

# Impact Of Digital Marketing Channels On Buying Behaviour Products In Chandigarh

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## Abstract

*In this era of the internet, advertisement has transformed itself in many ways. The mediums of advertising are constantly evolving. Purpose of the study to know the buying behaviour of customer on herbal cosmetic products. Initially started from newspaper and print advertisement and now, it has reached digital channels advertising through search engine, social media like Facebook, Instagram etc. Most of the cosmetics forms find it difficult to understand the customers buying attitude. The primary data of the study is collected through questionnaires. This survey study was conducted on a sample of 103 respondents. Since the people engaged in social media, search engine, blogging nowadays are very high which helps the brand in promoting themselves online. Digital channels play a very important role in influencing a customer. Therefore, through my research, I want to focus on the impact of digital channels on the purchase decision made by the consumers while buying cosmetic products. Since people are becoming more beauty conscious and the success of any business lies in understanding their consumers. we found out that photo video has positive and significant impact on buying behaviour and creates long lasting impact on consumers behaviour and rely on search engine to help them make decisions.*

**Keywords:** Consumer Buying Behavior, Herbal Cosmetics, Digital Marketing Channels, Advertising

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## 1 Introduction

Digital Marketing refers to online marketing, internet marketing. Digital Marketing not only essential for grabbing wide area for marketing but it also equally essential for purchasers because it provide number of opportunity to speak directly with customers. In the highly competitive market and technology advancement with the usage of internet it has shift the marketing strategies to digital marketing strategies and the way of dealing with the customers with the passage of time. Day by day it increases the utilization of digital marketing as consumer gets wide range of products not only with particularly geographical boundaries but from everywhere the whole world .The term digital marketing has become popular over period of your time. Advantages of the digital marketing are Constant online presence, Cost-effective, Provides instant and highly measurable results, Highly targetable, Can interact with targeted audience in real time, Provide a straight communication route between you and your customer, Deliver an excellence return on investment

The digital channels of the digital marketing are Video marketing, Content marketing, Social media marketing, Email marketing.

Video marketing is one of the dominant digital marketing trend now a days. This channels is not only to build the brand awareness this channel also help in the effective in boosting traffic and conversation. Creating blogs is also come under the video channels and the this also come under the content marketing channels. The blogs following is the new trending thing in the different social media sites there are many followers of them and the company also use them to advertise their brands. Content marketing is this thing includes the blogs posts, case studies, webinars, infographics this all help in the to target the audience and leads to people to buys the company products. To increase the audience we need to deliver consistent and high quality content. Social media marketing some of the marketers are use the social media platform very effectively and some of them are not satisfied by this platform and according to surveys that the 54 percent of social browsers use social media platform to research their products. We can boost social media engagement by three methods which are Employing tagging, Analysing what post have worked, Incorporate holidays and trends.

Email marketing this is often the foremost important digital channel this can be the very best ROI of promoting tactic this is often conclude by the LYFE marketing. Email marketing delivers highly connected content to the subscriber's inbox with non-negative way. this can be the most effective campaigns to extend the shoppers and also the sales of the corporate. the corporate send their new product offers, upcoming events and other services to the purchasers by emails and stay connect through this personally.

Green word has become a new trend of development. Industries are adopting this word in their policies as well as in their product names. Now this green word is the game changer for the company to increase their sales in the country because the consumer is going toward the naturals product so that they protect their skin from the harmful chemicals. Now a days a lot of such chemical products in the marketing which show the effect on the skin on first use after some days the chemical show allergy on their skin.

Along with the word, consumers have realised the importance of having green features in the product for their well-being as well as marketers have realised its importance for gaining competitive advantage. One of such industry is Cosmetic industry. Now a days there are a lot of company using the tagline or product name as the

herbal or natural so that the customer can attract towards their products. The relation between the cosmetic industry and the digital marketing is very huge because in this period of lock down the cosmetic company uses this platform for the advertisement and they use this time very effectively in this lock down period every person uses the social media flatform more than the past times.

## 2 Research Problem

It was observe that most of the cosmetic forms finds it difficult to understand the customer's buying attitude and hence therefore the focus of the study is on the channels of the digital marketing that affect the buying decision of consumer.

## 3 Research Gap

On the basis of previous study it was found that the influence of the digital channels didn't support in changing the opinion of customer towards purchasing a product.

## 4 Objective

1. To examine the effect of digital channels on buying behaviour of consumers towards herbal cosmetics products.
2. To find whether customers are more inclined towards online buying or not.
3. To study the impact of digital marketing on buying behaviour of consumers with respect to gender.

## Hypothesis

**Ho:** There is a no relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

**Ha:** There is a relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

## 5 LITERATURE REVIEW

**J. Vidhya Jawahar & K. Tamizhhyothi. (2013)** in their paper titled Consumer attitude towards Cosmetic Products focussed on influence of attitudes on consumer buying behaviour. The data was collected through online questionnaire from 100 female consumers of Bangalore city. ANOVA, mean and standard deviation these methods are used for analysis. They concluded that age, occupation, marital status shows positive attitude towards cosmetic products except income.

**Kruti Bhatt (2017)** studied on Consumer Buying Behaviour towards Cosmetic Products. To identify what factors motivating consumer buying decision towards cosmetic products. The data was collected through online questionnaire from 100 samples. One sample t-Test were used for data analysis. Results of the One sample t-Test analysis indicate that Herbals and Just Herbs are the most preferred cosmetic brands in Navsari city. The findings may be helpful to online retailers, as well as marketers to recognize and better understand the new trends that occur in the industry of natural cosmetics.

**Simarpreet Kaur, Nittan Arora & Harshpreet Kaur. (2019)** studied Impact of Digital Media on Consumer Buying Behaviour. Main objective to analyze the impact of digital media on users' changing behaviour that tend to purchase online. The data was collected through online questionnaire 200 samples. Simple Percentage Method used for analysis. Results of the Simple Percentage Method are 41% of smart phones and 26.5% of respondent's laptops have influence on buying decision. The findings digital media has impacted consumer buying behaviour; it made consumers impulsive buyer, value orientation and price sensitive.

**P. Ranjith. (2016)** studied on Impact of Digital Marketing in Customer Purchase Decision in Trichy. Main objective to study the awareness of digital marketing in Trichy consumers. Another objective of the research was to analyze the influence of digital marketing in purchase decision. The data was collected through online questionnaire from

sample of 50 respondents from the specified area. One the Chi-Square Test were used for data analysis. Result of the Chia Square Test are Influence of digital channels is not associated with their change of opinion in their buying decision and Customer satisfaction is associated with the digital channels. According to his research, Present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near future the digital channels impact the customer purchase opinion as there is a consideration for digital channels among customers are evident.

**Desai K. (2014)** studied consumer buying behaviour of cosmetic products in city Kolhapur. Objective to identify the factors impact the consumer buying decision of consumers for cosmetic products. Another objective of the research was to study customer buying process for cosmetic products. For data collection Convenient sampling method was used. For analysis method uses are Simple percentage and ranking techniques were used as statistical techniques. Result found that the large part of cosmetic market is covered by females. According to research, quality is the most important factor impact the consumer buying decision. Television and reference groups are other important factors to impact consumer buying decision.

## 6 Research Methodology

1. This research was conducted to study the impact of digital marketing channels on buying behaviour toward herbal cosmetics products in Chandigarh.
2. Research design -Descriptive Research
3. For data collection a Questionnaire was circulated amongst the age group of 18-25 people in Punjab and Graduate students & quantitative research was carried out.
4. This data is collected through Snow ball sampling. The total response through which the analysis is done i.e. the sample size is 102 responses.
5. Sample size is calculated by Cochran's Sample size Formula.
6. Statistical Tool :- hypothesis is tested by SPSS Software.

## 7 Data Analysis

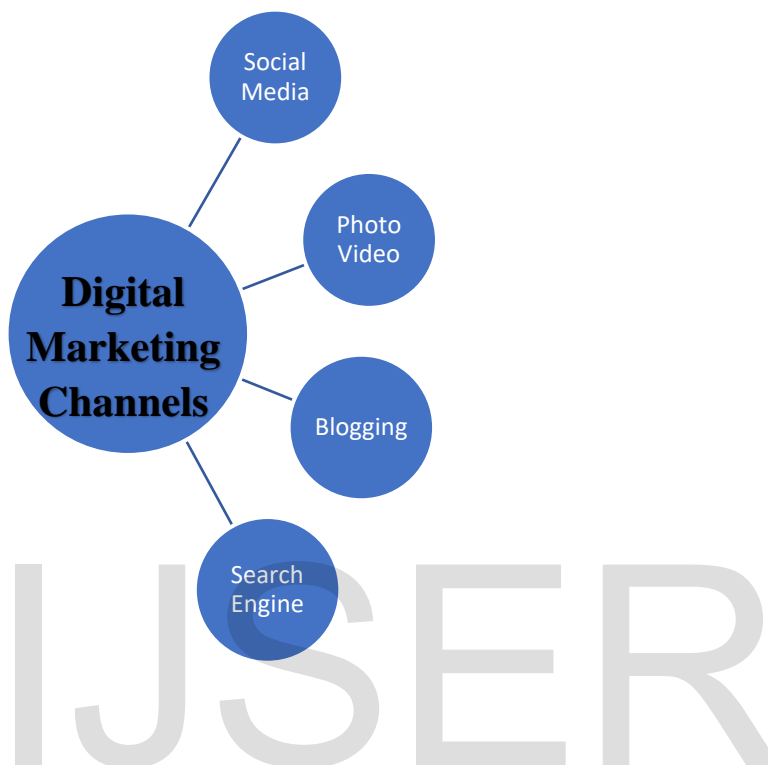
### 7.1 Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.891	16

In order to check if the data collected through the survey is satisfying the intended output, we need to check the internal consistency of the data and hence reliability test is performed where in the value of cronbach’s alpha is calculated. The suggested value of alpha is around 0.65 or above and the value obtained here is 0.893 which signifies the appropriateness of data

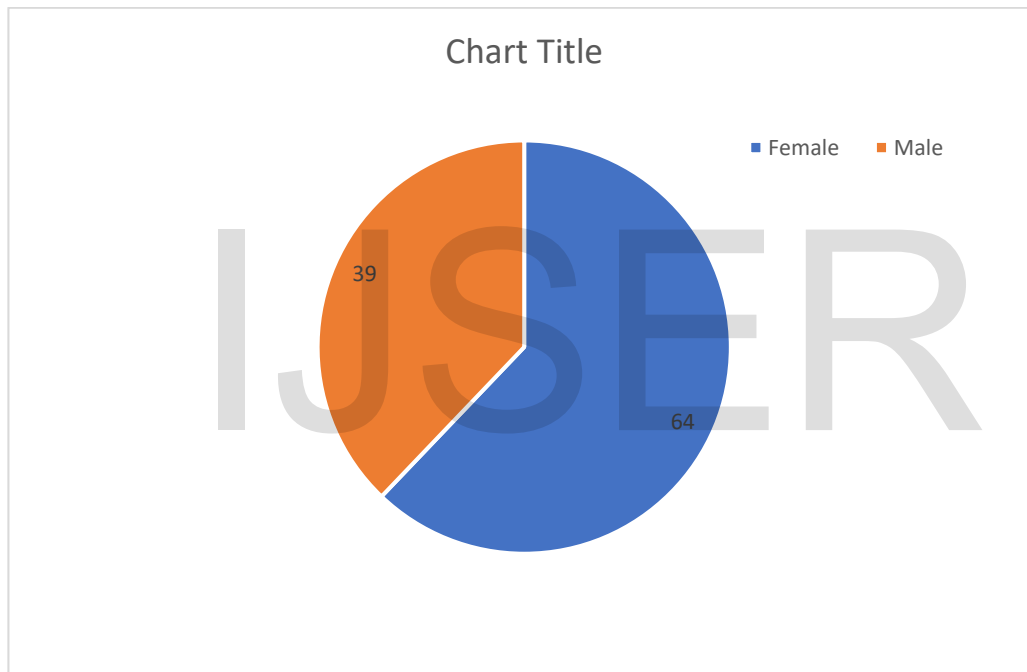
### 7.2 Proposed



		t-test for Equality of Means				
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
buying_behaviour	Equal variances assumed	-1.042	101	.300	-.12911	.12392
	Equal variances not assumed	-1.046	81.390	.299	-.12911	.12345

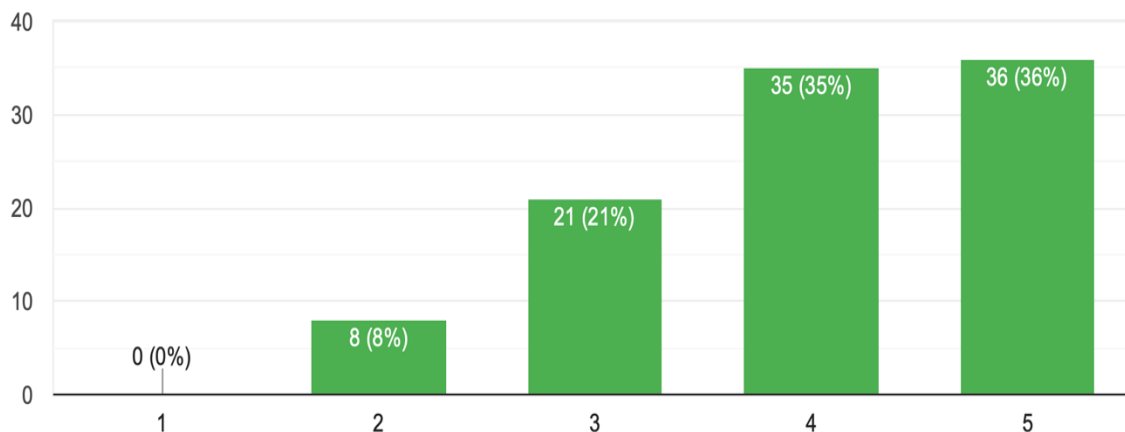
### 7.3 Gender wise classification of respondents

There is no significant impact of gender on the buying behaviour herbal cosmetics product. We will perform Independent Sample T test which give us the relevant data to identify there is gender impact on the buying behaviour. There is test variable is buying behaviour and Grouping variable is Gender.



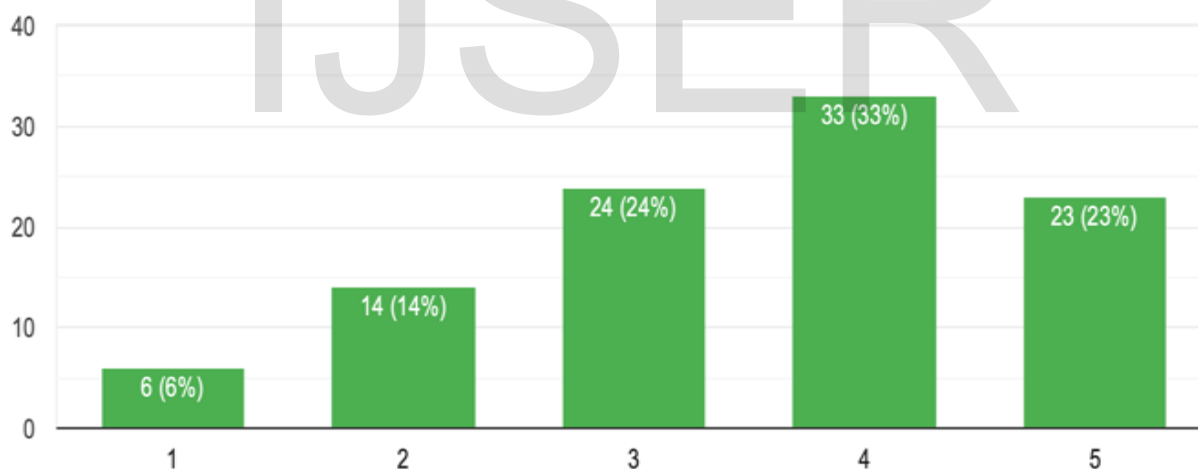
Based on the result from 105 respondents have participated in this study, male accounts for 38% (39 respondents) and female stands for 62% (64 respondents).

#### 7.4 Classification on the basis of quality of product



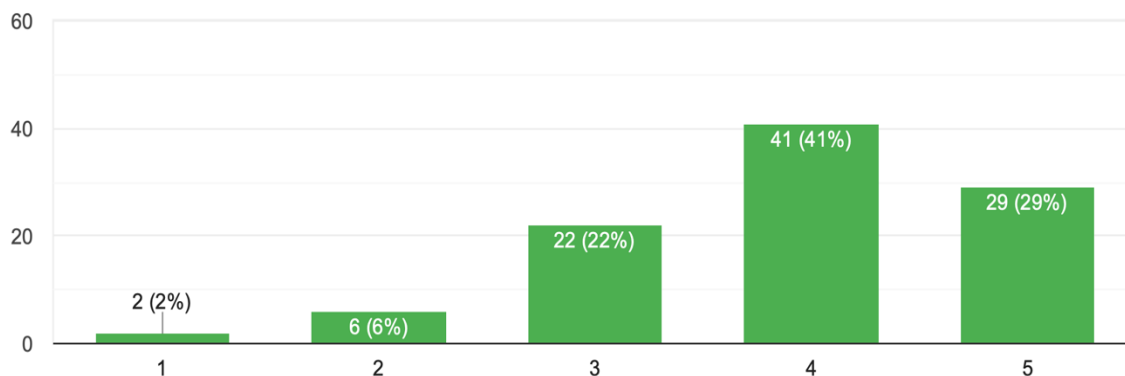
It is seen in Table that 71% of the respondents preferred quality most when buy the herbal cosmetics product, 21% preferred quality neutral when buying the herbal cosmetics product, 8% not much preferred quality of the product when they buy the herbal product they preferred other factor like price, brand, quantity of the herbal cosmetic product.

### 7.5 Classification on the basis of read blogs on herbal cosmetic products



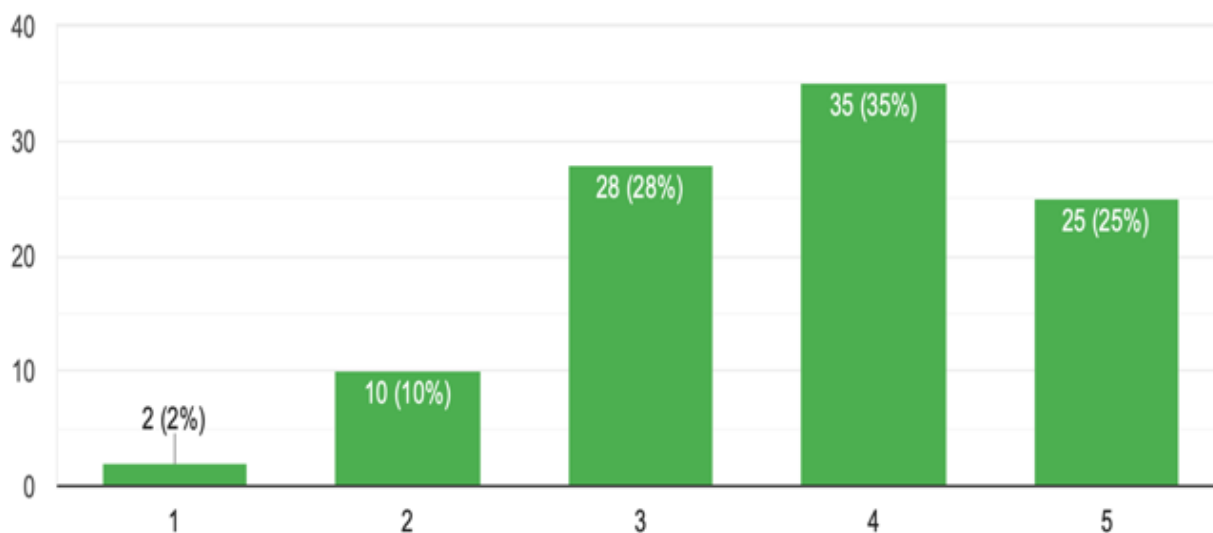
It is seen in table that 56% of the respondents preferred reading blogs about the herbal cosmetics products before buy the herbal cosmetics product and to collect the information about the herbal cosmetics products, 24% preferred neutral to reading blogs before buying the herbal cosmetics product or to take information about the cosmetics products, 20% not preferred read blogs to buy the herbal cosmetics products or any information about the products they preferred other sources like videos, social media platform, friend circles, search engine advertisements.

### 7.6 Classification on the basis of buy herbal cosmetic



It is seen in table that 70% of the respondents preferred buy herbal cosmetics products online by the different web sites which provide all the brands of the herbal cosmetics products there are app of different brands to sell their cosmetics products. 22% preferred neutral to buy the cosmetics online and they also preferred to buy offline from the brand showroom and the grocery show, 8% not preferred to buy herbal cosmetics products online they preferred other sources like particular brand showroom, some them also want to test the sample of the products so they prefer to buy the products offline.

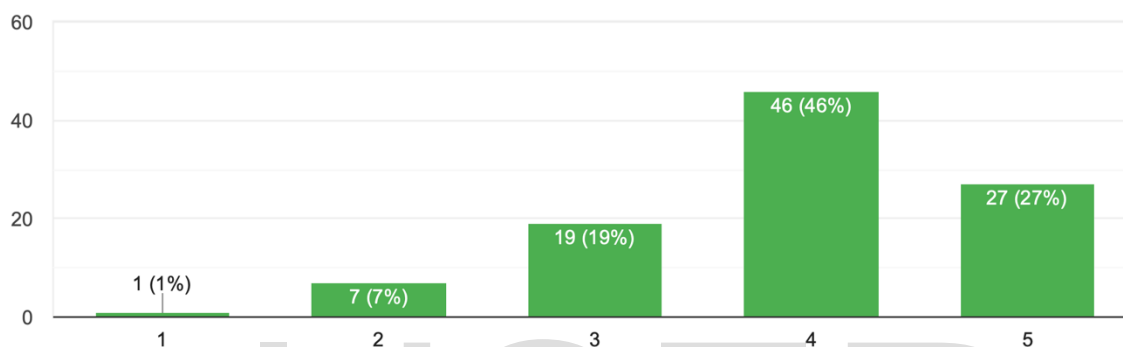
### 7.7 Classification on the basis of video advertisements Informative



It is seen in table that 60% of the respondents seems videos about the herbal cosmetics products are most informative to know about the cosmetics products quality, difference from the other brand products, product

testing or sampling, 28% respondents seems video is not that much informative to them to make decision to buy the herbal cosmetics product, 12% respondents seems the video is not informative about the product to make decision to buy the cosmetics products they preferred other sources like blogging, social media platform, friend circles, search engine advertisements.

## 7.8 Classification on the basis of aware about herbal products



It is seen in table that 73% of the respondents know about the herbal cosmetics products, 19% respondents have neutral response about to know herbal products, only 8% are not aware about herbal cosmetics products they preferred other non-herbal products which are made by the chemicals.

## 7.9 Hypothesis:

**Ho:** There is a no relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

**Ha:** There is a relationship between digital channels and buying behaviour of customers towards herbal cosmetic product.

Respondents were offered the following digital channels that may influence purchase decision 1) Social media 2) Search engine 3) Photo Video 4) Blogging. There are 3 question on every digital channel in questionnaire and 4 question on the buying behaviour of the respondents they were further asked to tell the extent to which they agree or disagree with these factors using 5 point Likert scale (1= strongly disagree 2= disagree 3= can't say 4= agree 5=strongly agree)

## 7.10 PARAMETRIC TEST VARIABLES

To test whether there is any significant impact of digital marketing channels such as **Social Media, Search Engine, Photo Video, Blogging on Buying Behaviour**, we will be performing the multiple linear regression test which will give us the relevant data to identify which channel is having significant impact on buying behaviour. since we have one dependent variable and more than 3 independent variables therefore multiple linear regression is the appropriate test.



### 7.11 Regression Test

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	Blogging, Photo_Video, Social_Media, Search_Engine <sup>a</sup>	.	Enter

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.738 <sup>a</sup>	.544	.524	.42860	.544	26.846	4

### 7.12 INTERPRETATION

Model summary focuses on R<sup>2</sup> which basically is a measure of amount of variance in dependent Variable that the independent variable account for when taken in a group. R<sup>2</sup> = 0.544; Taken as a set, the predictors or independent variables account for 54% of the variance in Buying Behaviour. Hence, we can say that the regression model is significant.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.726	4	4.932	26.846	.000 <sup>a</sup>
	Residual	16.533	90	.184		
	Total	36.259	94			

### 7.13 INTERPRETATION

Here the standard alpha value is taken as 0.05. So here the P value is less than 0.05 & R<sup>2</sup>= 0.544, Therefore it could be concluded that overall the regression analysis is statistically significant when we take all the independent variables together as a group, they predict that **there is a significant impact of Digital Marketing Channels on Buying Behaviour.**

### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.654	.229		7.223	.000
social_					
media	.126	.069	.175	1.817	.073
search_					
engine	.179	.077	.226	2.333	.022
photo_v					
ideos	.297	.076	.421	3.923	.000
bloggin					
g	.021	.053	.039	.392	.696

### 7.14 INTERPRETATION

The coefficients table looks at each and every independent variables or predictors individually, to check whether the given digital channels was significant on its own way or not we will compare the P value we got in sig column with an alpha value of 0.05

- 1) As the value of significance is above 0.05 for **Social Media** i.e. 0.073, there is not significant effect of Social media digital channel on Buying behaviour. Hence, we will not reject null hypothesis.
- 2) As the value of significance is below 0.05 for **Search Engine** i.e. 0.022, there is a significant effect of Search engine digital channel on Buying behaviour. Hence, we will reject null hypothesis.
- 3) the value of significance is below 0.05 for **Photo Video** i.e. 0.000, there is a significant effect of Photo video digital channel on Buying behaviour. Hence, we will reject null hypothesis.
- 4) As the value of significance is below 0.05 for **Blogging** i.e. 0.696, there is not significant effect of Blogging digital channel on Buying behaviour. Hence, we will not reject null hypothesis.

8 Hence it can be concluded that digital channels are influencing buying behaviour.

**Hence we reject Ho and accept Ha.**

### 8 Findings

1. There is no significant effect of social media and blogging digital channel on buying behaviour towards herbal cosmetic products.
2. There is significant effect of search engine and photo video digital channel on buying behaviour because video sharing has long lasting impact in terms of herbal products.
3. Gender is equally effect the buying decision of herbal cosmetic products for the companies.
4. 60% number of people find video advertisement on herbal products informative.
5. 73% people find advertisement on search engine creates awareness about the product.
6. 71% people prefer quality of the product for buying the cosmetic product.
7. 70% of the people feel it is convenient to buy herbal cosmetic products online.
8. Advertisement have 42% influence over buying behaviour.
9. People have neutral views towards reading blogs on herbal cosmetic products and their purchases after reading the blogs which signifies the people might not find the blog interesting or are not much into reading the posted blogs.
10. People strongly agree to the fact that advertising on search engines is beneficial to consumer because it provides important information about goods and services.
11. Only 36% people agree with the statement that the more times an advertisement of herbal products is viewed by consumer on social media the more likely the consumer is to go and buy the product.

## 9 Recommendations

1. The cosmetics market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the consumers are likely to buy the products.
2. In order to improve the demand pattern of cosmetics the channel of distribution should be effective.
3. There is a strong brand loyalty among the consumers So it is the right of consumers to buy particular brand of cosmetics, they must go for alternative brand if particular brand is not available. Then only the demand for herbal cosmetics will be boosted.
4. Advertisement has significant impact on buying behaviour of the consumers. In the urban areas it is very convenient to popularize the products through social media platforms, google ads and newspapers but in rural areas it is difficult to do so there should be proper emphasis of advertising in rural sectors by taking appropriate advertising steps to popularize the product.
5. There should be proper market research conducted to produce quality cosmetics to know the buying behaviour among consumers and to analyze the brand loyalty which will help to enhance the demand pattern of cosmetics in urban as well as rural sectors.

## 10 Discussion

In this study we got to know the buying behaviour of the consumer towards herbal products through various digital platforms like social media, search engine, photo video and blogging where we found photo video has positive impact on buying behaviour because video sharing creates a long-lasting impact on consumers. We also came across the research problem that most of the cosmetics forms finds it difficult to understand the customer buying attitude and behaviour and it is important to understand this so that marketers can understand what influences consumer buying decision. By understanding what consumers decide on a product they can fill the gap in the market and identify the product that are needed and the product that are obsolete. It is also important to understand the expectation of the consumers their likes and dislikes. It will provide information on the basis of which the marketer can decide it's marketing mix strategies and modify it in future as per the situation. Therefore, it is important to know the consumer buying behaviour for the goal achievement, predicting market trend, consumer differentiation and creation and retention of consumers. Finally despite the many ways digital marketing world has changed one thing remains same people still rely on search engines to help them make decisions and ultimately the one who knows how to make most of their inbound marketing efforts, create useful content and attract backlines will get the Ranking they need to race ahead of the competition.

## 11 Limitations

1. This research is geographical restricted to Chandigarh city only hence result can't be extrapolated to other places. Result may vary for various location.
2. Sample size taken for the study was 103 only taking time constraint in mind.
3. Findings of the study are supported sample survey. there's chance of false data because some respondent might not be serious while giving response.
4. During this study consumer who used herbal cosmetic product are analysed.

## 12 Conclusion

As cosmetics industry in India is one of the fastest growing industry marketers should know the factors affecting the buying decisions as well as their perception in buying of cosmetic products. People always consider quality as most important factor while buying cosmetics and consider this as a necessary part of routine life which is positive indicator for the marketers.

The ever-increasing populations makes the use of cosmetics multiply considerably and hence therefore marketing of cosmetics has become competitive. Advertisements through social media platforms, newspapers, blogs, TV promotes the cosmetics in large scale. To sum up as long as human being exists cosmetics would also exist.

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