

A STUDY ON DIGITAL MARKETING ON CONSUMER PURCHASE DECISION WITH SPECIAL REFERENCE TO DELL BENGALURU

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Abstract—Every day, thousands of Dell engineers and product development groups are hard at work around the globe aggressively pursuing new and better answers to customer technology challenges. The result of their work is often first-to-market products that guide innovation industry-wide. While its principal headquarters and design centers remain in Austin, Texas, Dell has expanded its operations over recent years. The company has established innovation facilities throughout the world, each with its own areas of specialization:

Keywords—Business Model, Clock Speed, Customer Relationship, Direct Sales, Distribution Channel.

INTRODUCTION

Digital marketing is the use of channels to reach the desired target market through some of the following channels: social media, websites, multimedia advertising, online search engine advertising, electronic marketing, and interactive marketing (surveys, additions to games, mobile marketing)

Digital marketing is the marketing of products or services that use digital technologies, mainly on the Internet, but also mobile phones, graphic advertising, and any other digital medium. The development of digital marketing since the 1990s and 2000s has changed the way brands and companies use technology for marketing. As digital platforms become increasingly integrated into marketing plans and everyday life, and people use digital devices instead of visiting physical stores, digital marketing campaigns are becoming more widespread and more effective.

Digital marketing, electronic marketing, internet marketing and electronic marketing are all linked in terms that, for the most part; see 'online marketing through websites (Chaffey and Smith, 2008) and Wag mare (2012), e-commerce has emphasized product promotion through digital media. Digital marketing methods like search engine optimization (SEO), search engine marketing (SEM), content marketing, influence marketing, content automation, campaign marketing, data-based marketing, e-commerce, social media marketing, social media optimization, direct email marketing, graphic advertising, e-books and optical discs and games are growing Today.

REVIEW OF LITERATURE & RESEARCH DESIGN

REVIEW OF LITERATURE

Digital marketing means that the total connectivity of your image is certainly not a perpetual system on a sheet of paper that should bring it to life. Digital floor loans, processing level that covers the promotion systems and creates rhythm. His image continues to unfold, and the story behind this story is essential for his gathering of people to stay associated and for new observers to become loyal customers. The development of digital marketing has changed the way that buyers connect with each other as well as with organizations.

Elisabeta loanals et al. (2014) studied the impact of social networks on consumer behaviour with 116 respondents through a structured questionnaire. Their results revealed that social media has an impact on changes in consumer behaviour.

Sadia Afzal et al. (2015) discussed in their article the impact of online and conventional advertising on the behaviour of buying brand clothing by consumers, revealed that the quality, design, content of advertising, consumer loyalty towards Brand and consumer's previous shopping experience are important factors influencing consumer buying behaviour.

Fusun CIZMECI et al. (2015) studied the impact of digital marketing tools on brand awareness among housing companies. Digital marketing technologies allow customers to continue to streamline business information

NEED FOR THE STUDY:

Digital marketing as a tactic was probably centralized with a creative team as a one-to-many mind game, with a lot of focus on expensive production and little analysis to demonstrate. It is produced by all teams, in a conversational, concrete and measurable way. Digital marketing can increase conversion rates, increase the level of consumer confidence when buying a new product. Digital marketing has positive effects on consumer opinion. Whether it's their perception of the company, their vision of the products, or what they finally decide to buy, the videos they watch on social media make them more likely to act positively.

STATEMENT OF THE PROBLEM:

This study is performed to analyse the effectiveness and efficiency of digital marketing on the factors that influence the decision to buy new computer products, related products, and services. Identify the different elements that have their implication in the purchase decision of people in relation to visual marketing. Identify how the business can influence the public with digital marketing.

RESEARCH METHODOLOGY

It is the type of selecting a sample of respondents out of the available samples for the research, as there are various sampling designs available for the research, for this project I have chosen simple stratified random design for the selection of respondents from the available samples.

A sample is a representative part of the population. A sample of 80 respondents total has been randomly selected. The response to various elements under each question were totalled for the purpose of various statistical testing.

OBJECTIVES:

- To determine the factors that increase brand awareness through digital marketing.
- To educate, build trust and establish the value of the new product.
- To understand how Digital marketing influence on consumer buying decision.
- To evaluate how Digital marketing helps the business organisation to adopt E-marketing method.
- To understand the reach and brand positioning of a new product among the public

COMPANY PROFILE

HISTORY:

Dell dates back to 1984 when Michael Dell created Dell Computer Corporation, which at the time was doing business as PC's limited, while studying at the University of Texas at Austin. The one-bedroom company sold IBM PC-compatible computers made from original components. Dell dropped out of school to focus full-time on his fledgling business, after raising \$ 1,000 in expansion capital from his family. In 1985, the company produced the first computer of its own design, the Turbo PC, which sold for \$ 795. PC's Limited advertised its systems in national computer magazines for direct sale to consumers and custom assembled each ordered unit of according to a selection of options. The company raised more than \$ 73 million in its first year of operation.

In 1993, to complement its own direct sales channel, Dell planned to sell PCs at large retail outlets such as Wal-Mart, which would have generated \$ 125 million in additional annual revenue. However, Bain consultant Kevin Rollins persuaded Michael Dell to withdraw from the deals, believing they would lose money in the long term. In fact, retail margins were sparse at best, and Dell left the reseller channel in 1994. Rollins would soon join Dell full-time and eventually become the company's president and CEO.

BUSINESS STRATEGY

Dells Company's success is the link between all your skills. Direct selling depends on the custom system and the custom system is based on the vendor integration system. Therefore, a Dell computer is designed to reduce human contact during manufacturing, entrepreneurs are sure to ensure that product excellence is high, entrepreneurs are physically involved in

manufacturing and the entire process and Compliance with Tasks are managed through an elegant combination of interior and exterior information.

An advantage of direct selling and custom manufacturing is that an expensive catalogue does not get in the way and gains value before it can be placed on the market and fresh produce can be obtained. Brought in without having to remove previous inventory from the route. Dell knows a lot about the end user, such as: what product was purchased from Dell, how many products were purchased, where the product was delivered, etc. The following explains how the business was successful and the process involved.

SUPPLY CHAIN STRATEGY OF DELL

A supply chain is made up of all the parties involved, to satisfy a customer request. In other words, a supply chain (SC) includes all organizations working together to produce and deliver a finished product to the end customer, as well as the customer himself. Supply chains can have different dimensions, difficulties in transactions between members and share material existence.

DATA ANALYSIS AND INTERPRETATION

EMPIRICAL RESULTS

1) The table shows that do you think digital marketing create a brand awareness in the public?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	42	52.50%
02	Agree	28	35%
03	Neutral	05	6.25%
04	Disagree	03	3.75%
05	Strongly Disagree	02	2.50%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents strongly agree that digital marketing create a brand awareness in the public, because it is creating brand awareness by the effective projection and strategy defined to increase consumers.

2) The table shows that digital marketing is beneficial to consumers because it provides important information about products and services.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	51	63.75%
02	Agree	20	25%
03	Neutral	05	6.25%
04	Disagree	03	3.75%
05	Strongly Disagree	01	1.25%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the consumers strongly agree that digital marketing is favourable to customer because it provide the complete information about goods and services. Also, a greater number of respondents stated that they are very clarity about the product showing in the digital marketing.

3) The table shows that what types of advertisements are most influential over your buying decision of dell product?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Radio advertisement	05	6.25%
02	TV advertisement	32	40%
03	Newspaper advertisement	08	10%
04	Email advertisement	10	12.5%
05	Online advertisement	25	31.25%
	TOTAL	80	100%

Interpretation:

From the above statement came to know about majority of the respondents are selected TV advertisements of 40%, in the modern customers wants to see the product in act, video in your content marketing can capture wide range of viewers, and it works many levels.

4) The table shows that which methods of digital advertising are most influential on your buying behavior?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Google advertising methods	18	22.5%
02	Facebook advertising methods	15	18.75%
03	Twitter advertising methods	12	15%
04	YouTube advertising methods	25	31.25%
05	Banner advertising methods	10	12.5%
	TOTAL	80	100%

Interpretation:

The above statement shows that the respondents are with YouTube advertising methods of 31.25%, because more number of users in YouTube, that helps to the company to cover majority of the public. It helps to buying behaviour of the customers.

5) The table shows that more times a digital advertising is viewed by a consumer, the more likely the consumer is to go and buy the product.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	45	56.25%
02	Agree	24	30%
03	Neutral	06	7.50%

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04	Disagree	04	05%
05	Strongly Disagree	01	1.25%
TOTAL		80	100%

Interpretation:

The above graph shows that majority of 56.25% respondents strongly agree. Digital marketing is entertaining, graphic and extremely underused to lead their customers. It is convenient, an efficient for the customer to go and buy the product.

6) The table shows that according to you digital marketing build trust and establish the value of dell product.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	21	26.25%
02	Agree	37	46.25%
03	Neutral	15	18.75%
04	Disagree	04	05%
05	Strongly Disagree	03	3.75%
TOTAL		80	100%

Interpretation:

The above graph shows that majority of the respondents agree that digital marketing build the trust and establish the value of new product i.e. 46.25%. Because the familiarity of digital marketing movement makes it unique to build trust. Here are some of the plans you can implement to build more trust for the new product.

47) The table shows that how digital marketing influence to change in the brand for the dell brand product.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Increasing significantly	26	32.50%
02	Increasing marginally	39	48.75%
03	Not changing	10	12.50%
04	Decreasing marginally	04	05%
05	Decreasing significantly	01	1.25%
TOTAL		80	100%

Interpretation:

The above graph shows that majority of 48.75% the respondents are selected growing marginally of influence to change in dell brand product. Using the power of digital marketing to get out and reach the market, create, high quality digital content to attract customers, and enhance your brand influence.

8) The table shows that do you think digital marketing can build the trust towards the customers?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	25	31.25%
02	Agree	37	46.25%
03	Neutral	15	18.75%
04	Disagree	02	2.50%
05	Strongly Disagree	01	1.25%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are agree that digital marketing build the trust towards the consumers. Building trust with a consumer makes them far more likely to obligate your products and services.

9) The table shows that customers are highly motivated to buy a dell product through digital marketing?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	25	31.25%
02	Agree	38	47.50%
03	Neutral	10	12.50%
04	Disagree	05	6.25%
05	Strongly Disagree	02	2.50%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are agree to that customers are highly motivated to buy a dell products through digital marketing by the good-looking videos and figuring out the facts and figures in the video, it helps to motivate the customers.

10) The table shows that over all digital marketing is a good strategy to promote products?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Strongly Agree	21	26.25%
02	Agree	38	47.50%
03	Neutral	16	20%
04	Disagree	02	2.50%
05	Strongly Disagree	03	3.75%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are agree that the digital marketing is a good strategy to promote the dell product. Because the digital is proven to be more attractive, more operative and outstanding when compare to other media.

11) The table shows that using digital marketing the brand positioning of a dell product can increase the profits?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Yes	58	72.50%
02	No	04	05%
03	Sometimes	18	22.50%
04	Never	00	00%
TOTAL		80	100%

Interpretation:

The above graph expressive that majority of the respondents says yes that using the digital marketing the brand placing of a dell product can increase the incomes of the company. If you're launching a new product the company should create brand identity first and get impression in the minds of consumers that's both positive and unique.

12) The table shows that do you think the dell product promotion based on digital marketing?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Accepted	49	61.25%
02	Not accepted	07	8.75%
03	Ignorant	04	05%
04	Neutral	20	25%
TOTAL		80	100%

Interpretation:

The above graph representing that majority of the respondents are accepted that dell product promotion based on digital marketing. If you are releasing a dell product, you should use this chance to set your company brand apart from the competition, one excellent way of marketing through animated.

13) The table shows that are you aware about the various products through digital marketing?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Yes	65	81.25%
02	No	00	00%
03	Sometimes	15	18.75%
TOTAL		80	100%

Interpretation:

The above graph representing that majority of the respondents says yes that customer are conscious about the various products through digital marketing. It helps to recall the various products, brand through watching the video and get useful information to get awareness about the product or brand.

14) The table shows that what are the most challenging problems to digital marketing success?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Lack of an effective strategy	48	60%
02	Lack of production resources	07	8.75%
03	Lack of performance metrics	11	13.75%
04	Inadequate video distribution	05	6.25%
05	Limited organizational buy-in	09	11.25%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are responding to the lack of an operative strategy is the one of the most challenging problem to digital marketing success. The major problem of strategy are not branding correctly, making your digital too long, not concentrating on single message, expecting instant results etc.

15) The table shows that now a days because of the digital marketing products are reach to final customers?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Accepted	46	57.50%
02	Not accepted	08	10%
03	Ignorant	05	6.25%
04	Neutral	21	26.25%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the respondents says yes that now a days because of the digital marketing products are reach to the final customers. Because the digital marketing assistances to create interest and demand towards customers, similarly the customers are going to demand the product or service.

16) The table shows that according to you digital marketing is benefit to public?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Yes	69	86.25%
02	No	00	00%
03	Sometimes	11	13.75%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the respondents says yes that according to the consumers digital marketing is benefit to the public. Digital marketing helps to the public because it creates attentiveness in the public and clarity about the product, it helps to better understanding for the final consumer.

17) The table shows that a product information can easily reach to the public by using digital marketing?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Yes	63	78.75%
02	No	04	05%
03	Sometimes	13	16.25%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the consumers are says yes that the product information can easily reach to the public by using the digital marketing. Because majority of the respondents are attracting towards the digital marketing when compare to other forms of marketing.

18) The table shows that how would you describe your overall opinion our brand?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Extremely favourable	28	35%
02	Very favourable	40	50%
03	Somewhat favourable	08	10%
04	Not so favourable	04	05%
05	Not at all favourable	00	00%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are actual positive in their overall opinion about our brand. Because the company is maintaining customer relation from the long duration, it helps to get customer retention.

19) The table shows that in the past 3 months, how often did you hear people talking about our brand?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Very often	41	51.25%
02	Often	23	28.75%
03	A few times	12	15%
04	Once or twice	04	05%
05	I haven't heard people talking about it	00	00%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are very often, to hear people talking about our brand. The brand that are using many strategies and promotion towards the public and offering many discounts to attract so the majority of people talking often about the company.

20) The table shows that how much influence do you feel digital marketing have over your buying behaviour.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Large Influence	45	56.25%
02	Medium Influence	30	37.50%
03	Small Influence	04	05%
04	Not sure	01	1.25%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the consumers are have the large number of inspiration in buying behaviour of the customers, because by the predictable message of the company through digital marketing will be good-looking it helps to create and demand in the public, the factors include age, occupation, gender also influence the buying behaviour

4.21) The table shows that what influence you the most to try dell product or service?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Advertisements	45	56.25%
02	Recommendations from friends and family	15	18.75%
03	Seeing famous people uses the product or service	09	11.25%
04	Personal experience	05	6.25%
05	Export advice	06	7.50%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the consumers are having advertisement effect in the dell product service through digital market. Because the video marketing explains very clear about the product offered by the company. The main influencing digital marketing for new products is animated videos.

22) The table shows that according to you digital marketing can increase the purchase decision of consumer?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Yes	64	80%
02	No	04	05%
03	Sometimes	11	13.75%
04	Never	01	1.25%
	TOTAL	80	100%

Interpretation:

The above graph representing that majority of the respondents says yes that according to them digital marketing can increase the purchase decision of customers. The factors can separately or together affect the buying decisions of the consumers. Ex: cultural factors have subtle Influence on a consumer purchase decision.

23) The table shows that the most uses technologies in digital marketing?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Content creation	13	16.25%
02	Reporting and analytics	35	43.75%
03	Distribution and hosting	14	17.50%
04	Content management	12	15%
05	Lead management	06	7.50%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondents are using reporting and analytics technology in the digital marketing. The advanced technologies are using in digital marketing, reporting and analytics that helps to increase brand awareness and sales to the company. The digital marketing uses new technology called SEO.

24) The table shows that how do you rate the success of digital marketing to achieve importance objectives?

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
01	Extremely successful	16	20%
02	Very successful	58	72.50%
03	Somewhat successful	04	05%
04	Not so successful	02	2.50%
05	Not at all successful	00	00%
	TOTAL	80	100%

Interpretation:

The above graph shows that majority of the respondent’s impressions that digital marketing is very successful to attain its objectives. The target message of the company will be very clear to understand the customers and get influenced through digital marketing. So, 72.50% respondents are with very successful of digital marketing in achieving objectives.

FINDINGS, CONCLUSION AND SUGGESTIONS

SUMMARY OF FINDINGS

The findings of the study are follows:

- Respondents fully agree that digital marketing creates brand awareness among the public.
- Consumers fully agree that digital marketing is beneficial to the consumer as it provides important information about the good and the services.
- Most respondents use television commercials to influence consumers' decision to buy Dell products.

- Respondents agree with digital marketing to build trust and establish the value of a new product. Most respondents agree that digital marketing can build customer trust.
- Respondents say yes, that using digital marketing brand positioning for a Dell product can increase revenue.
- Most respondents say yes that consumers know different products through digital marketing.
- Respondents are accepted because of the scope of digital marketing products for the end customer.
- Most respondents say yes that digital marketing benefits the public.
- Most respondents believe that digital marketing is very successful in achieving its goals.

SUGGESTIONS

The following are the suggestions to improve digital marketing:

- Improve technical progress in promoting digital marketing.
- Collect and implement consumer-provided feedback in the right way.
- Provide a transparent and good service to the consumer before and after the purchase.
- Create awareness about digital marketing.
- The complete description should provide product information to online shoppers.
- Satisfaction Customer satisfaction plays a vital role in the software company, helping to maintain customer relationship and customer loyalty.
- More strategies will be implemented when displaying products through digital marketing.
- The company must take care of its promotion strategy.
- The company has more responsibility than the customer to withdraw its brand and recognize the Dell product.

CONCLUSION

Digital media is the best platform to turn a product into a brand. Because it is more profitable and provides many points of contact for marketing. Brands can effectively engage their target group through digital platforms. Digital media is not just for engagement, brands can grow their customers or retain existing customers. Digital platforms are helping to increase the impact of brand recall on target groups. This study shows that the influence of digital channels does not support the customer's change of opinion about the purchase of a product, but in the near future, digital channels influence the customer's opinion of purchase because there is a consideration for channels. Digital between customers. Digital marketing can do more if you consider consumer wishes to be a priority.

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