavily on it.

Nowadays, any information can be attained with just a click of a button. As such, marketers started using this platform to provide information about their products, services and ideas which are popularly known as Digital-Marketing. Due to the effect of internet marketing, customers buy both durable and non-durable items. Electronic device addiction makes it simple for businesses to contact their target audience. Hence, digital marketing plays a vital

role in on purchase of mobile Phones.

Objectives:

1. To understand the preference on purchase mode, of mobile phones.
2. To analyse the worth of digital marketing on purchase of mobile phones.

Method logy:

The primary data were collected by using questionnaire method. Secondary data collected from books and website. The simple random sampling method is used. The sample size of 111 and were collected from the students. The study conducted in Anekal, Bangalore.

Analysis of data: The data collected for the study are presented and analysed. Tools like percentage analysis, chi-square, Mean and Median are used for analysis. The four-point Likert scale is used for measuring the satisfaction of customers.

Table: 1
How do you prefer to purchase mobile phone

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid online	57	51.4	51.4	51.4
offline	54	48.6	48.6	100.0
Total	111	100.0	100.0	

Source: Compiled from Primary Data- SPSS -output.

According to the data in the table above, 51% of the respondents who participated in the survey as a whole said they prefer to buy mobile phones online. It can be interpreted to mean that online mobile phone purchases are preferred over offline ones.

Table: 2

Awareness on digital marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single source	54	48.6	48.6	48.6
multiple source	57	51.4	51.4	100.0
Total	111	100.0	100.0	

Source: Compiled from Primary Data- SPSS -output.

The table above shows that 51% of them use many platforms to get and receive information, while 48% rely on a single source. It is clear that there are several digital marketing platforms available for consumers to use to get content on their mobile devices.

Table: 3 Is it worth purchasing Mobile Phone using Digital Marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	14	12.6	12.6	12.6
Neutral	34	30.6	30.6	43.2
Agree	52	46.8	46.8	90.1
Strongly Agree	11	9.9	9.9	100.0
Total	111	100.0	100.0	

Source: Compiled from Primary Data- SPSS -output.

According to the afore mentioned data, 90% of the respondents said that mobile phones are worthwhile buying due to the effect of internet marketing. The well-explained smartphone characteristics may be understood. Information about the features is also accessible online. Customers may easily compare various items online, including their prices, special features, etc.

Statistics

Is it worth of purchasing Mobile Phone using Digital marketing

N	Valid		111
	Missing		0
Mean			2.5405
Median			3.0000
Mode			3.00
Maximum			4.00

Source: Compiled from Primary Data- SPSS -output.

The aforementioned **Statistics** make it clear that the mean value of the cost of buying a mobile phone is 2.5, and it can be deduced that the majority of them believed buying a mobile phone online was a smart idea. The median and mode values are both 3, which shows that most people find it simple to buy a mobile phone via online platform.

H0: There is no significant relation between Gender and Purchase Mode of Mobile Phones.

H1: There is significant relation between Gender and Purchase Mode of Mobile Phones

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.803 ^a	1	.002		
Continuity Correction ^b	8.650	1	.003		
Likelihood Ratio	9.952	1	.002		
Fisher's Exact Test				.002	.002
Linear-by-Linear Association	9.714	1	.002		
N of Valid Cases ^b	111				

Source: Compiled from Primary Data- SPSS -output.

The sample of 111 data was collected and evaluated whether Gender have significant relation on purchase mode of mobile phones. The data was analysed on chi-square goodness fit test. p-value is 0.02. ($p < 0.05$). Which implies statistically difference between gender and preference mode on purchase of mobile phones. Null hypothesis is rejected, Alternative hypothesis accepted. There exists significant relation between gender and Purchase Mode of Mobile Phones.

Findings:

- The survey was conducted among the college students. It revealed that over 51% of them were aware about digital marketing and more than half of them prefer to buy phone online.
- 51% of them use multiple platforms to get and receive information.
- 90% of the respondents expressed that mobile phones are worthwhile buying due to the effect of internet marketing.
- It can be deduced through mean statistics, that the majority of them believed buying a mobile phone online was a smart idea.
- It was found that, on chi-square goodness fit test, there exists significant relationship between and Purchase Mode of Mobile Phones.

Conclusion:

The study makes it very clear that students have a favourable attitude towards digital marketing. The study found that digital marketing was effective in helping people find the best prices for their mobile phone. Digital marketing is used alongside conventional forms of marketing or used exclusively. The study found that digital marketing is an effective strategy among mobile phone sales in the student community. Digital marketing is important as a marketing tool. Students use it to get more attention for their products, while other people also use it every day when they buy things on the internet.

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