



A STUDY TO UNDERSTAND THE IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR IN INDIA

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Abstract

Digital marketing, also called online marketing, is the publicity of brands to associate with consumers using the internet and other forms of digital communication. This includes not only email, social media, and web-based publicizing, but also text and multimedia contents as a marketing channel. Digital marketing is the process of adopting internet based promotional activities by the marketers, by using electronic media to sell their goods and services. It provides new opportunities for the marketers to interact directly with the customers. It also covers the way for large, medium and small-scale businesses to market their products efficiently and to have direct contact with their customers. The new world of digital communication is invented in such a way that marketers are not giving space to the consumers for thinking beyond a boundary. Business sector have started acquiring various digital marketing approaches, the most favoured methods being content, social and mobile merchandising. Mostly people have an account on social media namely Facebook, Twitter, Instagram, Whats App, LinkedIn, Snapshot, Skype to enhance their knowledge. The digital communication tools are helping a marketer in planning effective use of digital media communication channels while conducting marketing research, in promotion of products, connecting with the consumers during buying process, helping consumers in comparing products and finalizing the best one. With immense growth in technology, the usage of Digital Merchandising, Social Media Marketing and Search Engine Marketing gets increased. Digital Marketing is utilised by the marketers to encourage the goods and services to the marketplace. Digital Marketing is an essential tool for increasing the sale of goods and services. The aim of the study is to find out the impact of digital marketing on consumer buying behaviour in India for both marketers and consumers.

Keywords: Digital Marketing, Social Media Platform, Internet & Consumer Behaviour

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1. Introduction

Marketing means to fulfil the needs and wants of the target customer. Marketing includes the Promotion, Creating cognizance's of the Product and Service. The use of technology in Marketing helps marketers to precisely know the customer preferences, their behaviour and a purchasing trend which ultimately helps to design the most effective marketing strategy to target them. It also helps to reach the prospects and existing customers to market the products and services through the combination of digital marketing channels. Digital marketing is also called as e-marketing, web-marketing and online- promotion marketing. It helps to identify the right prospects for their products and service. Digital marketing includes the promotion of product and service by using various forms of the electronic medium. The main purpose of digital marketing is to attract the prospects and existing customers and also allow them to interact with the brand through digital media. The uses of the internet and information and communication technology have changed the way of doing business and the way of marketing. E-commerce is known as electronic commerce or internet commerce, it means the purchasing and selling of merchandise or administrations utilizing the web, and the exchange of cash and information to execute these exchanges. Using the internet, social media, mobile apps, and other digital communication technologies has become a part of billions of people 's daily lives. People spend collective time online. Therefore, it is Important for purchaser to inspect and understand consumer behaviour in the digital environments.

The present generation is more enchanted with the web shopping than the traditional purchasing. Customers use the internet not only to shop for the product online, but

also to check prices, product features and after sale service facilities the desire get. The famous digital retailing companies in India are Myntra, Flipkart Snap deal, Amazon.com and e-Bay etc. The five dominant factors which influence consumer perceptions for digital shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products. Digital Marketing has created big buzz in today's world. Digital Marketing is the time period used for the targeted, measurable, and interactive advertising of services and products the use of virtual technology to attain the viewers, flip them into clients, and maintain them. The Internet permits one-of-a-kind varieties of media to converge. Social media gives a brand-new channel to collect product data via peer communication.

Review of Literature

Ratchford et al. (2014) have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They can also effectively analyze the offerings and easily locate a low price for a specific product. Afrina Yasmin et al. [2015] portrayed different types of computerized advertising, viability of it and the effect it has on company's deals. The inspected test comprises of one hundred fifty firms and fifty officials which have been haphazardly chosen to demonstrate the viability of computerized showcasing. Gathered information has been broke down with the assistance of different measurable instruments and procedures. P. Sathya et al. [2015] main purpose of this paper is to recognize the market and to study the impact of digital marketing on consumer's purchase. R.Venkatamuni Reddy et al. [2016] portray the requirement for a basic change in the educating of advertising in the present

condition plays out an educational modules review of existing computerized promoting activities and after that subtleties of other educational modules intelligent of showcasing in an advanced age and a way to deal with execute it. At long last, the new major is talked about with regards to explicit difficulties related with the new period of advertising. The methodology created here gives different colleges focus to fill in as one proportion of advancement towards educational programs more tuned in to the rising computerized condition. Chaffey, D., & Smith, P. (2008) remarks that digital promotion of the product and services are one type of marketing to reach consumers using digital channels. Chaffey, D., & Smith, P. (2008) explained that digital publicity also expands beyond internet merchandising including channels that do not expect the consumption of Internet. It is termed as offline marketing. M. S. Khan and S. S. Mahapatra, (2009) examined that mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media is widely used by the companies all over the world. Kotler P, Armstrong G (2010) notices that digital publicizing is the scientific method of market research virtually and it is the analytic thinking for checking the performance of the goods and services in the market. Sheth, J.N., Sharma, A. (2005) studied that digital advertising renders a variety of wider range of consumer durable goods through the search engines like amazons, flip cart, jungle, olx and hundreds of websites which ensure the consumers about the goods and services as they want in their price.

Need of the study

Digital program has brought very surprising changes in the way in which the marketer markets the goods and the way in which the customers are purchasing the same. Purchasing behaviour of a private influences many factors, and these factors invariably impacts the marketer to check the necessity of the purchasers mostly. So, it's realized that there's a requirement to review Digital Marketing and its impact on buying behaviour of the consumer.

Objectives of the Study

- To study the utility of digital advertising in the competitive market place.
- To analyse the role and effectiveness of digital marketing.
- To explore the influence of digital marketing on consumer behaviour.
- To know and understand the attributes or characteristics attracting Customers to shop using Digital Marketing.
- To understand the Impact on Consumers of Digital Marketing for Promotional activities of the Retailer.

Hypothesis of the Study

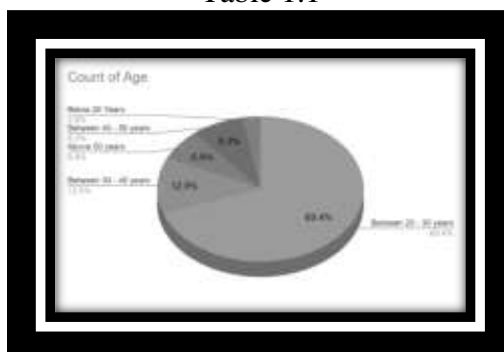
- Customer's behaviour is substantially influenced due to digital marketing.
- The demographical factors are significantly correlated with the purchase decisions of potential consumers due to digital marketing.

2. Research Methodology

The research paper is based on actual data gathered from respondents. The primary data was gathered from 72 respondents who were chosen using a simple sampling approach. A taxonomic questionnaire was used to collect the data.

Data Analysis & Interpretation

Table 1.1

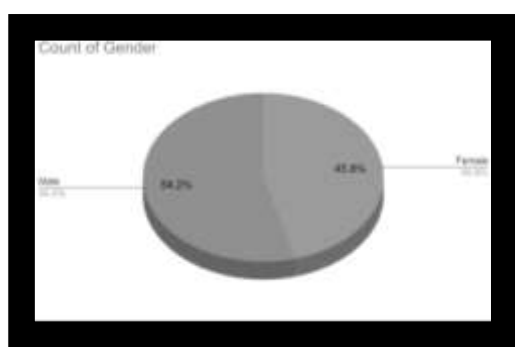


(Source: Primary data)

Interpretation- According to this data, here the number of people who belong in the age group of 20 to 30 year is 69.4 %. They are more interested to do online

shopping. Here by this table, we find youngster are more interested towards digital marketing.

Table 1.2

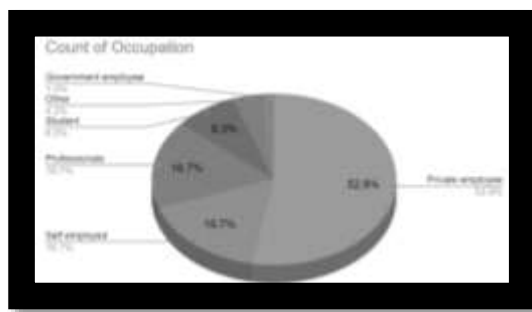


(Source: Primary data)

Interpretation- According to this data, here we can see easily male is more as compare to the female and transgender. In this table the respondents of the male are 54.2% and female respondents is

45.8%.and remaining respondents comes into transgender. So male is more interested in digital marketing buying behaviour.

Table 1.3

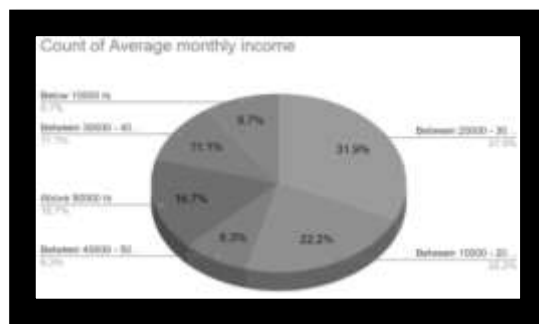


(Source: Primary data)

Interpretation- According to this data, mostly people are private employee and except private employee next occupation in which people are employed is self-

employment and professionals. The number percentages of the private employee are 52.8% and the professional employees and self-employed are 16.7%.

Table 1.4

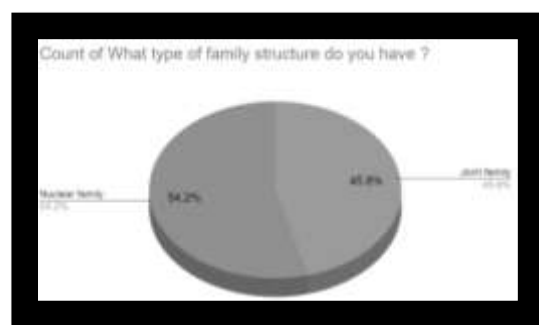


(Source: Primary data)

Interpretation- According to this data, here we find mostly consumer's monthly average income falls between 20000-

30000. The number percentages of the income group range between 20000-30000 is 31.9%.

Table 1.5

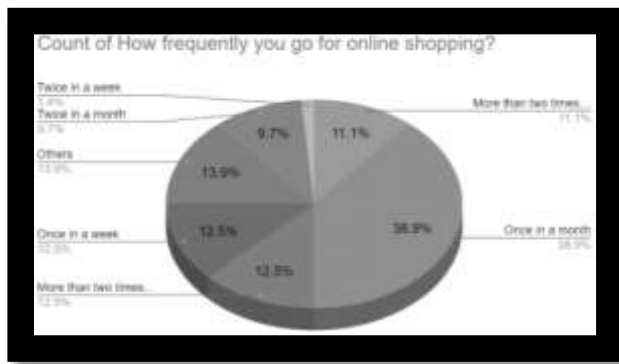


(Source: Primary data)

Interpretation- According to this data, here we find that mostly people come under nuclear family structure. The

number percentages of the nuclear family structure are 54.2%.

Table 1.11

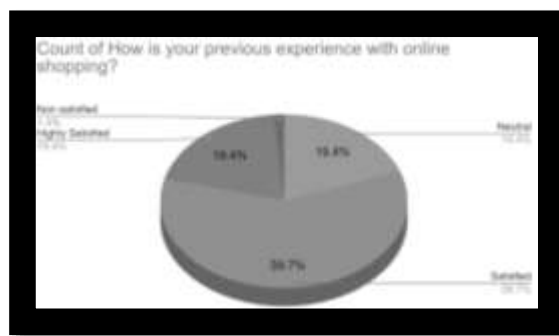


(Source: Primary data)

Interpretation- According to this table, we find the interest of the customer toward online shopping. We checked the number of the customer who purchase online

product how many times in week and month. Here we find the respondent percentage is more in particular of once in month and the percentage is 38.9%.

Table 1.12

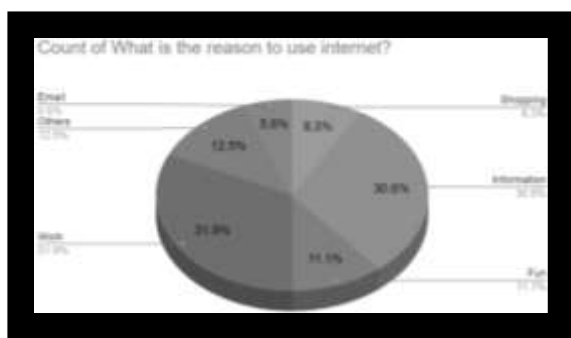


(Source: Primary data)

Interpretation- As per the data, 59.7 % of respondents are satisfied with online shopping whereas, 19.4% of respondents

are highly satisfied. The percentage of neutral respondents is also 19.4 %.

Table 1.13

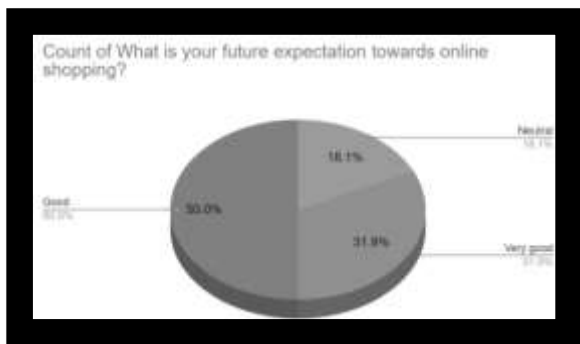


(Source: Primary data)

Interpretation- As per the data, 31.9 % of respondents use internet for work whereas

other respondents use it for shopping, fun and information etc.

Table 1.14

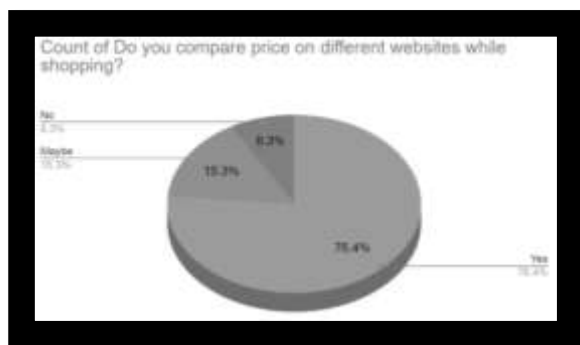


(Source: Primary data)

Interpretation- As per the data, 50% of respondents have a good future expectation with online shopping whereas

18.1 % of respondents have neutral response with online shopping.

Table 1.15



(Source: Primary data)

Interpretation- As per the data, 76.4 % of respondents are agree with comparing price through different websites.

Table 1.16



(Source: Primary data)

Interpretation- As per data, 55.6 % of respondents agree with the on-time delivery.

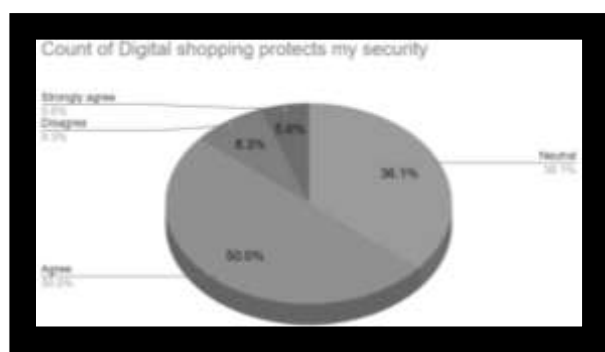
Table 1.17



(Source: Primary data)

Interpretation- As per data, 58.3 % of respondents agree with the fact that online shopping saves times compared to shopping done on shops.

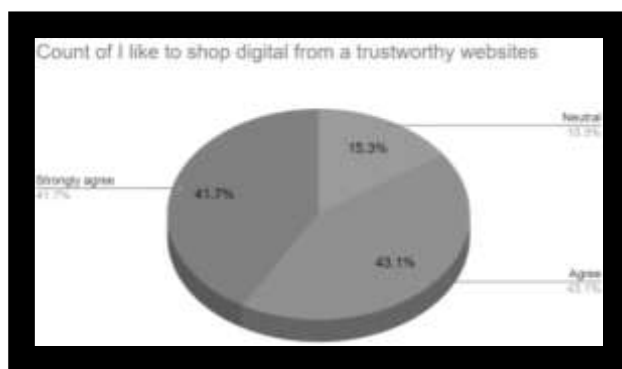
Table 1.18



(Source: Primary data)

Interpretation- As per data, 50 % of respondents agree with the fact that digital shopping protects their security.

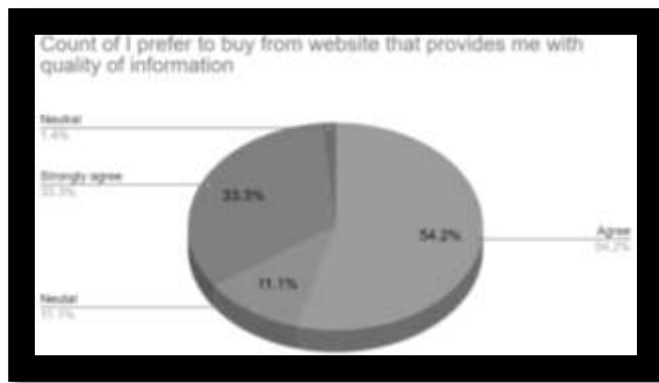
Table 1.19



(Source: Primary data)

Interpretation- As per data, 43.1 % of respondents agree in favour to shop digitally with trustworthy websites.

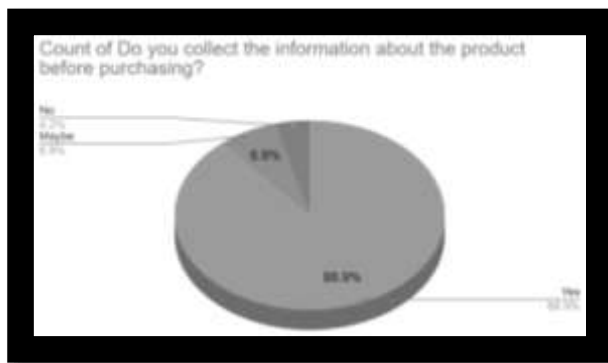
Table 1.20



(Source: Primary data)

Interpretation- As per data, 54.2 % of respondents like to buy from that websites which provide quality of information.

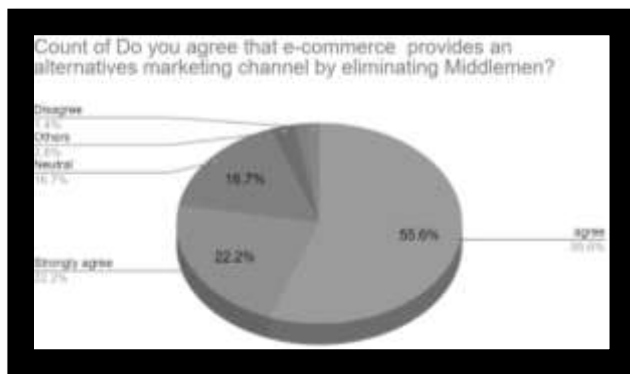
Table 1.21



(Source: Primary data)

Interpretation- According to the above table 88.9 % of respondents collect information before purchasing any product.

Table 1.22

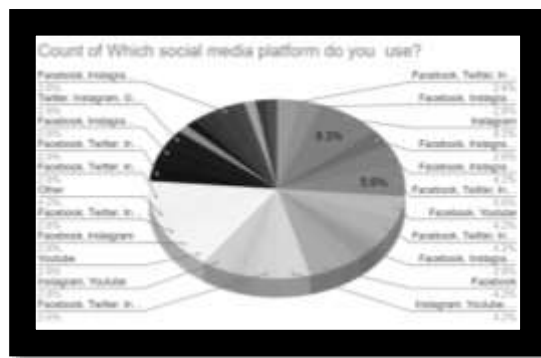


(Source: Primary data)

Interpretation- As per the analysis of data, 16.7 % of respondents are neutral about the fact that e-commerce can provide

an alternatives marketing channel by eliminating middlemen whereas 55.6 % of respondents agree with the above facts.

Table 1.23

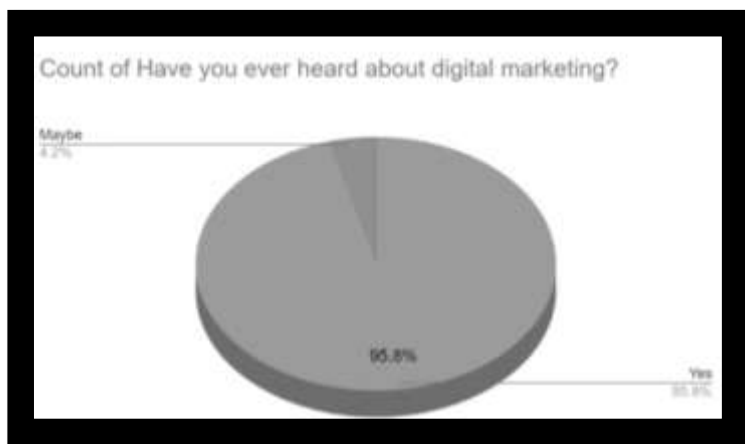


(Source: Primary data)

Interpretation- As per the analysis of data, 8.3 % of respondents are using

Instagram whereas 5.6% respondents are using Facebook & twitter.

Table 1.24



(Source: Primary data)

Interpretation- As per the analysis of data, 95.8 % of respondents are aware about digital marketing.

advertising, public relations, publicity, direct marketing, sales promotions etc.

Scope of the study

The present study was mainly confined to analyse and to study the impact of digital marketing on consumer buying behaviour and the different dimensions and tools of digital marketing. The present study does not cover other promotional tools like

Suggestions of the study

- 1) Marketers need to understand the accessibility of the digital facilities, before launching any product digital.
- 2) Seller needs to ask to conduct pre market study to check the need of the customers especially in digital marketing.

- 3) Customer need to be cognisant of Digital shopping and there is a need to make a proper cognizance.
- 4) The study advises the readers and users to be cognisant of all the digital shopping portals and make use of their usefulness to the maximum extent with utmost care and caution.
- 5) Digital marketing has no boundaries. It is suggested that smart phones, tablets, laptops, televisions, game consoles, digital billboards, social media, SEO (search engine optimization), videos, content and e-mail plays an important role in promoting the products and services because of its easy availability.
- 6) It is recommended that the digital marketing strategies should be formulated and implemented effectively in order to build brand value and easy availability of the products.

Major findings of the study

Indians expend around 14 hours every week online, which completely dominated Television. The factors which generally influence the buying behaviour of the consumers, lifestyle, attracting the opposite sex, purchasing power, family background, employment status of the youth, intervention of Western culture, educational qualification etc. The survey reveals that most of the customers of the present genesis have access to the digital media but they lack the cognizance about its optimum utilization. Using mobile internet and lots of more other factors account for a developing digital marketing diligence in India.

Mostly respondents finds that any time purchase is possible through online. Respondents finds that consumers take very less time to buy products. The digital shopping is getting popular among the consumers as they feel it easier, time saving and convenient. The important identified factors are time saving, the

simplest price and convenience. People match prices in digital stores then inspect all feedbacks and rating about goods and services before making the ultimate selection of product and decision.

3. Conclusion

The present research work explores the importance of digital marketing in this competitive era. The empirical results from this study contribute to understanding of impact of digital marketing on buying behaviour and its psychological and sociological perspectives. The survey conducted was done for the academic purpose and it demonstrated the impact of internet-based life of the people. In this survey we focused to know the behaviour of the customer those who buy the product through online channel i.e., e-commerce apps, search engine, and taste messaging etc. methods. By this survey we find the youngsters are widely exists in these markets. They are interested and easily aware the relevant information terms and polices etc. Most of the young consumers are prefer buy and sales the products and service through online platform. It is easy and cheapest mode for them now a day it influences to purchase the product and services to the customers. It's providing different types of the opportunities to the customer and beneficial for them and it make the standard lifestyle of people. The behaviour of the consumer is favour to the digital market. Those who want to sell their product abroad and provide product and service benefit to him so easy. These are helpful for them. Online market covered the broad area at minimum time. It makes lots of customer at a time. In digital marketing where all types of product information we can receive at a place and so many things. It's become good and increases their strength. It is also concluded that the demographical fact like gender, age, income and occupation are significantly correlated and influencing the

consumer's purchase decisions due to digital marketing.

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