



# Consumer Perception Towards Buying Of Electronic Products Through Digital Marketing

Dr. T. Pandian<sup>1\*</sup>, V. Praveen Kumar<sup>2</sup>

<sup>1\*</sup>Assistant Professor Department of Business Administration Annamalai University Annamalai Nagar - 608 002(Deputed to Government Arts and Science College, Vadalur)

<sup>2</sup>Research Scholar Department of Business Administration Annamalai University 608 002 Annamalai Nagar

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## ARTICLE INFO

## ABSTRACT

One of the most widely used marketing strategies, particularly for social networking sites and email marketing, is digital marketing. In addition to being powerful and simple to use, email as well as social media marketing have been shown to be quite successful in increasing consumer engagement, which is a factor that affects how frequently customers intend to make a purchase. In general, digital marketing tools help businesses raise sales volume by facilitating easy product promotion and cost-effective consumer connection building. The purpose of this study is to ascertain how social media, email marketing, consumer involvement and purchase intention are related to one another. In order to maximize the study findings for long-term use, it seeks to obtain a theoretical confirmation of the link between the variables and identify the appropriate implications. The research instrument for this study was an online questionnaire, for which 180 participants, who were prospective Coder First customers, completed it. The main aim of this study is to ascertain how digital marketing, in particular social media and email marketing, affects consumer involvement and electronic product purchase intention.

**Keywords:** Digital marketing, Electronic products, Business, Digital media, Digitalization.

## 1. Introduction

Social networking sites and email marketing are the most widely used digital marketing strategies globally. Email marketing was shown to be the most effective digital marketing method, according to the survey. Email marketing focuses on consumers, who are drawn to promotional offers. Customers are more likely to intend to make a purchase if they consent to receive email marketing. Additionally, social media affects consumer engagement, which is crucial for raising the probability that a customer will make a purchase. Email marketing has also been demonstrated to work. Businesses that deal with other businesses (B2B) must compete with one another to stay in business. In order to better understand this phenomenon, this study focuses on Coder First, a business-to-business (B2B) ICT company that offers services to enhance other businesses' digital marketing. The matter concerning Coder First pertains to the efficacy and efficiency of its digital marketing strategy in enhancing consumer engagement and intention to purchase. Therefore, the purpose of this study is to ascertain how digital marketing, that is, social media and email marketing, affects customer engagement and purchase intention at Coder First, a B2B company. The community's behaviour towards the acceptance of new items is influenced by IT developments because they heavily rely on technology for communication and information sharing. As a result, a lot of businesses realised they needed to enhance their marketing strategy in order to reach a wider audience of potential customers. Using information technology, particularly digital marketing, is one way to achieve this. Digital marketing makes it possible to directly contact online consumers who are inaccessible through traditional marketing, which helps to explain the increasing trend of businesses moving from traditional to digital marketing.

## **2. The significance of the study**

The motive of the study is to show the consumer's perceptions towards buying electronic products digitally.

## **3. Statement of the problem**

It feels like electronic products are better on digital platforms than in offline shops, More variety and colour options can be obtained easily. It is easy to return and refund the products when we dislike, On different digital platforms, the price of the product fluctuates. Seasonal discounts and their frequency are higher compared to offline stores. Delivery of products takes huge time to reach the customers, Wide range of collections and features, Electronic products keep on updating, so, investing in electronic items is useless. E-commerce platforms won't be responsible for product damages and multiple payment options are available. Electronic products in digital mode are always better; the products are assured by experts regarding the quality and features of the product. Quality and item checks are done before delivery itself; there are only one-time repair options for electronic products; and after sale services can't be obtained through digital platforms.

## **4. Objectives**

To study consumer perceptions towards buying electronic products digitally and the quality of products and services.

## **5. Hypothesis**

H01: There is no significant difference between consumer perceptions towards buying electronic products digitally and the profiles of the respondents.

H02: There is no significant difference between consumer perceptions towards buying electronic products digitally and the gender of the respondents.

## **6. Research Methodology**

The process of enumeration, as well as the correct recording of outcomes, is referred to as data collection. The proper data is critical to the success of an investigation; the study comprises assessing the respondent's commitment influence in various aspects and the researcher employed the current study in a practical world situation.

## **7. Sample Design**

The approach of convenient samples was used to get the main data. An interview schedule was used to perform a field survey. The employees who are working in educational institutions were selected from a sample of 180.

## **8. Statistical Tools**

The one-way ANOVA, T test and percentage analysis have been used to analyze the connection between influence on buying behaviour and digital marketing of electronic products.

## **9. Review of Literature**

Singh (2020), Vietnam is the most developing country in ASEAN and as such, digital retailers are gradually making their way throughout the country. For this reason, it is important to understand the socioeconomic backgrounds and cognitive processes of these consumers. The correlations can be investigated and presented because there isn't much independent research in this field. In the Vietnamese market, the background of consumption and digitisation is gradually expanding. Thus, the purpose of this essay is to examine the variables affecting Vietnamese digital retailers' internet customer perception and purchase inclination as they operate through websites and apps. There are two phases to this investigation. In the first phase, constructs including digital storefront pictures, digital customer satisfaction and loyalty and digital socioeconomic characteristics of customers are analyzed. Dastane (2020): This study looked into how Malaysian e-commerce customers' intentions to make online purchases were affected by digital marketing. Furthermore, because other studies have not described the mediating role in depth, the mediating effect of CRM (customer relationship management) between internet advertising and online purchase intention was also examined. The snowball sampling method used to select the 202 online customers who provided the empirical data. A self-administered questionnaire was used to gather data in the Malaysian region surrounding the Klang Valley. IBM SPSS 22 was used to evaluate the instrument's normalcy and reliability. IBM SPSS AMOS 24 was then used for the confirmation factor analysis and structural equation modeling. In accordance with the study goals, the measurement model's validity and the mediation analysis were conducted. The findings showed that digital marketing had a significant positive impact on online purchase

intention. Nonetheless, it was discovered that CRM had no discernible mediation impact. In order to quantify the effect of digital marketing on online purchase intention within the framework of Malaysian e-commerce, the study added a structural model of digital marketing and purchase intention to the body of literature. Subsequently, the consequences, constraints and prospects for future study were deliberated. Ranjith (2021), India is not an exception to the global trend of digital transactions dominating business transactions. Numerous studies have demonstrated that an effective payment system will accelerate an economy's flow of cash. Using technology for transactions is the best approach to being flexible and providing customers with better service in this era of digitisation. The goal of the study is to comprehend how consumers in this era of linked technologies perceive the safety of digital and online payments. This study aids in understanding how consumers feel about cashless payment options, which is crucial information for marketers to know. The study is descriptive in character and analyses the idea of digital transactions through an evaluation of the literature. The reviews go into great detail about the different benefits and drawbacks of adopting digital transactions. The results show that digital transactions are acceptable in India and that the country's usage of them is growing year over year. The study identifies the benefits and difficulties users encounter while utilising digital payments. Dhivya (2022), Researchers in the field of management today place a high value on the study of digital marketing. In this study, we show a relationship between "digital marketing" and the buying behaviours of customers. Researching customer behaviour is a marketing mainstay. Marketing psychology, or the study of customer behaviour in the marketplace, is widely regarded as the cornerstone of marketing. Digital marketing has been demonstrated to have a significant influence on consumers' purchase decisions over the last five years. This study looks at the variables that affect customers' decisions to buy electronic items and how those variables connect to their overall shopping behaviours. Gaining further insight into the factors influencing customers' decisions to buy consumer electronics is the main objective of the study. This study focuses on a few widely used electrical products.

### 10. Demographic Profile

The profile variables, such as gender, education, occupation and age, of the respondents were collected and presented in Table 1.

**Table 1 Profile of the Respondents**

	<b>Profile</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Gender	Female	100	55.56
	Male	80	44.44
	<b>Total</b>	<b>180</b>	<b>100.00</b>
Age	18 or 25 years	68	37.78
	26 - 40 years	56	31.11
	41 - 55 years	40	22.22
	Above 55 years	16	8.89
	<b>Total</b>	<b>180</b>	<b>100.00</b>
Education	School Level	72	40.00
	Degree	44	24.44
	Master Degree	37	20.56
	Others	27	15.00
	<b>Total</b>	<b>180</b>	<b>100.00</b>
Occupation	Students	28	15.56
	Businessmen/Self-Employed	76	42.22
	Employees	40	22.22
	Others	36	20.00
	<b>Total</b>	<b>180</b>	<b>100.00</b>

**Source:** Primary Data

Table 1 shows that it can be noted that out of the 180 total respondents investigated in the study, 55.56 percent are female and the rest, 44.44 percent, are male respondents.

Age shows that a maximum of (68) 37.78 percent of the respondents belong to the age category of 18 to 25 years, followed by (56) 31.11 percent are in the age category of 26 to 40 years. 22.22 percent of the respondents are in the age category of 41 to 55 years and the least of 16 8.89 percent are in the age category of above 55 years in the study.

The education represents: (72) 40 percent are having education at the school level, (44) 24.44 percent are having education at the degree level of education, (37) 20.56 percent are having education at the at the master degree and (27) 15 percent are in other categories of education.

The occupation of (28) 15.56 percent are in the in the student category, (76) 42.22 percent are in the in the business and self-employed category, (40) 22.22 percent are employees and (36) 20 percent are other categories of respondents in the study.

## 11. Consumer Perception and Quality of Products

The consumer perception towards electronic products and the quality of product and services were discussed in the following tables

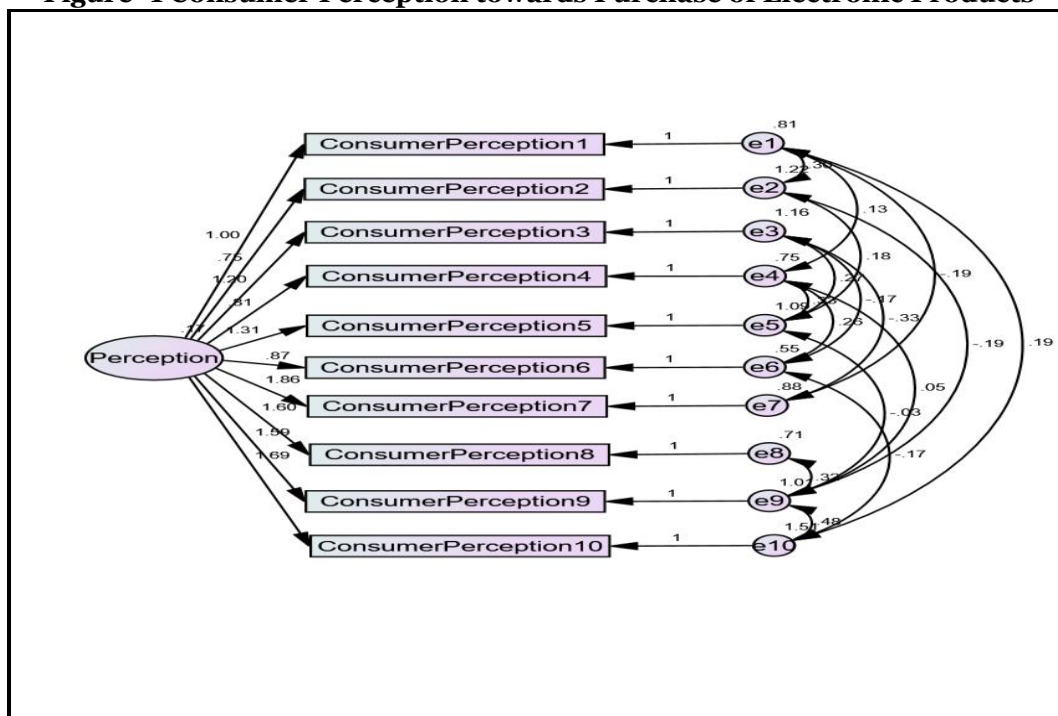
**Table 2 Consumer Perception towards Purchase of Electronic Products**

S. No.	Variables	SA	A	N	D	SD	Total
1	It feels like electronic products are good in digital platforms than in offline shops.	24	84	36	32	4	180
		13.33	46.67	20.00	17.78	2.22	100.00
2	More variety and colour options can be obtained easily.	48	48	44	36	4	180
		26.67	26.67	24.44	20.00	2.22	100.00
3	Easy to return and refund the products when we dislike.	44	55	48	21	12	180
		24.44	30.56	26.67	11.67	6.67	100.00
4	Every digital platform the price of the product gets fluctuating.	101	56	9	12	2	180
		56.11	31.11	5.00	6.67	1.11	100.00
5	Seasonal discounts and its frequency are more compared to offline stores.	65	56	23	32	4	180
		36.11	31.11	12.78	17.78	2.22	100.00
6	Delivery of products takes huge time in reaching the customers.	106	52	16	4	2	180
		58.89	28.89	8.89	2.22	1.11	100.00
7	Wide range of collections and features.	37	83	20	24	16	180
		20.56	46.11	11.11	13.33	8.89	100.00
8	Electronic products keep on updating so, investing in electronic items is useless.	80	56	24	16	4	180
		44.44	31.11	13.33	8.89	2.22	100.00
9	E-commerce platforms won't take responsible for damages of products.	32	68	40	24	16	180
		17.78	37.78	22.22	13.33	8.89	100.00
10	Multiple payment options are available.	29	42	21	48	40	180
		16.11	23.33	11.67	26.67	22.22	100.00

**Source:** Primary Data

Table 2 shows the frequency details of the respondent agreement or disagreement with the statements of reasons for using digital marketing. Out of a total 180 respondents, 87.78 percent agree with every digital platform that the price fluctuates and 87.22 percent agree that the delivery of products takes a huge time to reach the customers, which is the highest perception factor among the respondents. The electronic products keep on updating, so investing in electronic items is useless (75.56%), seasonal discounts and their frequency are higher compared to offline stores (67.22%), the wide range of collections and features (66.67%) and the feeling that electronic products are better on digital platforms than offline shops (60%) are also important perception factors among the selected respondents since more than 60 percent agree with these statements. Nearly the majority of the respondents who accepted e-commerce platforms won't be responsible for the damages to their products (55.56%). Multiple payment options are available (55%) and more variety and colour options can be obtained easily (53.33%), which are moderate factors. However, the product purchase cannot be easily returned or refunded, which shows 39.44 percent agree and 48.89 percent disagree with the statement.

**Figure -1 Consumer Perception towards Purchase of Electronic Products**



**Table 3 Model Fit Summary**

Model Fit	Result	Cut off Value (base)
GFI	0.971	>0.90
AGFI	0.916	>0.90
NFI	0.941	>0.90
IFI	0.980	>0.90
TLI	0.950	>0.90
CFI	0.979	>0.90
RMSEA	0.051	<0.08
$\chi^2$	28.017	>0.05

Source: Computed Primary Data

The Chi-square value is 149.843, which is higher than the optimal level of the Chi-square value, which is greater than five. This study illustrates that the Chi-square value is higher than the best level. Furthermore, the GFI, AGFI, NFI, IFI, TLI and CFI all reflect values that are greater than the intended levels in the sense that investment factors in the study. In continuation, the root mean square error of the model fit was calculated to be lower than the number that was recommended.

**Table 4CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	28.017	19	.083	1.475
Saturated model	55	.000	0		
Independence model	10	475.820	45	.000	10.574

Source: Computed Primary Data

In the default model, the discrepancy divided by DF degrees of freedom is 28.017/19 = 1.478 and in the independence model, the discrepancy divided by DF is 475.820/45 = 10.574. Assuming that the default model is correct, the probability of getting a discrepancy as large as 475.820 is 0.001. It is concluded that the CMIN/DF is to be less than the five required fittings.

**Table 5Consumer Perception towards Quality and Services of Electronic Products**

S. No.	Variables	SA	A	N	DA	SDA	Total
1	Electronic products through digital mode are always better	73	61	24	4	18	180
		40.56	33.89	13.33	2.22	10.00	100.00
2	The products are assured by experts regarding the quality and features of the product	27	82	41	3	27	180
		15.00	45.56	22.78	1.67	15.00	100.00
3	Quality and items check is done before delivery itself	71	47	25	10	27	180
		39.44	26.11	13.89	5.56	15.00	100.00
4	Only one time use there is no repair options for	58	62	23	28	9	180



	electronic products.	32.22	34.44	12.78	15.56	5.00	100.00
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**Source:** Primary Data

Table 5 shows that out of 180 respondents, electronic products in digital mode are always better (74.44), which are the most highly perceived factors among the selected respondents. The only one-time use means there are no repair options for electronic products (66.67%). Quality and item checks are done before delivery itself (65.56%) and products are assured by experts regarding the quality and features of the product (60.56%). The after-sale services can't be gotten by digital platforms (57.22), which is the least level of perception and shows the difficulty of the services of the online marketers in the study.

**Table 6 One Way ANOVA for Age, Education and Occupation with Product Quality/Services**

	Profile	N	Mean	S.D.	Std. Error	F Value	Sig
Age	18 or 25 years	68	18.19	5.58	0.68	1.124	0.341
	26 - 40 years	56	17.45	5.20	0.70		
	41 - 55 years	40	19.53	5.21	0.82		
	Above 55 years	16	18.75	7.50	1.87		
	<b>Total</b>	<b>180</b>	<b>18.31</b>	<b>5.58</b>	<b>0.42</b>		
Education	School Level	72	18.97	5.37	0.63	0.577	0.631
	Degree	44	17.98	6.06	0.91		
	Master Degree	37	17.76	5.34	0.88		
	Others	27	17.81	5.79	1.11		
	<b>Total</b>	<b>180</b>	<b>18.31</b>	<b>5.58</b>	<b>0.42</b>		
Occupation	Students	28	17.32	6.07	1.15	0.409	0.746
	Businessmen/ Self-Employed	76	18.32	6.01	0.69		
	Employees	40	18.50	5.45	0.86		
	Others	36	18.83	4.39	0.73		
	<b>Total</b>	<b>180</b>	<b>18.31</b>	<b>5.58</b>	<b>0.42</b>		

**Source:** Computed Primary Data

Table 6 shows that the calculations of the F value of age (1.124), education (0.577) and occupation (0.409) are not significant for the quality of electronic products marketed online. Hence, the stated hypothesis is accepted.

**Table 7 T Test for Gender and Product Quality/Services**

Gender	N	Mean	S.D.	Std. Error	T Value	Sig.
Female	100.00	18.09	5.67	0.57	0.580	0.563
Male	80.00	18.58	5.50	0.62		

**Source:** Computed Primary Data

Table 7 shows that the calculations of the T value of gender (0.580) are not significant for the quality of electronic products marketed online. Hence, the stated hypothesis is accepted.

## 12. Suggestions from the study

Consumer electronic products are mostly for one-time use only, as the majority of the electronic products don't come with a warranty, which makes it difficult to trust electronic products.

Investing in electronic products gives a fear among consumers as the products keep on getting updated and the latest or new technological upgrade makes the existing product outdated, as it can be made like consumers can update the new technological support through their existing product itself.

There are no options for electronic products where the consumer can find the right product on an online platform. As the same product comes in different price ranges, it becomes difficult for consumers to trust which product is actually good.

## 13. Conclusion

This study demonstrates the important role that digital marketing, in particular social networking sites and email marketing, plays in enhancing consumer engagement and increasing purchase intention, as previously mentioned. Improved customer involvement brought about by the use of email marketing and social media results in increased purchase intent among customers. After analyzing the impact of each variable's indicators, it was discovered that the "offer" indicator for email marketing has the most bearing on consumer engagement. This means that businesses should make better offers when creating the content of their email marketing, such as making product values more understandable or providing better sales deals to increase client engagement. In the meantime, social media's "communication" indication showed that humorous or sentimental material can increase user engagement.

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