



### **3. Exploring The Factors That Influencing Digital Marketing and Their Impact On Purchase Intention Towards Personal Care Products in Chennai**

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#### **ABSTRACT**

*In the rapid advances and dynamic changes in the online marketing strategies, digital marketing is dramatically becoming an important aspect in promoting the products and services of the business organizations. Digital Marketing is nowadays playing a vital role in influencing the consumers' buying behaviour towards any type of products and services. This study is conducted to analyse the consumers' perception on the major factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products in Chennai district. The study is exploratory in nature and the sample was collected from 125 consumers who are using various digital media (such as Social Networking Sites, namely, YouTube, Facebook, Instagram, etc. Search Engines, etc.) for searching and buying the personal care products and residing in various parts of Chennai district of Tamil Nadu. The primary data was gathered by distributing structured questionnaire through convenience sampling method, a type of probability sampling method.*

*The study applied both descriptive and inferential statistical tools for data analysis. Independent Sample 't' test, Correlation and Multiple Regression Analysis were used to test the hypotheses. The research revealed that all the four independent variables (factors that influencing Digital Marketing) strongly influence the Purchase Intention of consumers towards personal care products. Out of four independent variables, 'Sharing of Content' predicts more and "Quality of Information" contributes lesser in predicting Purchase Intention of consumers than others. Female consumers have more perception on the major factors that influencing the Digital Marketing and purchase intention than male consumers with respect to personal care products. The study suggests that management of digital marketing organizations and the manufacturers/traders of personal care products should increase the effectiveness of the digital marketing activities by improving the quality of content and increasing the active interaction among the users/consumers.*

## **KEYWORDS**

*Digital Marketing, Purchase Intention, Personal Care Products, Quality of Information, Active Interaction, Sharing of Content, Convenience.*

## **Introduction:**

The vast growth in Internet along with digital technology has provided various opportunities for the marketers/traders for advertising/selling of products at a reduced cost extending over geographical boundaries. The modern business world is introducing variety of digital marketing channels and methods (wide range of interaction channels, such as social media, mobile apps, blogs, emails, Search Engine Optimizers, etc.) to assist the customers in availing variety of products and services comfortably, from any location and without consuming more time at their fingertips. Digital Marketing is faster, cheaper and more effective when compared to traditional marketing. Digital Marketing is nowadays playing a vital role in influencing the consumers' buying behavior towards any type of products and services through the various online and social network sites. This study is conducted to analyses the consumers' perception on the major factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products in Chennai district.

## **Statement of Problem:**

In the rapid advances and dynamic changes in the online marketing strategies, digital marketing is dramatically becoming an important aspect in promoting the products and services of the business organizations. Digital marketing with the usage of online websites and social media network sites has become an avenue where the business organizations can extend their marketing campaigns to a wider range of consumers. The tools and approaches for communicating with customers have changed greatly with the emergence of digital marketing and thus, the business organizations must learn how to use digital marketing in a way that is consistent with their business plan.

This is especially true for companies striving to gain a competitive advantage. With the continual evolution of digital technology and increased experience in digital marketing, websites and social media have become very innovative in encouraging and increasing the intention of purchase the personal care products.

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With online retail sales steadily increasing, and projected to continue doing so, business organizations are trying to capitalize on the convenience of online shopping by incorporating strategies to improve the positive buying intention of consumers.

Proper personal care is a prerequisite for a healthy and clean body and they are either introduced or applied on the skin for cleansing, beautifying, enhancing and altering the appearance. This study is an attempt to understand and analyze the consumers' perception on the major factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products in Chennai district.

### **Review of Literature:**

**Wibisurya (2018)** carried out a study to assess the effect of digital marketing implementation through location-based advertising on customers' purchase intention. The results of the study revealed that digital marketing had a positive significant effect on purchase intention, with main effect on the attractive contents and customization for the customers.

**Samsudeen, Sabraz Nawaz and Kaldeen, Mubarak. (2020)** conducted a study to determine the relationship between social media, email marketing, customer engagement and purchase intention in ICT company named Coder First Sri Lanka and the study found that there was an impact of digital marketing on customer engagement and purchase intention.

**Dastane Omkar (2020)** in his study investigated the impact of digital marketing on the online purchase intention of e-commerce consumers in Malaysia. Additionally, the mediating effect of customer relationship management (CRM) between digital marketing and online purchase intention was also examined.

The results of the study indicated that digital marketing had a positive significant impact on online purchase intention. However, the mediating effect of CRM was found to be insignificant. **Clarence Clarence Keni Keni (2021)** undertook a study to predict purchase intention based on digital marketing, customer engagement, and customer perceived value.

The results of data analysis indicated that digital marketing, customer engagement, and brand preferences had predicted the purchase intention significantly. **Alwan, Maher and Alshurideh, Muhammad. (2022)** had investigated the effect of digital marketing, social media marketing and electronic word-of-mouth on the purchase intention with moderating effect of brand equity.

The findings of the study revealed that digital marketing had a positive significant effect on purchase intention, and the moderating effect of brand equity revealed a significant effect. From the literature review, it is understood that there was no previous study that analyzing the consumers' perception on the major factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products in Chennai district. Hence, this study would fill the research gap and contribute to the digital marketing domain and consumer behavior.

## **Research Methodology:**

The present study is exploratory and descriptive in nature and adopted Convenience Sampling method for primary data collection with the usage of questionnaire. The primary data were collected from 125 consumers who are using various digital media (such as Social Networking Sites, namely, YouTube, Facebook, Instagram, etc. Search Engines, etc.) for searching and buying the personal care products and residing in various parts of Chennai district of Tamil Nadu. The descriptive and inferential analysis were carried out. Independent Sample “t” Test, Correlation and Multiple Regression are applied to test the hypotheses with respect to Consumers’ Perception on the various factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products.

## **Data Analysis and Results:**

### **Factors That Influencing Digital Marketing**

In this study, four factors were considered for influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products.

**Table 1: Mean Analysis Factors That Influencing Digital Marketing**

Aspects	N	Mean	Rank
Quality of Information	125	9.22	Fourth
Active Interaction	125	11.43	Third
Sharing of Content	125	13.64	First
Convenience	125	12.15	Second
Factors That Influencing Digital Marketing	125	46.44	

### **Source: Primary Data**

From the table1, based on the mean score of each factor that influencing Digital Marketing, it can be inferred that ‘Sharing of Content’ (M = 13.64) is the top most factor and ‘Quality of Information’ (M = 9.22) is the top-least factor that influencing Digital Marketing. The Overall Mean Score of the Consumers’ Perception on the various factor that influencing Digital Marketing is 46.44 which is 77.40 (46.44 / 60 x 100). This indicates that the Consumers’ Perception (more than 75%) on the various factor that influencing Digital Marketing with respect to Personal Care Products is more than 77% which is above the average level in Chennai district of Tamil Nadu.

**H<sub>0</sub>: There is no significant difference between the Male and Female Consumers with respect to the Perception on the factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products.**

An independent-samples t-test was conducted to compare the difference between the Male and Female Consumers with respect to the Perception on the factors that influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products.

**Table 2: Gender – Factors That Influencing Digital Marketing and Purchase Intention Towards Personal Care Products**

Variable	Gender						T-Value	P – Value
	Male			Female				
	N	Mean	SD	N	Mean	SD		
Consumers’ Perception on the factors influencing Digital Marketing	66	43.69	4.847	59	45.48	3.811	3.879	0.003**
Purchase Intention towards Personal Care Products	66	20.33	4.626	59	22.26	3.635	4.567	0.000**

**Source: Primary Data (\*\*1% Level of Significance)**

As the *P* values (0.003 and 0.000) are lesser than Sig. Value (0.01) in the Consumers’ Perception on the factors that influencing Digital Marketing and Purchase Intention Scores, the Null Hypotheses are rejected. Based on the mean scores, we can say that the mean scores of Female consumers ( $M = 45.48$  and  $22.26$ ) are more than the Male consumers ( $M = 43.69$  and  $20.33$ ). Hence, it can be said that the Female consumers have perceived more on the various factors that influencing Digital Marketing and they have more intention to buy the Personal Care Products than Male consumers. Hence, there is a significant difference between the Male and Female Consumers with respect to the Perception on the factors influencing Digital Marketing and their impact on Purchase Intention towards Personal Care Products.

**H<sub>0</sub>: There is no significant relationship between the Consumers’ Perception on Digital Marketing and Purchase Intention towards Personal Care Products.**

A Pearson product-moment correlation was run to determine the relationship between the Consumers’ Perception on Digital Marketing and Purchase Intention towards Personal Care Products.

**Table 3: Consumers’ Perception On Digital Marketing and Purchase Intention Towards Personal Care Products**

Variable	N	‘R’ Value	P - Value	Relationship	Remarks	
					Significant	Result
Consumers’ Perception on the factors influencing Digital Marketing – Purchase Intention	125	0.824**	0.000	Positive	Significant	REJECTED

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

As the P value (0.000) is lesser than Sig. Value (0.01) in the above case, the Null Hypothesis is rejected. There is a high positive and significant correlation ( $r = 0.824$ ) between the Consumers' Perception on Digital Marketing and Purchase Intention towards Personal Care Products. Hence, there is a significant relationship between Consumers' Perception on Digital Marketing and Purchase Intention towards Personal Care Products.

### **Multiple Regression Analysis:**

Multiple Regression was conducted to determine the best linear combination of the Factors that influencing Digital Marketing and Purchase Intention of consumers towards Personal Care Products.

**Table 4: Digital Marketing Factors–Purchase Intention Regression Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.336	.249		3.160	0.010
	Quality of Information	.134	.083	.153	2.655	0.039*
	Active Interaction	.315	.078	.212	3.223	0.008**
	Sharing of Contents	.352	.067	.349	5.458	0.000**
	Convenience	.271	.074	.267	4.111	0.000**

### **Dependent Variable: Purchase Intention of consumers**

The combination of all the four independent variables i.e., Factors that influencing Digital Marketing, significantly predicts the dependent variable i.e., Purchase Intention of consumers towards Personal Care Products,  $F(4, 120) = 438.127$ , *p values are* lesser than .01 and .05 (Sig. Value 2-tailed) and Adjusted R Square is 0.728 or 73% which is large effect according to Cohen. Out of four independent variables (Factors that influencing Digital Marketing), “Sharing of Contents” (0.349) is the strongest influencing factor and “Quality of Information” (0.153) is the least influencing factor in predicting the dependent variable i.e., Purchase Intention of consumers towards Personal Care Products.

### **Findings and Suggestions:**

The study found that all the four independent variables (factors that influencing Digital Marketing) strongly influence the Purchase Intention of consumers towards personal care products. Out of four independent variables (factors of digital marketing), ‘Sharing of Content’ had contributed more to predict the Purchase Intention and “Quality of Information” contributed lesser in predicting Purchase Intention of consumers when

compared with others. Female consumers have more perception on the major factors that influencing the Digital Marketing and purchase intention than male consumers with respect to personal care products. Based on the results of the study, it is suggested that management of digital marketing organizations and the manufacturers/traders of personal care products should increase the effectiveness of the digital marketing activities by improving the quality of content and increasing the active interaction among the users/consumers. The producers/sellers and marketers have to adopt the effective digital marketing practices according to the changing demands of customers (more focus on male consumers) in order to attract them and increase their intention to buy the personal care products.

### **Conclusion:**

The study has contributed to the digital marketing domain and the results are consistent with the previous research findings. The boom of digital marketing is linked with the widespread expansion of digital technologies, such as smartphones, Artificial Intelligence, Internet of things and, that has an impact on the revolution of consumer purchases and the reshaping of future marketing strategy.

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