

AN EMPIRICAL ANALYSIS ON EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR IN BANGALORE CITY

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Abstract—The study entitled on effect of digital marketing on consumer buying. The study was guided by the specific objectives; to examine the various digital media platforms in Bangalore city that could influence consumer behaviour, identify the categories of products that consumers buy on digital media platforms and to analyse the influence of digital marketing on consumer behaviour. A survey research design was adopted, and primary data were collected through questionnaires administered to 384 respondents. Secondary data were collected from newspapers, Journals, magazines, and websites. Percentage analysis and Chi-square test was used to analyse the data collected. Data was presented and described using frequency distributions and percentages. The findings of the survey reveal that that digital marketing has a profound effect on consumer buying behaviour. Hypothesis test revealed that there are various digital media platforms being patronized in Bangalore city that influences consumer behaviour, consumers in Bangalore city buy different categories of products on digital media platforms and digital marketing influences consumer decision making process. Further survey reveals that digital media channels and platforms which directly influence consumer behaviour and buying decision process include Facebook, Twitter, YouTube, Google, Instagram, Websites/ Blogs, Multimedia Advertising, Emails, LinkedIn. The study recommends that companies should adopt strategies to utilize the digital universe and technology, maximize brand awareness through digital platform to remain competitive in today's business environment. Businesses are also encouraged to carry out in-depth market research, to enable them gain deep insights on the influence of digital marketing on consumer behaviour and decision-making process.

Keywords—Brand Awareness, Consumer behavior, Decision Making Process, Digital marketing, Multimedia advertising.

INTRODUCTION

Over the years, generation has revolutionized the arena we stay in. The impact of technology on every sphere of human lifestyles is terrific and rapid paced. Technology has created extraordinary gear and resources, putting each person's maximum useful statistics at their fingertips. We carry in our pockets enough technology to provide us get entry to the arena's knowledge, as well as immediate facts on happenings across the globe. Today, era is changing the methods in which marketers and consumers engage as well as imparting a wide range of new options. The introduction of the internet and the web has modified the dynamics of businesses; with a click on of a mouse you may have an Amazon package deal sitting on the doorstep within forty eight hours, customers have 24/7 get admission to brands, and businesses are scrambling to listen, reply to, and interact with their customers in a timely manner even as also operating to adequately address purchaser concerns.

The main purpose of this study was to analyse the effect of digital marketing on consumer buying. The study was guided by the specific objectives; to examine the various digital media platforms in Bangalore city that could influence consumer behaviour, identify the categories of products that consumers buy on digital media platforms and to analyse the influence of digital marketing on consumer behaviour. A survey research design was adopted, and primary data were collected through questionnaires administered to 384 respondents. Secondary data were collected from newspapers, Journals, magazines, and websites. Percentage analysis and Chi-square test was used to analyse the data collected. Data was presented and described using frequency distributions and percentages. The findings of the survey reveal that that digital

marketing has a profound effect on consumer buying behaviour. Hypothesis test revealed that there are various digital media platforms being patronised in Bangalore city that influences consumer behaviour, consumers in Bangalore city buy different categories of products on digital media platforms and digital marketing influences consumer decision making process. Further survey reveals that digital media channels and platforms which directly influence consumer behaviour and buying decision process include Facebook, Twitter, YouTube, Google, Instagram, Websites/ Blogs, Multimedia Advertising, Emails, LinkedIn. The study recommends that companies should adopt strategies to utilize the digital universe and technology, maximize brand awareness through digital platform to remain competitive in today's business environment. Businesses are also encouraged to carry out in-depth market research, to enable them gain deep insights on the influence of digital marketing on consumer behaviour and decision-making process.

REVIEW OF LITERATURE

Sharda Haryani et al (2015) predicted the buying intention of consumers because of internet induced viral marketing techniques. The study determined the important factors that predict customer buying behaviour. Marketing managers should understand these factors and appropriately target the customer. Appropriate use of these factors can help the managers' businesses flourish. The study found that the factors immense efficacy, professed security and escalating brand were significant predictors of the consumer's buying intention.

Andrew T Stephen (2016) evaluated the role of digital and social media marketing in consumer behavior. The study dropped light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives.

Jyh-Jian Sheu et al (2017) analyzed the effects of internal cognitions and external influences on buying behavior of ACG consumers by applying the uncomplicated decision tree data mining algorithm. The study analyzed and developed the target attributes on measures of customer loyalty for ACG industry to set up the decision trees from the collected questionnaire data. The decision tree data mining method is analyzed the hidden association rules between the target attributes (i.e., consumer loyalty) and the critical influencing factors of consumer's internal impressions and external influences for ACG consumers. The study can be used as a reference for enterprises in the ACG industry to help with business policies concerning products' extensional design, marketing, and CRM, and to further strengthen customer satisfaction and loyalty, thus increasing company profits.

Jonida Xhema (2019) analysed the effect of Social Networks (Digital Marketing) on Customer Behavior, meanwhile analyzed customer loyalty, tolerance and experimenting in complex buying. The study suggested that companies should focus on customer engagement and online presence to serve customers and satisfy their needs.

Rajat Kumar Behera et al (2020) described a model for delivering real-time, personalised marketing information concerning the recommended items for online and offline customers, using a blend of selling strategies: up-selling, cross-selling, best-in-class-selling, needs-satisfaction-selling and consultative-selling. The model further defined the e-marketplace by clustering items, customers and unique selling proposition (USP), and then gathering, storing, and processing transactional data, and displaying personalised marketing information to support the customer in their decision-making process, even when purchasing from large item spaces.

NEED FOR THE STUDY

Decision making process for every consumer starts when there is a need for something. Need recognition is the first stage of consuming buying behaviour. Needs are unlimited in nature; it may occur immediately as to fulfill hunger or thirst. On other side, need may occur now for fulfillment in nature. Example is to buy a specific vehicle, jewelry, etc.

- Today's advertising strategy absolutely relies upon on the Digital Marketing.
- Increase within the variety of sales outcomes in increases in revenue.
It helps you brand your agency.
- It is easy to get acquainted with the marketing channels.

Digital Marketing enables to construct a better relationship along with your customers/prospects

OBJECTIVES OF THE STUDY

- i. To analyze the effect of digital marketing on consumer buying behavior in Bangalore city.
- ii. To examine various digital media platforms in Bangalore city that could influence consumer behavior.

- iii. To identify the categories of products that consumers buy on digital media.
- iv. To explore the influence of consumer's decision-making process.

SCOPE OF THE STUDY

The research will be focused on gathering insights and analyzing the effect of digital marketing on consumer buying behavior. The scope of the research will include people who have access to internet on digital devices and knowledge about digital marketing and will be drawn from 384 respondents specifically in Bangalore City.

This research would be performed and completed during the span of two to three months to gather, evaluate, and produce result.

LIMITATIONS OF THE STUDY

The following are the limitations of the study-

- a) Digital marketing is going to consume a lot of your time
- b) Digital marketing always creates negative public reactions
- c) Digital marketing sometimes takes control out of your hands
- d) Digital marketing can make it difficult to determine your ROI
- e) Digital marketing sometimes takes control out of your hands again
- f) Digital marketing campaigns are very easy to copy
- g) Digital marketing can get lost in the online white noise that exists
- h) Digital marketing judges you on first impressions

RESEARCH METHODOLOGY

The descriptive research design was used in this study. The population of the study was 8,520,435. The random sampling is to enable the researcher and focus on the characteristics of a population. The target population for this study is from Bangalore city, Karnataka. The sample size was 384 respondents. The well-structured questionnaire will be used to collect the data for this study. The statistical tools such as percentage analysis, and chi-square test were used to analyse the data for this study.

DATA ANALYSIS AND INTERPRETATION

Data analysis is the process of collecting the information from different sources. It helps in gathering data from many areas and to interpret it. This will help in knowing the complete details of the respondents from different places by taking sample size as the whole. The age, gender, educational qualification, occupation, and income level of the respondents is also one of the analysis of data and so on.

Interpretation of statistics refers to the mission of drawing inferences from the collected information after an analytical and/or experimental have a look at. In fact, it is a search for broader that means of research findings. The mission of interpretation has major factors like the effort to establish continuity in research through linking the results of a given examine with those of another, and the establishment of a few explanatory concepts.

PERCENTAGE ANALYSIS WITH RESPECT TO DEMOGRAPHIC FACTORS OF THE RESPONDENTS:

MEANING OF PERCENTAGE ANALYSIS-

The percentage of sales method is a type of financial statement analysis in which all accounts are expressed as a ratio of sales. In other words, financial statement line items such as cash, inventory, accounts receivable/payable, net income, and cost of goods sold, are each calculated as a percentage of revenue.

TABLE 1: GENDER OF THE RESPONDENTS

<i>Gender</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Male	212	55.2
Female	172	44.8
Total	384	100.0

Table 1 explains that there are totally 384 respondents, out of which male are 212 and female are 172. Most of the respondents that is based on gender are male only. The percentage of male gender is 55.2 whereas female gender is 44.8.

TABLE 2: AGE OF THE RESPONDENTS

<i>Age</i>	<i>No. of respondents</i>	<i>Percentage</i>
Below 20 years	60	15.6
20 to 30 years	78	20.3
30 to 40 years	115	29.9
40 to 50 years	74	19.3
Above 50 years	57	14.8
Total	384	100.0

Table 2 explains that there are 384 total respondents. Out of them, 60 respondents are to 40 years. 74 respondents are between 40 to 50 years and the rest are above 50 years old. Most of the age of respondents is between 30 to 40 years which have the cumulative percent of 65%.

TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

<i>Educational Qualification</i>	<i>No. of respondents</i>	<i>Percentage</i>
Upto HSC	53	13.8
Diploma	68	17.7
Graduate	113	29.4
Postgraduate	93	24.2
Others	57	14.8
Total	384	100.0

The above table insists that there are 384 total respondents. Out of which 53 are having educational qualification up to HSC. 68 respondents are Diploma with qualification. 113 respondents are Graduates. 93 respondents are Postgraduates and others are 57 respondents who do not have educational qualification. Many respondents who have educational qualification are 113 carrying cumulative percentage of 60.9%.

TABLE 4: OCCUPATION OF THE RESPONDENTS

<i>Occupation</i>	<i>No. of respondents</i>	<i>Percentage</i>
Student	54	14.1
Business	59	15.4
Government / Private Employee	120	31.3
Professional	91	23.7
Others	60	15.6
Total	384	100.0

The above table is showing the occupation of the respondents. Here, the number of students is 54. The number of Businesspersons is 59. Government/private employees are 120. The number of professionals is 91. Others are 60. By the above table it can be concluded that many respondents are Government/private employees of 120 persons.

TABLE 5: MONTHLY INCOME OF THE RESPONDENTS

<i>Monthly Income</i>	<i>No. of respondents</i>	<i>Percentage</i>
Less than Rs.20,000	53	13.8
Rs.20,000 to Rs.30,000	56	14.6
Rs.30,000 to Rs.40,000	106	27.6
Rs.40,000 to Rs.50,000	106	27.6
More than Rs.50,000	63	16.4
Total	384	100.0

The above table is showing the monthly income of the respondents. The number of persons receiving income less than Rs.20000 are 53. The number of respondents earning income from Rs.20000 to Rs.30000 is 56. The number of respondents earning income from Rs.30000 to Rs.40000 is 106 carrying the cumulative percent with 56.0. The number

of respondents earning income from Rs.40000 to Rs.50000 is 106 with cumulative percent of 83.6. And the number of respondents earning income more than Rs.50000 is 63.

TABLE 6: DIGITAL MEDIA PLATFORMS THAT INFLUENCE CONSUMER BEHAVIOUR

Digital Media Platforms	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Total	
	NR	%	NR	%	NR	%	NR	%	NR	%	NR	%
Facebook	40	10.4	103	26.8	69	18.0	105	27.3	67	17.4	384	100
Twitter	64	16.7	79	20.6	106	27.6	76	19.8	59	15.4	384	100
You Tube	54	14.1	97	25.3	77	20.1	75	19.5	81	21.1	384	100
LinkedIn	55	14.3	111	28.9	71	18.5	65	16.9	82	21.4	384	100
Skype	56	14.6	86	22.4	72	18.8	71	18.5	99	25.8	384	100
Google	75	19.5	102	26.6	56	14.6	65	16.9	86	22.4	384	100
Instagram	57	14.8	97	25.3	105	27.3	74	19.3	51	13.3	384	100
Websites/blogs	68	17.7	87	22.7	99	25.8	45	11.7	85	22.1	384	100
Multimedia Advertising	47	12.2	81	21.1	111	28.9	68	17.7	77	20.1	384	100
Emails	41	10.7	131	34.1	72	18.8	65	16.9	75	19.5	384	100
SMS	12	3.1	126	32.8	54	14.1	102	26.6	90	23.4	384	100

NR – No. of Respondents

- Facebook: The above table is showing the number of respondents who use face book and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use face book are 40 who strongly agree. The No. of respondents of the respondents that use face book are 103 who agree to the statement. The No. of respondents of the respondents that use face book are 69 who neither agree not disagree with the media. The No. of respondents of the respondents that use face book are 105 who disagree to the statement. The No. of respondents of the respondents that use face book are 67 who strongly disagree to the statement. Many of the respondents disagree to use face book with 82.6 percent.
- Twitter: The above table is showing the number of respondents who use Twitter and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Twitter are 64 who strongly agree. The No. of respondents of the respondents that use Twitter are 79 who agree to the statement. The No. of respondents of the respondents that use Twitter are 106 who neither agree not disagree with the media. The No. of respondents of the respondents that use Twitter are 76 who disagree to the statement. The No. of respondents of the respondents that use Twitter are 59 who strongly disagree to the statement. Most of the respondents neither agree nor disagree to use Twitter with 64.8 cumulative percent.
- YouTube: The above table is showing the number of respondents who use You Tube and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use You Tube are 54 who strongly agree. The No. of respondents of the respondents that use You Tube are 97 who agree to the statement. The No. of respondents of the respondents that use You Tube are 77 who neither agree not disagree with the media. The No. of respondents of the respondents that use You Tube are 75 who disagree to the statement. The No. of respondents of the respondents that use You Tube are 81 who strongly disagree to the statement. Most of the respondents agree to use You Tube with 39.3 cumulative percent.
- LinkedIn: The above table is showing the number of respondents who use LinkedIn and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use LinkedIn are 55 who strongly agree. The No. of respondents of the respondents that use LinkedIn are 111 who agree to the statement. The No. of respondents of the respondents that use LinkedIn are 71 who neither agree not disagree with the media. The No. of respondents of the respondents that use LinkedIn are 65 who disagree to the statement. The No. of respondents of the respondents that use LinkedIn are 82 who strongly disagree to the statement. Many of the respondents agree to use LinkedIn with 43.2 cumulative percent.
- Skype: The above table is showing the number of respondents who use Skype and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Skype are 56 who strongly agree. The No. of respondents of the respondents that use Skype are 86 who agree to the statement. The No. of respondents of the

respondents that use Skype are 72 who neither agree nor disagree with the media. The No. of respondents of the respondents that use Skype are 71 who disagree to the statement. The No. of respondents of the respondents that use Skype are 99 who strongly disagree to the statement. Most of the respondents strongly disagree to use Skype with 100 cumulative percent.

- Google: The above table is showing the number of respondents who use Google and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Google are 75 who strongly agree. The No. of respondents of the respondents that use Google are 102 who agree to the statement. The No. of respondents of the respondents that use Google are 56 who neither agree nor disagree with the media. The No. of respondents of the respondents that use Google are 65 who disagree to the statement. The No. of respondents of the respondents that use Google are 86 who strongly disagree to the statement. Many of the respondents agree to use Google with 46.1 cumulative percent.
- Instagram: The above table is showing the number of respondents who use Instagram and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Instagram are 57 who strongly agree. The No. of respondents of the respondents that use Instagram are 97 who agree to the statement. The No. of respondents of the respondents that use Instagram are 105 who neither agree nor disagree with the media. The No. of respondents of the respondents that use Instagram are 74 who disagree to the statement. The No. of respondents of the respondents that use Instagram are 51 who strongly disagree to the statement. Most of the respondents neither agree nor disagree to use Instagram with 67.4 cumulative percent.
- Websites / Blogs: The above table is showing the number of respondents who use Websites/Blogs and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Websites/Blogs are 68 who strongly agree. The No. of respondents of the respondents that use Websites/Blogs are 87 who agree to the statement. The No. of respondents of the respondents that use Websites/Blogs are 99 who neither agree nor disagree with the media. The No. of respondents of the respondents that use Websites/Blogs are 45 who disagree to the statement. The No. of respondents of the respondents that use Websites/Blogs are 85 who strongly disagree to the statement. Many of the respondents neither agree nor disagree to use Websites/Blogs with 66.1 cumulative percent.
- Multimedia Advertising: The above table is showing the number of respondents who use Multimedia Advertising and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use Multimedia Advertising are 47 who strongly agree. The No. of respondents of the respondents that use Multimedia Advertising are 81 who agree to the statement. The No. of respondents of the respondents that use Multimedia Advertising are 111 who neither agree nor disagree with the media. The No. of respondents of the respondents that use Multimedia Advertising are 68 who disagree to the statement. The No. of respondents of the respondents that use Multimedia Advertising are 77 who strongly disagree to the statement. Many of the respondents neither agree nor disagree to use Multimedia Advertising with 62.2 cumulative percent.
- E-Mails: The above table is showing the number of respondents who use E-mails and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use E-mails are 41 who strongly agree. The No. of respondents of the respondents that use E-mails are 131 who agree to the statement. The No. of respondents of the respondents that use E-mails are 72 who neither agree nor disagree with the media. The No. of respondents of the respondents that use E-mails are 65 who disagree to the statement. The No. of respondents of the respondents that use E-mails are 75 who strongly disagree to the statement. Most of the respondents agree to use E-mails with 44.8 cumulative percent.
- SMS: The above table is showing the number of respondents who use SMS and the No. of respondents of the questionnaire. The No. of respondents of the respondents that use SMS are 12 who strongly agree. The No. of respondents of the respondents that use SMS are 126 who agree to the statement. The No. of respondents of the respondents that use SMS are 54 who neither agree nor disagree with the media. The No. of respondents of the respondents that use SMS are 102 who disagree to the statement. The No. of respondents of the respondents that use SMS are 90 who strongly disagree to the statement. Many of the respondents agree to use SMS with 35.9 cumulative percent.

TABLE 7: CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA CHANNELS

<i>Product Categories</i>	<i>Do not buy</i>		<i>Buy</i>		<i>Total</i>	
	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>
Convenience Products	180	46.9	204	53.1	384	100
Shopping Products	160	41.7	224	58.3	384	100
Specialty Products	166	43.2	218	56.8	384	100
Unsought Products	140	36.5	244	63.5	384	100

NR – No. of Respondents

- Convenience Products: The above table shows the number of respondents who buy and do not buy the convenience products. Out of 384, the No. of respondents of respondents who buy the convenience products are 204 and the No. of respondents of respondents who do not buy the convenience products are 180. Many respondents are with 53.1 cumulative percent who buy the products.
- Shopping Products: The above table shows the number of respondents who buy and do not buy the shopping products. Out of 384, the No. of respondents of respondents who buy the shopping products are 224 and the No. of respondents of respondents who do not buy the shopping products are 160. Most respondents are with 58.3 cumulative percent who buy the products.
- Speciality Products: The above table shows the number of respondents who buy and do not buy the specialty products. Out of 384, the No. of respondents of respondents who buy the specialty products are 218 and the No. of respondents of respondents who do not buy the specialty products are 166. Many respondents are with 56.8 cumulative percent who buy the products.
- Unsought Products: The above table shows the number of respondents who buy and do not buy the unsought products. Out of 384, the No. of respondents of respondents who buy the unsought products are 244 and the No. of respondents of respondents who do not buy the unsought products are 140. Most respondents are with 63.5 cumulative percent who buy the products.

TABLE 8: INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

<i>Influence</i>	<i>No. of respondents</i>	<i>Percentage</i>
Strongly agree	38	9.9
Agree	127	33.1
Neither agree nor disagree	36	9.4
Disagree	90	23.4
Strongly disagree	93	24.2
Total	384	100

The above table is showing how satisfied the consumers are with digital marketing has the potential effect. The No. of respondents of the respondents who strongly agree is 38. The No. of respondents of the respondents who agree is 127. The No. of respondents of the respondents who neither agree nor disagree is 36. The No. of respondents of the respondents who disagree is 90 and the No. of respondents of the respondents who strongly disagree is 93. Out of 384, much of the No. of respondents of the respondents have 43.0 cumulative percent who agree with respect of digital marketing.

TABLE 9: INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

<i>Influence of Social media on consumer decision making process</i>	<i>Strongly agree</i>		<i>Agree</i>		<i>Neither agree nor disagree</i>		<i>Disagree</i>		<i>Strongly disagree</i>		<i>Total</i>	
	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>	<i>NR</i>	<i>%</i>
Social media marketing helps in easy comparison of products	48	12.5	108	28.1	130	33.9	59	15.4	39	10.2	384	100
Social media provides sufficient	45	11.7	160	41.7	100	26.0	38	9.9	41	10.7	384	100

information about the products.												
Social media is interactive and thus influences consumer shopping experience and buying decisions	20	5.2	168	43.8	117	30.5	35	9.1	44	11.5	384	100
Social media facilitates better decision making	40	10.4	168	43.8	82	21.4	61	33		8.6	384	100

- Social media marketing helps in easy comparison of products: The above table states whether the social media marketing helps consumers in comparing the products. The No. of respondents of the respondents who strongly agree is 48. The No. of respondents of the respondents who agree is 108. The No. of respondents of the respondents who neither agree nor disagree is 130. The No. of respondents of the respondents who disagree is 59 and the No. of respondents of the respondents who strongly disagree for the comparison of the products social media marketing is 39. Out of 384, most of the No. of respondents of respondents towards social media marketing helping in easy comparison on products neither agree nor disagree with the cumulative percent of 74.5.
- Social media provides sufficient information about the products: The above table states that there are totally 384 No. of respondents of the respondents. Out of which 45 respondents strongly agree that social media provides valid information about the products. 160 Respondents agree that social media provides sufficient information regarding the products. The No. of respondents of the respondents that neither agree nor disagree are 100. The No. of respondents of the respondents disagree are 38 and the No. of respondents of the respondents who strongly disagree that social media provides sufficient information about the products are 41. Most of the respondents agree that social media provides sufficient information about the products with cumulative percent of 53.4.
- Social media is interactive and influences consumer shopping experience and buying decisions: The above table states that there are totally 384 No. of respondents of respondents. Out of which, 20 No. of respondents of respondents strongly agree. The No. of respondents of respondents who agree are 168. The No. of respondents of respondents who neither agree nor disagree are 117. The No. of respondents of respondents who disagree is 35 and the No. of respondents of respondents who strongly disagree that social media is interactive and influences consumer shopping experience is 44. Many of the respondents agree that it helps in influencing the buying pattern and decisions with cumulative percent of 49.0.

CHI-SQUARE TEST

A Chi-square test is a statistical hypothesis test that is valid to perform when the test statistic is chi-square distributed under the null hypothesis, specifically Pearson’s chi-square test and variants thereof. Pearson’s chi-square test is used to determine whether there is a statistically significant difference between the expected frequencies and the observed frequencies in one or more categories of a contingency table.

TABLE 10: RELATIONSHIP BETWEEN GENDER AND DIGITAL MEDIA PLATFORMS

Hypothesis:

H₀: There is no significance relationship between gender of the respondents and digital media platforms.

H₁: There is a significance relationship between gender of the respondents and digital media platforms.

Digital media platforms	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)	Inference
Face book	2.585	4	0.629	No significance
Twitter	4.470	4	0.346	No significance
You Tube	3.112	4	0.539	No significance
LinkedIn	2.436	4	0.656	No significance
Skype	3.660	4	0.454	No significance
Google	3.002	4	0.558	No significance

Instagram	12.109	4	0.017	Significance
Websites/blogs	2.984	4	0.560	No significance
Multimedia Advertising	5.129	4	0.274	No significance
Emails	2.267	4	0.687	No significance
SMS	2.815	4	0.589	No significance

The above Chi-square test table 10 is showing that there is no significance relationship between gender of the respondents and digital media platforms (Face book, Twitter, You Tube, LinkedIn, Skype, Google, Websites/blogs, Multimedia Advertising, Emails, and SMS) because the p-values (0.629, 0.346, 0.539, 0.656, 0.454, 0.558, 0.560, 0.274, 0.687, and 0.589 respectively) are greater than the level of significance of 0.05. Therefore, we can be concluded that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 10 showing that there is a significance relationship between gender of the respondents and digital media platform (Instagram) because the p-value (0.017) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 11: RELATIONSHIP BETWEEN AGE AND DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Age of the respondents and Digital Media platforms.

H₁: There is a significance relationship between Age of the respondents and Digital Media platforms.

<i>Digital Media platforms</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Facebook	10.860	16	0.818	No Significance
Twitter	19.397	16	0.249	No Significance
You Tube	37.172	16	0.002	Significance
LinkedIn	52.411	16	0.000	Significance
Skype	26.364	16	0.049	Significance
Google	38.538	16	0.001	Significance
Instagram	74.416	16	0.000	Significance
Websites/blogs	59.393	16	0.000	Significance
Multimedia Advertising	40.154	16	0.001	Significance
Emails	33.712	16	0.006	Significance
SMS	32.082	16	0.010	Significance

The above Chi-square test table 11 is showing that there is a significance relationship between age of the respondents and digital media platforms (Face book, Twitter) because the p-values (0.818, 0.249. respectively) are greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 11 showing that there is a significance relationship between age of the respondents and digital media platform (You tube, LinkedIn, Skype, Google, Instagram, Websites/blogs, Multimedia Advertising, Emails, SMS) because the p-value (0.002,0.000,0.49,0.001,0.000,0.000,0.001,0.006,0.010) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 12: RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Educational Qualification of the respondents and Digital Media platforms.

H₁: There is a significance relationship between Educational Qualification of the respondents and Digital Media platforms.

Digital Media platforms	Pearson Chi square value	Df	Asymptotic Significance (2- sided)	Inference
Facebook	21.437	16	0.162	No Significance
Twitter	30.965	16	0.014	Significance
You Tube	9.333	16	0.899	No Significance
LinkedIn	11.850	16	0.754	No Significance
Skype	13.626	16	0.627	No Significance
Google	13.042	16	0.670	No Significance
Instagram	13.220	16	0.657	No Significance
Websites/blogs	11.226	16	0.795	No Significance
Multimedia Advertising	9.934	16	0.870	No Significance
Emails	12.192	16	0.731	No significance
SMS	12.754	16	0.691	No significance

The above Chi-square test table 12 is showing that there is a significance relationship between Educational Qualification of the respondents and digital media platforms (Face book, You tube, LinkedIn, Skype, Google, Instagram, Websites/blogs, Multimedia Advertising, Emails, SMS) because the p-values (0.162, 0.899, 0.754, 0.627, 0.670, 0.657, 0.795, 0.870, 0.731, 0.691 respectively) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 12 showing that there is a significance relationship between Educational Qualification of the respondents and digital media platform (Twitter) because the p-value (0.014) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 13: RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between occupation of the respondents and Digital Media platforms.

H₁: There is a significance relationship between occupation of the respondents and Digital Media platforms.

Digital Media platforms	Pearson Chi square value	Df	Asymptotic Significance (2- sided)	Inference
Facebook	24.692	16	0.075	No Significance
Twitter	5.135	16	0.995	No Significance
You Tube	7.801	16	0.955	No Significance
LinkedIn	10.300	16	0.851	No Significance
Skype	15.787	16	0.468	No Significance
Google	29.125	16	0.023	Significance
Instagram	15.262	16	0.506	No Significance
Websites/blogs	12.488	16	0.710	No Significance
Multimedia Advertising	16.566	16	0.414	No Significance
Emails	17.740	16	0.339	No significance
SMS	13.838	16	0.611	No significance

The above Chi-square test table 13 is showing that there is a significance relationship between Occupation of the respondents and digital media platforms (Face book, You tube, LinkedIn, Skype, Instagram, Websites/blogs, Multimedia Advertising, Emails, SMS) because the p-values (0.075, 0.995, 0.955, 0.851, 0.468, 0.506, 0.710, 0.414, 0.339, 0.611 respectively) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 13 showing that there is a significance relationship between Occupation of the respondents and digital media platform (Google) because the p-value (0.023) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 14: RELATIONSHIP BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between monthly income of the respondents and Digital Media platforms.

H₁: There is a significance relationship between monthly income of the respondents and Digital Media platforms.

<i>Digital Media platforms</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Facebook	39.944a	16	0.001	Significance
Twitter	25.512	16	0.061	No significance
You Tube	23.138	16	0.110	No significance
LinkedIn	24.019	16	0.089	No significance
Skype	30.385	16	0.016	Significance
Google	34.890	16	0.004	Significance
Instagram	50.868	16	0.000	Significance
Websites/blogs	14.211	16	0.583	No significance
Multimedia Advertising	22.313	16	0.133	No significance
Emails	18.309	16	0.306	No significance
SMS	21.139	16	0.173	No significance

The above Chi-square test table 14 is showing that there is a significance relationship between Monthly income of the respondents and digital media platforms (Twitter, You tube, LinkedIn, Websites/blogs, Multimedia Advertising, Emails, SMS) because the p-values (0.061, 0.110, 0.089, 0.583, 0.133, 0.306, 0.173) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 14 showing that there is a significance relationship between Monthly income of the respondents and digital media platform (Face book, Skype, Google, Instagram) because the p-value (0.001, 0.016, 0.004, 0.000) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 15: RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Gender of the respondents and categories of products that consumers buy on digital media platforms.

H₁: There is a significance relationship between Gender of the respondents and categories of products that consumers buy on digital media platforms.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Convenience Products	0.017	1	0.898	No Significance
Shopping Products	0.481	1	0.488	No Significance
Speciality Products	0.018	1	0.894	No Significance
Unsought Products	1.481	1	0.224	No Significance

The above Chi-square test table 15 is showing that there is a significance relationship between Gender of the respondents and categories of products that consumers buy on digital media platforms(Convenience products, Shopping products, Specialty products, Unsought products) because the p-values (0.898, 0.488, 0.894, 0.224) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 15 showing that there is a significance relationship between Gender of the respondents and categories of products that consumers buy on digital media platform (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 16: RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Age of the respondents and categories of products that consumers buy on digital media platforms.

H₁: There is a significance relationship between Age of the respondents and categories of products that consumers buy on digital media platforms.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Convenience Products	1.264	4	0.867	No Significance
Shopping Products	4.544	4	0.337	No Significance
Speciality Products	1.385	4	0.847	No Significance
Unsought Products	3.729	4	0.444	No Significance

The above Chi-square test table 16 is showing that there is a significance relationship between Age of the respondents and categories of products that consumers buy on digital media platforms(Convenience products, Shopping products, Specialty products, Unsought products) because the p-values (0.867, 0.337, 0.847, 0.444) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 16 showing that there is a significance relationship between Age of the respondents and categories of products that consumers buy on digital media platform (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 17: RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Educational Qualification of the respondents and categories of products that consumers buy on digital media platforms.

H₁: There is a significance relationship between Educational Qualification of the respondents and categories of products that consumers buy on digital media platforms.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Convenience Products	3.129	4	0.537	No Significance
Shopping Products	4.800	4	0.308	No Significance
Speciality Products	8.249	4	0.083	No Significance
Unsought Products	1.966	4	0.742	No Significance

The above Chi-square test table 17 is showing that there is a significance relationship between Educational Qualification of the respondents and categories of products that consumers buy on digital media platforms(Convenience products, Shopping products, Specialty products, Unsought products) because the p-values (0.537, 0.308, 0.083, 0.742) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 17 showing that there is a significance relationship between Educational Qualification of the respondents and categories of products that consumers buy on digital media platform (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 18: RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Occupation of the respondents and categories of products that consumers buy on digital media platforms.

H₁: There is a significance relationship between Occupation of the respondents and categories of products that consumers buy on digital media platforms.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Convenience Products	7.004	4	0.136	No Significance
Shopping Products	3.445	4	0.486	No Significance
Speciality Products	4.717	4	0.318	No Significance
Unsought Products	2.920	4	0.571	No Significance

The above Chi-square test table 18 is showing that there is a significance relationship between Occupation of the respondents and categories of products that consumers buy on digital media platforms (Convenience products, Shopping products, Specialty products, Unsought products) because the p-values (0.136, 0.486, 0.318, 0.571) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 18 showing that there is a significance relationship between Occupation of the respondents and categories of products that consumers buy on digital media platform (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 19: RELATIONSHIP BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND CATEGORIES OF PRODUCTS THAT CONSUMERS BUY ON DIGITAL MEDIA PLATFORMS

H₀: There is no significance relationship between Monthly income of the respondents and categories of products that consumers buy on digital media platforms.

H₁: There is a significance relationship between Monthly income of the respondents and categories of products that consumers buy on digital media platforms.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Convenience Products	3.572	4	0.467	No significance
Shopping Products	1.893	4	0.756	No significance
Speciality Products	9.651	4	0.047	Significance
Unsought Products	1.621	4	0.805	No significance

The above Chi-square test table 19 is showing that there is a significance relationship between Monthly Income of the respondents and categories of products that consumers buy on digital media platforms (Convenience products, Shopping products, Unsought products) because the p-values (0.467, 0.756, 0.805) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 19 showing that there is a significance relationship between Monthly Income of the respondents and categories of products that consumers buy on digital media platform (Specialty Products) because the p-value (0.047) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 20: RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

H₀: There is no significance relationship between Gender of the respondents and Influence of digital marketing on consumer behaviour.

H₁: There is a significance relationship between Gender of the respondents and Influence of digital marketing on consumer behaviour.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Digital marketing/ advertising has the potential of affecting your behaviour	3.104	4	0.541	No significance

The above Chi-square test table 20 is showing that there is a significance relationship between Gender of the respondents and Influence of Digital marketing on consumer behaviour (Digital marketing/ advertising has the potential of affecting your behaviour) because the p-values (0.541) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 20 showing that there is a significance relationship between Gender of the respondents and Influence of Digital marketing on consumer behaviour. (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 21: RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

H₀: There is no significance relationship between Age of the respondents and Influence of digital marketing on consumer behaviour.

H₁: There is a significance relationship between Age of the respondents and Influence of digital marketing on consumer behaviour.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Digital marketing/ advertising has the potential of affecting your behaviour	8.733	16	0.924	No significance

The above Chi-square test table 21 is showing that there is a significance relationship between Age of the respondents and Influence of Digital marketing on consumer behaviour (Digital marketing/advertising has the potential of affecting your behaviour) because the p-values (0.924) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 21 showing that there is a significance relationship between Age of the respondents and Influence of Digital marketing on consumer behaviour. (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 22: RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

H₀: There is no significance relationship between Educational Qualification of the respondents and Influence of digital marketing on consumer behaviour.

H₁: There is a significance relationship between Educational Qualification of the respondents and Influence of digital marketing on consumer behaviour.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Digital marketing/ advertising has the potential of affecting your behaviour	10.313	16	0.850	No significance

The above Chi-square test table 22 is showing that there is a significance relationship between Educational Qualification of the respondents and Influence of Digital marketing on consumer behaviour (Digital marketing/ advertising has the potential of affecting your behaviour) because the p-values (0.850) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 22 showing that there is a significance relationship between Educational Qualification of the respondents and Influence of Digital marketing on consumer behavior. (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 23: RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

H₀: There is no significance relationship between Occupation of the respondents and Influence of digital marketing on consumer behaviour.

H₁: There is a significance relationship between Occupation of the respondents and Influence of digital marketing on consumer behaviour.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Digital marketing / advertising has the potential of affecting your behaviour	28.955	16	0.024	Significance

The above Chi-square test table 23 is showing that there is a significance relationship between Occupation of the respondents and Influence of Digital marketing on consumer behaviour (-) because the p-values (-) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 23 showing that there is a significance relationship between Occupation of the respondents and Influence of Digital marketing on consumer behaviour (Digital marketing/ advertising has the potential of affecting your behaviour) because the p-value (0.024) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 24: RELATIONSHIP BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND INFLUENCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

H₀: There is no significance relationship between Monthly Income of the respondents and Influence of digital marketing on consumer behaviour.

H₁: There is a significance relationship between Monthly Income of the respondents and Influence of digital marketing on consumer behaviour.

<i>Categories of Products</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Digital marketing/ advertising has the potential of affecting your behaviour	17.162	16	0.375	No significance

The above Chi-square test table 24 is showing that there is a significance relationship between Monthly Income of the respondents and Influence of Digital marketing on consumer behaviour (Digital marketing/Advertising has the potential of affecting your behaviour) because the p-values (0.375) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 24 showing that there is a significance relationship between Monthly Income of the respondents and Influence of Digital marketing on consumer behaviour (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 25: RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

H₀: There is no significance relationship between Gender of the respondents and Influence of social media on consumer decision making process.

H₁: There is a significance relationship between Monthly Income of the respondents and Influence of social media on consumer decision making process.

<i>Influence of Social media on consumer decision making process</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Social media marketing helps in easy comparison of products	11.149	4	0.025	Significance
Social media provides sufficient information about the products.	2.178	4	0.703	No significance
Social media is interactive and thus influences consumer shopping experience and buying decisions	0.713	4	0.950	No significance
Social media facilitates better decision making	5.031	4	0.284	No significance

The above Chi-square test table 16 is showing that there is a significance relationship between Gender of the respondents and influence of social media on consumer decision making process (Social media provides sufficient information about the products, Social media is interactive and thus influences consumer shopping experience and buying decisions, Social media facilitates better decision making) because the p-values (0.703, 0.950, 0.284) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 16 showing that there is a significance relationship between Gender of the respondents and influence of social media on consumer decision making process (Social media marketing helps in easy comparison of products) because the p-value (0.025) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 26: RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

H₀: There is no significance relationship between Age of the respondents and Influence of social media on consumer decision making process.

H₁: There is a significance relationship between Age of the respondents and Influence of social media on consumer decision making process.

<i>Influence of Social media on consumer decision making process</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Social media marketing helps in easy comparison of products	45.623	16	0.000	Significance
Social media provides sufficient information about the products.	35.764	16	0.003	Significance
Social media is interactive and thus influences consumer shopping experience and buying decisions	31.755	16	0.011	Significance
Social media facilitates better decision making	30.846	16	0.014	Significance

The above Chi-square test table 26 is showing that there is a significance relationship between Age of the respondents and influence of social media on consumer decision making process (-) because the p-values (-) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 26 showing that there is a significance relationship between Age of the respondents and influence of social media on consumer decision making process (Social media marketing helps in easy

comparison of products, Social media provides sufficient information about the products, Social media is interactive and thus influences consumer shopping experience and buying decisions, Social media facilitates better decision making) because the p-value (0.000, 0.003, 0.011, 0.014) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 27: RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

H₀: There is no significance relationship between Educational Qualification of the respondents and Influence of social media on consumer decision making process.

H₁: There is a significance relationship between Educational Qualification of the respondents and Influence of social media on consumer decision making process.

<i>Influence of Social media on consumer decision making process</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Social media marketing helps in easy comparison of products	19.491	16	0.244	No significance
Social media provides sufficient information about the products.	12.836	16	0.685	No significance
Social media is interactive and thus influences consumer shopping experience and buying decisions	17.884	16	0.331	No significance
Social media facilitates better decision making	5.961	16	0.989	No significance

The above Chi-square test table 27 is showing that there is a significance relationship between Educational Qualification of the respondents and influence of social media on consumer decision making process(Social media marketing helps in easy comparison of products, Social media provides sufficient information about the products, Social media is interactive and thus influences consumer shopping experience and buying decisions, Social media facilitates better decision making) because the p-values (0.244, 0.685, 0.331, 0.989) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 27 showing that there is a significance relationship between Educational Qualification of the respondents and influence of social media on consumer decision making process (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 28: RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

H₀: There is no significance relationship between Occupation of the respondents and Influence of social media on consumer decision making process.

H₁: There is a significance relationship between Occupation of the respondents and Influence of social media on consumer decision making process.

<i>Influence of Social media on consumer decision making process</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Social media marketing helps in easy comparison of products	20.074	16	0.217	No significance
Social media provides sufficient information about the products.	19.759	16	0.231	No significance
Social media is interactive and thus influences consumer shopping experience and buying decisions	18.518	16	0.294	No significance
Social media facilitates better decision making	13.013	16	0.672	No significance

The above Chi-square test table 28 is showing that there is a significance relationship between Occupation of the respondents and influence of social media on consumer decision making process(Social media marketing helps in easy comparison of products, Social media provides sufficient information about the products, Social media is interactive and thus influences consumer shopping experience and buying decisions, Social media facilitates better decision making)

because the p-values (0.217, 0.231, 0.294, 0.672) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 28 showing that there is a significance relationship between Occupation of the respondents and influence of social media on consumer decision making process (-) because the p-value (-) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

TABLE 29: RELATIONSHIP BETWEEN MONTHLY INCOME OF THE RESPONDENTS AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER DECISION MAKING PROCESS

H₀: There is no significance relationship between Monthly Income of the respondents and Influence of social media on consumer decision making process.

H₁: There is a significance relationship between Monthly Income of the respondents and Influence of social media on consumer decision making process.

<i>Influence of Social media on consumer decision making process</i>	<i>Pearson Chi square value</i>	<i>Df</i>	<i>Asymptotic Significance (2- sided)</i>	<i>Inference</i>
Social media marketing helps in easy comparison of products	32.865a	16	0.008	Significance
Social media provides sufficient information about the products.	24.079a	16	0.088	No significance
Social media is interactive and thus influences consumer shopping experience and buying decisions	39.305a	16	0.001	Significance
Social media facilitates better decision making	16.347a	16	0.429	No significance

The above Chi-square test table 29 is showing that there is a significance relationship between Monthly Income of the respondents and influence of social media on consumer decision making process (Social media provides sufficient information about the products, Social media facilitates better decision making) because the p-values (0.088, 0.429) is greater than the level of significance of 0.05. Therefore, we can conclude that the null hypothesis accepted, and the alternative hypothesis rejected.

Furthermore, the above Chi-square test table 29 showing that there is a significance relationship between Monthly Income of the respondents and influence of social media on consumer decision making process (Social media marketing helps in easy comparison of products, Social media is interactive and thus influences consumer shopping experience and buying decisions) because the p-value (0.008, 0.001) is less than the level of significance of 0.05. Hence, we can conclude that the null hypothesis rejected, and the alternative hypothesis accepted.

FINDINGS

The study examined the effect of digital marketing on consumer buying behavior in Bangalore city from a consumer standpoint. Based on literature review and results from this survey collected from 384 respondents, the researcher states that digital marketing has a profound effect on consumer buying behavior.

To analyze the population of male or female with respect to percentage analysis on demographic factors, the researcher has found that the majority of female is more than male with the population of 212 respondents with 55.2 percentage out of 384. While coming to the age of respondents in demographic factors, most of the respondents fall between 30 to 40 years with 115 and with the percentage of 29.9 out of 384 respondents. The Educational qualification of the respondent's states that many respondents are Graduates of 113 with the percentage of 29.4. The next demographic factor is Occupation of the respondents and majority of the respondents are Government/ Private employees of 120 with the percentage of 31.3 out of 384. The monthly income of the respondents falls between Rs.30000 to 40000 with the majority of 106 and percentage of 27.6 and between Rs.40000 to 50000 with the majority of 106 and percentage of 27.6 out of 384 respondents.

Next coming to the Digital media platforms that influence consumer buying behavior. Many respondents disagree to use face book generally disagree with the number of respondents of 105 and percentage of 27.3 out of 384. Most respondents neither agree nor disagree to use Twitter with 106 respondents of 27.6 percentage out of 384 respondents. The number of respondents agree to use to use You tube. Many respondents agree to use LinkedIn. Most of the respondents strongly disagree to use skype. Most respondents agree to use google. The use of Instagram is neither agreed nor disagreed by the respondents. Most of the respondents neither agree nor disagree to use websites/blogs. Most of the respondents also

neither agree nor disagree to use multimedia advertising. Emails are mostly agreed by the respondents. It is been found that most of the respondents agree to use SMS.

While coming to the Categories of products that consumers buy on digital media platforms, most of the respondents Buy convenience products on digital media. Most of the consumers Buy shopping products on same media. Most of the specialty products are been purchased by the consumers and at last even consumers buy unsought products. Hence, consumers wish to buy categories of different products on digital media platforms.

The study has been found that most of the consumers agree that there is an influence of digital marketing on consumer behaviour.

The study has also been found that most of the consumers neither agree nor disagree that there is an influence of social media on consumer decision making process towards social media marketing helps in easy comparison of products. Most of the consumers agree that there is an influence of social media on consumer decision making process towards social media provides sufficient information about the products. It has been found that most of the consumers agree that there is an influence of social media on consumer decision Making process towards social media is interactive and thus influences consumer shopping experience and buying decisions. At last, most of the consumers agree that social media facilitates with different kind of products.

The study has been found that there is no significance relationship between gender of the respondents and digital media platforms. Majority of data says that there is a significant relationship between age of the respondents and digital media platforms. There is no significant relationship between educational qualification of the respondents and digital media platforms. There is also no significant relationship between occupation of the respondents and digital media platforms. The study also states that there is no significant relationship between monthly income of the respondents and digital media platforms of demographic factors.

The study has been found that there is no significant relationship between Gender of the respondents and the categories of products that consumers buy on digital media platforms. The study has also been found that there is no significant relationship between age of the respondents and the categories of products that consumers buy on digital media platforms. The study has also been found that there is no significant relationship between educational qualification of the respondents and the categories of products that consumers buy on digital media platforms. It has been found that there is no significant relationship between occupation of the respondents and the categories of products that consumers buy on digital media platforms. The study has also been found that there is no significant relationship between monthly income of the respondents and the categories of products that consumers buy on digital media platforms.

The study has been found that there is no significant relationship between gender of the respondents and influence of digital marketing on consumer behavior. The study has been found that there is no significant relationship between age of the respondents and influence of digital marketing on consumer behavior. It has also been found that there is no significant relationship between educational qualification of the respondents and influence of digital marketing on consumer behavior. The study has been found that there is a significant relationship between occupation of the respondents and influence of digital marketing on consumer behavior. The study has been found that there is no significant relationship between monthly income of the respondents and influence of digital marketing on consumer behavior.

The study has been found that there is no significant relationship between gender of the respondents and influence of social media on consumer decision making process. The study has been found that there is a significant relationship between age of the respondents and influence of social media on consumer decision making process. It has also been found that there is no significant relationship between educational qualification of the respondents and influence of social media on consumer decision making process. The study has been found that there is no significant relationship between occupation of the respondents and influence of social media on consumer decision making process. The study has been found that there is no significant relationship between monthly income of the respondents and influence of social media on consumer decision making process.

SUGGESTIONS

World has totally becoming digitalized due to the emerging change in technology aspects. The demand for internet has become more than the demand for other needs. There are millions of people using internet today because of which it has become easy for them even to have meal at a customer standpoint.

The use of social medias like face book, you tube, linkedIn, Instagram, SMS, multimedia advertising, twitter, skype, etc. are having a wide range of impact on consumers. Consumers are both positively and negatively affected by the digitalization.

There are some of the factors that influence consumer buying behavior such as product, price attributes, design of the product, quality, promotional activities, purchasing power, product information, etc. The companies have to keep in mind all these strategies to overcome the barriers that it has in the organization and also should develop key strategies by taking the above factors into consideration to minimize the risk as well as to increase competitive advantage.

The companies should design a plan in such a way that the consumers feel very convenient in shopping any product. Convenience allow to easy shop of a product. Consumers should not feel that they are been delayed in receiving a product at the doorstep. The company should increase the relationship with consumers not only in the form of traditional commerce but also there should be good relationship between company and customers through digital aspects.

CONCLUSION

Purchasing through digital channels is driven by the growth in the e-commerce industry and the number of digital consumers. The world has become globally digitalized because of the convenience that the customers are getting compared to the traditional marketing. Customers are now happy that their cash is safe via internet rather than physically carrying it to a bank with the fear of safety. This is just an example to show how customers are satisfied with the digital market.

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