



Impact of Digital Marketing on Buying Behavior of Youth: A Special Reference of Haridwar District

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Abstract

Organizations are using digital power for growing the business. The industries and business are highly focusing now on e-marketing advertisements rather than other advertisement tools. Due to the digital revolution, people are more and more connected to each other, which make access to information easier. In present scenario number of mobile users is increasing day by day and after 2015 maximum number of people use digital platform. So it is easy for the organizations to reach the potential customers for promoting the product and services. This research paper shows that people are aware with digital marketing and both male & female use digital platform and factors like easy to use, convenience, quality of the product play important role for buying a product through digital platform. This study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. The study was carried out through a survey among 50 respondents.

Key Words: Digital Marketing, Buying Behavior, Youth, Consumer, Advertisement

1. Introduction

Now-a-days digital marketing is playing important role in whole world. With the help of one click, customer can approach anywhere in the world. No need to go physically at any shop for buying any product. Digital marketing is giving facilities to the customer for buying any product and service without going at any shop. Digital marketing is also facilitating the customer with many payment option and also provide the credit facility. Customer can compare the price of the product and service. Customer can check the review and comment before buying any product; customer can go through maximum product. Every firm uses different e-advertisement methods using

Face book, Twitter and other media. Internet is accessible to almost every person who is using a mobile phone with the introduction of 3G/ 4G services with unlimited download. So, this rapid growth of internet is a signal towards using internet as a marketing tool and it is a nice opportunity for any firm to change the consumer perception through digital marketing. Digital Marketing is crucial platform in brand development, brand promotion and brand management.

This research evaluates how the digital media has helped in enhancing the concept of Brand Positioning, for different brands that exist and how it had an effect on the consumer behavioral patterns to create a positive image. The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Face book, and to interact without the need for physical meetings (Gruzd et al. 2011). This has been facilitated by Web 2.0 applications. Web 2.0 is a new advancement, which has transferred the internet to a social environment by introducing social media, where individuals can interact and generate content online (Lai & Turban 2008). Web 2.0 has emerged to give users easier interconnectivity and participation on the web (Mueller et al. 2011).

Through Digital marketing, marketers should adopt relationship marketing strategy and work on bonding with customers for positive impact with better communication and interaction. The targeted customer should be the opinion leaders and social group to facilitate more patronage of the marketed product or service. Therefore, digital marketing has become a remarkable asset for such companies as it is low cost advertisement. In 2017, Statista published a report which shows that the highest penetration rate of social media services was among 18-24 years old. Indeed, 94% of respondents of this age group declared using social media services. However, 82% of those aged from 25 to 39 years old also reported the use of social media services. In total, it appears that 56% of French population was using social media platforms. (Statista 2018). According to the new digital report from 2018, more than four billion of people are using Internet.

2. Objectives:-

Being the object of perception or thought, belonging to the object of thought rather than to thinking subject.

- 1- To identify the awareness of digital marketing among the youths.
- 2- To determine the influence of factors on customer decision making.

Literature of Review:-

The review of literature play vital role in establishing the back – drop for any research work in social science. It is felt justification of the present study can be clarified by reviewing the available literature on the subject. Therefore an attempt has been made to review the available literature on the subjects to find out gaps in research before finally selecting the present topic of study.

Qureshi Riyaz Ahmed & et.all (2019) have concluded that internet usage continues to grow and expand into new areas of life. One of the most impacted groups of the virtual world is a segment of young people who grew up in an environment open for personal computers, the Internet and mobile technologies. Modern technologies make major changes in the behavior of today's youth. How they spend their free time, has the influence on their purchasing trends. The strong influence of the Internet on the lives of young people and trends that are the consequence of market behavior should encourage companies to build relationships with young consumers through the virtual world

S. Sivasankaran (2017) has concluded that the youth, their buying behavior, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behavior. As per the present National Youth Policy there are around 33 crore population in India is the youth in the age range of 15-29 years. They form a major portion of market segment in India. Every marketer must understand the psychology of these youth segment, so that they can be a successful marketer in the days to come in the competitive economy.

Kamlesh K Bajaj & et.all (2016) have found out that E-Commerce was largely seen as the vehicle to propel and accelerate these changes. Now days Business and economics feel accepted that e-commerce is here to stay; new methods are tried and tested along with the novel methods for exploiting the internet to make business survive in highly competitive market place. With the new opportunities internet has created global digital economy. Through the process of consolidation it has graduated from new technology to a medium technology.

C.S. Rayudu (2016) has concluded that in the highly competitive market growth of the internet has created potential vision of the e-commerce. E-Commerce is nothing but a traditional business by using electronic means. A comprehensive Change has been seen from Electronic Data Interchange to e-commerce. Today traditional market becomes outdated now future depends on e-commerce, new way of doing market research and using new digital strategies. It involves all the process from buying to manufacturing and selling of goods by using Internet. It helps to build closer relationship between both the customers and the sellers and it also allows companies to be more flexible in their operations

P. Sathya (2015) has found out that Primary purpose of digital market is to understand the customers need and allows the customers to mix the product with virtue of digital media. Digital market allows customers to keep eyes on the information provided by the organization related to the product to the customers, it ensures transparency. With the help of internet customers can have a look on the information provided at any time at any place and can make order while seating at home, as 24 hours services are provided by digital market to make purchases of any kind of product. Now consumers can easily do comparison on the bases of information given, customers have right to choice. In the present market digital market have greater future as it has benefit for both customers and sellers.

Sathish & et.all (2012) have found out that a consumer's buying behavior is seen as the sum of his interactions with his environment. Buying behavior studies are a component of the broader behavioral concept called psychographics." Harold W. Berkman and Christopher Gilson define buying behavior as "unified" patterns of behavior that both determine and are determined by consumption. The term "unified patterns of behavior" refers to behavior in its broadest sense. Attitude formation and such internal subjective activities may not be observable, but they are behavior nonetheless.

3. Research Methodology

In this study have taken sample size 50 respondent from Haridwar city. The Questionnaire was used mainly to collect the information for data collection from respondent regarding to attitude towards on – line shopping and youth behaviour.

Sample Design of the Study

Sample of data has collected from youths in Haridwar and sample has divided into male (30) and female (20) respondent. Data has collected from different areas of Haridwar (Jwalapur, Kankhal, B.H.E.L area & Sidcul). Data was particularly concentrated on this geographical region of this area. Non – Probability sampling technique has used for collect the information from respondent in these area.

And secondary information has collected from Research Reports, Journals regarding consumer approach towards online shopping and others.

4. Data analysis

Age - Wise Respondent

Table: - 1

S.No	Age	Number of Respondent			Number of Respondent (%)		
		Male	Female	Total	Male	Female	Total
1	15-20	3	3	6	6	6	12
2	21-26	11	16	27	22	32	54
3	27-32	7	1	8	14	2	16
4	33-38	7	0	7	14	0	14
5	39-44	2	0	2	4	0	4
6	45-50	0	0	0	0	0	0
	Total	30	20	50	60	40	100

Source: Field Survey

Figure:- 1

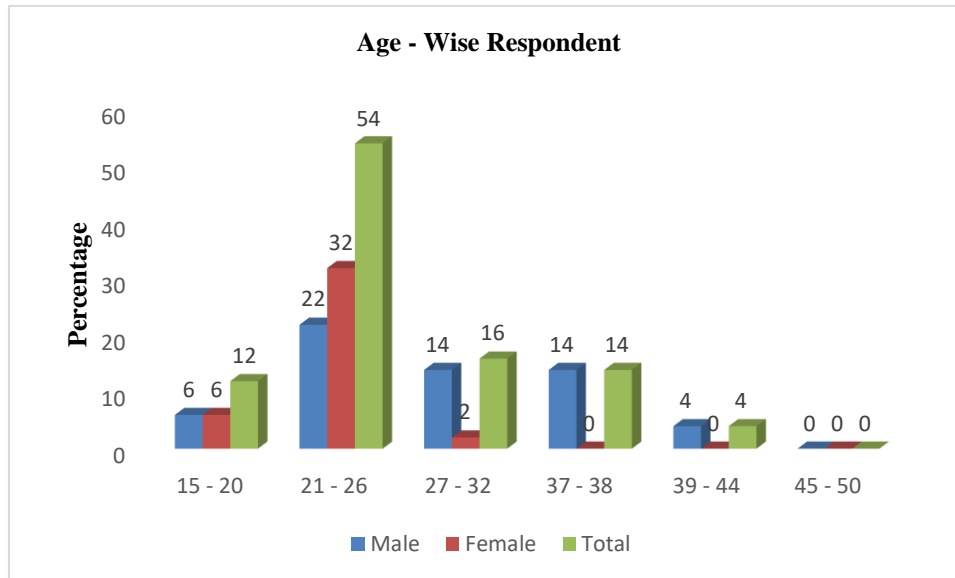


Table & Figure shows that highest number of the respondent has been found that among age group 21 – 26 in between male (11) and female (16), lowest number of respondent among age group 39 – 44 in male (2) and female (0). On the other hand there is no respondent found that among age group 45 – 50. Its means that impact of the youth behaviour on digital marketing is very high among age group 21 – 26 in Haridwar city.

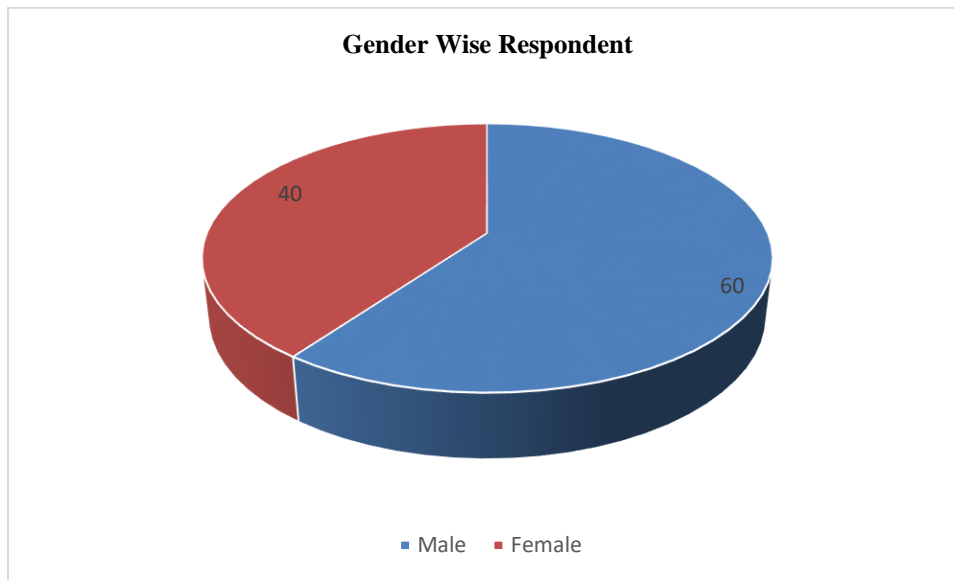
Gender – Wise Respondent

Table:- 2

S.No	Gender	Number of Respondent	Percentage
1	Male	30	60
2	Female	20	40

Source: Field Survey

Chart: - 1



Describe of the respondent in this study in between male (30) and female (20). Its means that 60 percent male and 40 percent female youths have contributed in digital marketing for buying of product.

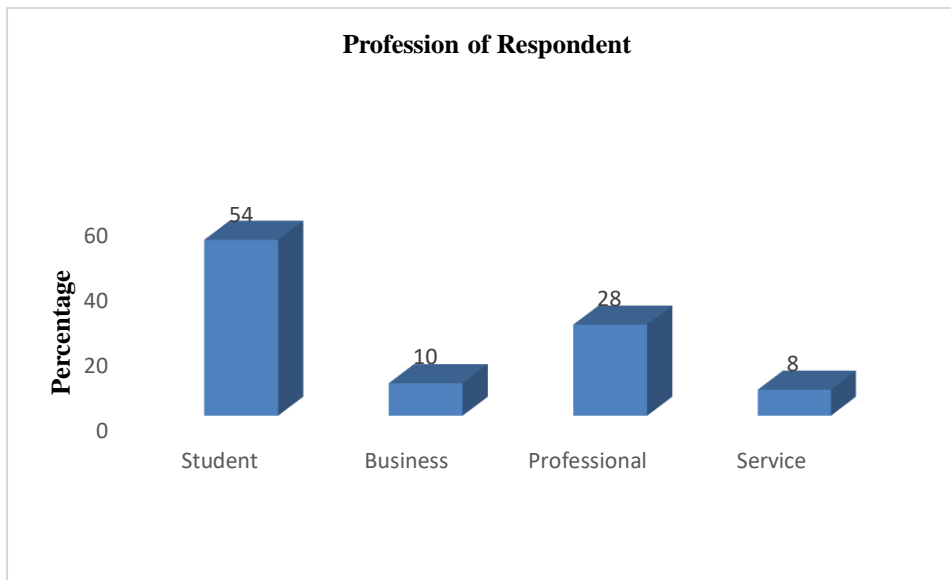
Profession of Respondent

Table: 3

S.No	Profession	Total	Percentage
1	Student	27	54
2	Business	5	10
3	Professional	14	28
4	Service	4	8
	Total	50	100

Source: Field Survey

Figure: 2



Source: Field Survey

Table & Figure shows that buying behavior of digital marketing is very high among student (27) compare to business (5), Professional (14) and Service (4). It means that impact of digital marketing on student has maximum and student behaviour is more affective to digital marketing among other professions.

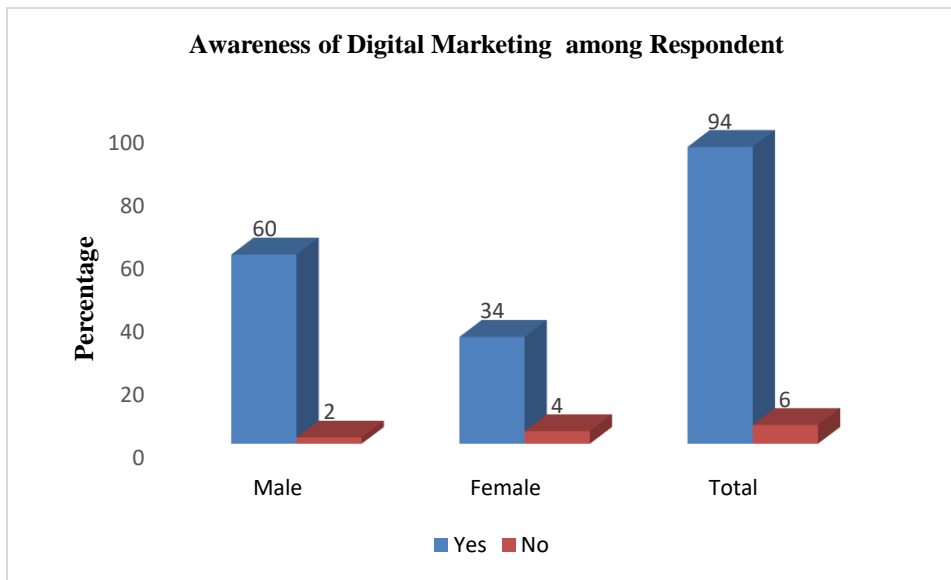
Digital Marketing Awareness of Respondent

Table: 4

S.No	Awareness of Digital Marketing among Respondent				Total	%	
		Male	%	Female			%
1	Yes	30	60	17	34	47	94
2	No	1	2	2	4	3	6

Source: Field Survey

Figure:-3



Analysis of table & figure shows that awareness of digital marketing among respondent in between male (30) and female (17). This is 60 percent & 30 percent of total male and female among digital awareness. On the other hand, those do not have awareness of digital in between male 1 (2%) and female 2 (4%). It means that digital awareness is high among respondent in between male & female 47 (94%) compare to those respondent don't have digital awareness in between male & female 3 (6%). It appears that awareness is very high of digital marketing among respondent in Haridwar city.

Respondent Purpose of Digital Marketing Usage:

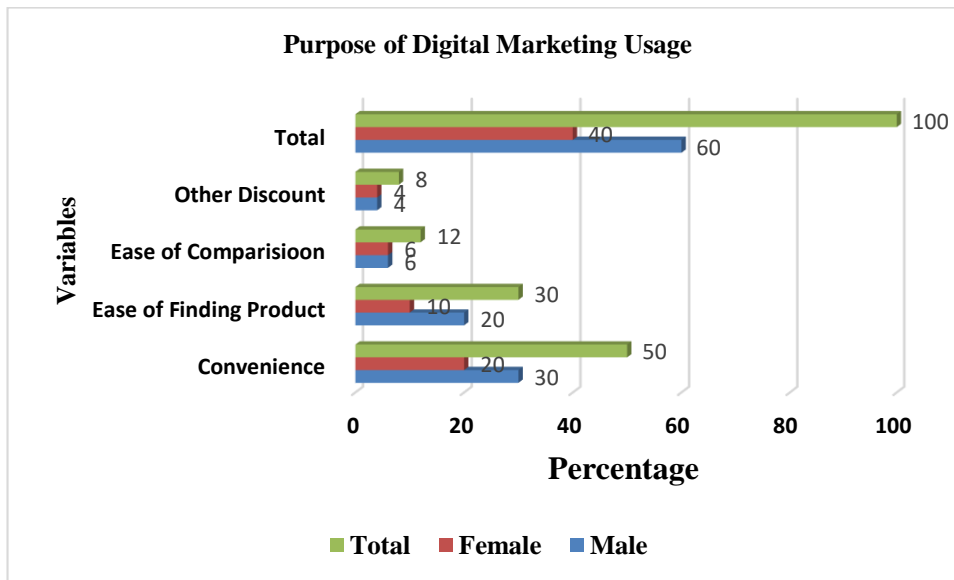
Table:--5

S.No.	Purpose Of Digital Marketing Usage	Male	%	Female	%	Total	(%)
1	Convenience	15	30	10	20	25	50
2	Ease of Finding Product	10	20	5	10	15	30
3	Ease Of Comparison	3	6	3	6	6	12
4	Offer/Discount	2	4	2	4	4	8
	Total	30	60	20	40	50	100

Source: Field Survey

Purpose of digital marketing usage among respondent in between male and female are convenience male 15 (30%) and female 10 (20%), ease of finding product male 10 (20%) and female 5 (10%), ease of comparison male 3 (6%) and female 3 (6%), offer discount male 2 (4%) and female 2 (4%). On the other hand total purpose of digital marketing usage are male 30 (60%) and female 20 (40%). It appears that youths are using digital marketing in different purpose such as convenience, ease of finding product, ease of comparison and offer discount for fulfil their behaviour requirement.

Figure:- 4



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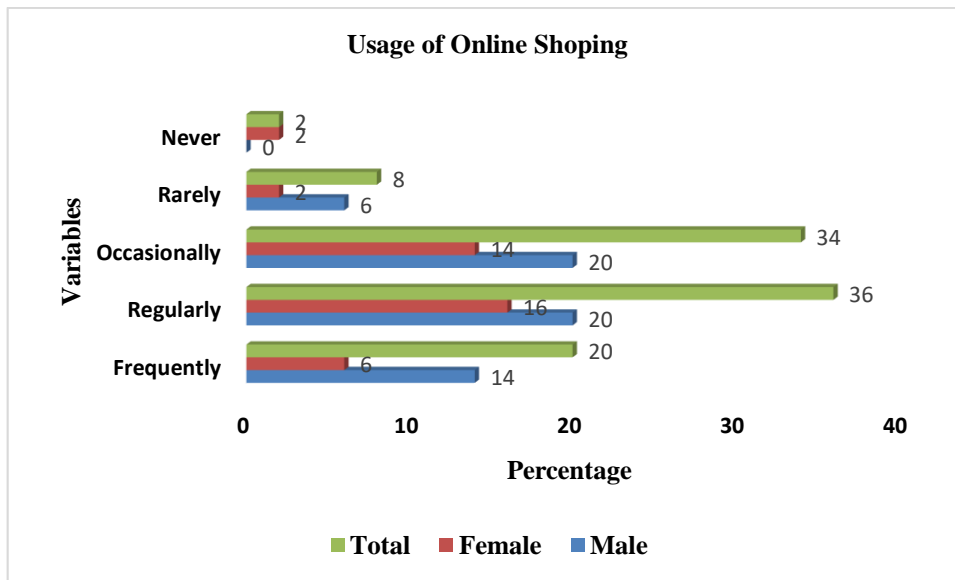
Respondent Usage of Online Shopping:

Table-6

S.No	Usage Of Online Shopping	Male	%	Female	%	Total	%
1	Frequently	7	14	3	6	10	20
2	Regularly	10	20	8	16	18	36
3	Occasionally	10	20	7	14	17	34
4	Rarely	3	6	1	2	4	8
5	Never	0	0	1	2	1	2
	Total	30	60	20	40	50	100

Source: Field Survey

Figure:-5



Usage of online shopping among respondent in between male and female are frequently male 7 (14%) and female 3 (6%), regularly male 10 (20%) and female 8 (16%), occasionally male 10 (6%) and female 1 (2%), never male (0) and female 1 (2%). On the other hand, total online shopping by male 30 (60%) and female 20 (40%) in Haridwar city. It shows that there are many variables play major role for determinant behaviour for buying the product.

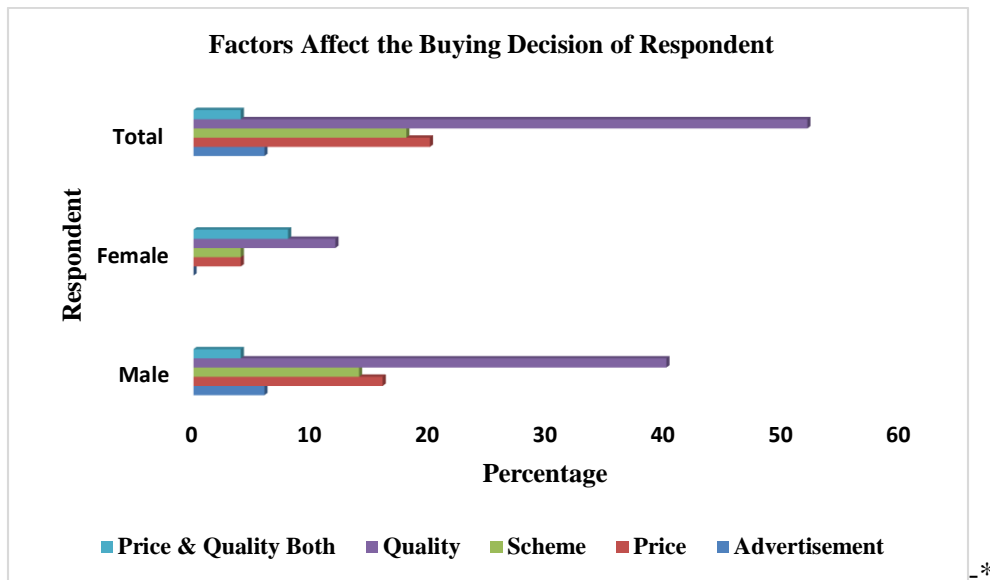
Factors Affect The Buying Decision of Responent:

Table-7

S.No	Factors	Male	%	Female	%	Total	%
1	Advertisement	3	6	0	0	3	6
2	Price	8	16	2	4	10	20
3	Scheme	7	14	2	4	9	18
4	Quality	20	40	6	12	26	52
5	Price & Quality Both	2	4	0	8	2	4
	Total	40	80	10	28	50	100

Source: Field Survey

Figure:-6



Factors affects the buying decision of respondent in between male and female. Its shows that advertisement; male 3 (6%) and female (0), price; male 8 (16%) and female 2 (4%), scheme; male 7 (14%) and female 2 (4%), quality; male 20 (40%), female 6 (12%) and price & quality both; male 2 (4%) and female (0). On the other hand, total factor affects the decision making of respondent in between male 40 (80%) and female 10 (20%). Quality is most affected factor of decision making behaviour of the respondent and there is no doubt that decision making of respondent has affected to different way of digital marketing.

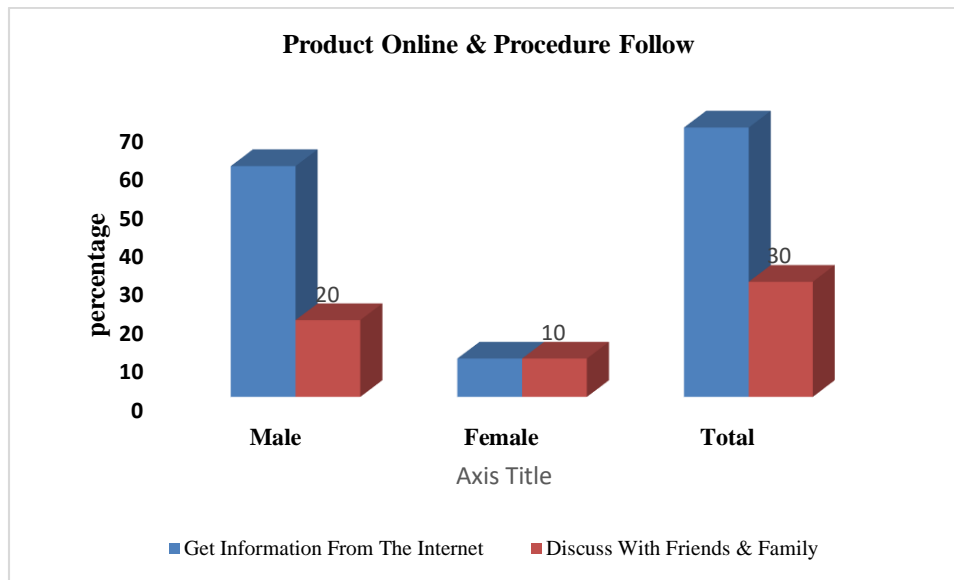
When you buy product online, which of the procedure do you follow :

Table-8

S.No	Procedure	Male	%	Female	%	Total	%
1	Get Information From The Internet	30	60	5	10	35	70
2	Discuss With Friends & Family	10	20	5	10	15	30

Source: Field Survey

Figure: - 7



By respondent procedure follow for online product in between male and female in two ways 1. Get information from the internet male 30 (60%) and female 5 (10%) 2. Discuss with friends & family; male 10 (20%) and female 5 (10%). On the other hand total male 35 (70%) and female 15 (30%) follow for online product in Haridwar city.

Analysis showing that maximum respondent follow get information from the internet for buy the product.

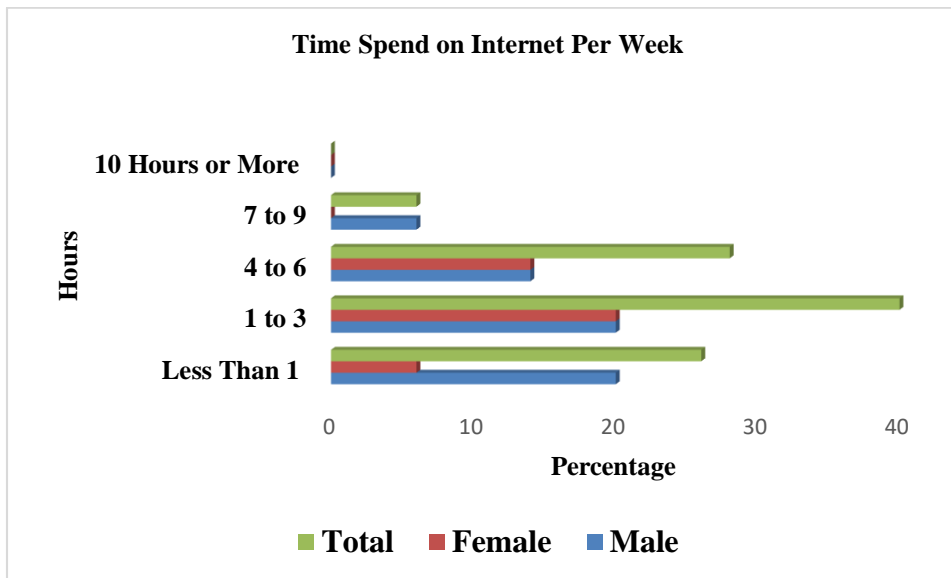
Time Spend on Internet Per Week

Table-9

S.No	Time Spend(Hours)	Male	%	Female	%	Total	%
1	Less Than 1	10	20	3	6	13	26
2	1-3	10	20	10	20	20	40
3	4-6	7	14	7	14	14	28
4	7-9	3	6	0	0	3	6
5	10 Hours or More	0	0	0	0	0	0
	Total	30	60	20	40	50	100

Source- Field Survey

Figure:-9



Respondent time spend on internet per week are less than 1 male; 10 (20%) and female 3 (6%), 1 – 3 hours; male 10 (20%) and female 10 (20%), 4 – 6 hours; male 7 (14%) and female 3 (6%), 7 – 9 hours; male 3 (6%) and female (0) and 10 hours or more; male & female (0). It shows that maximum respondent male and female time spend in between 1 – 3 hours and there is no one respondent found that those who have spend time 10 hours or more on internet in Haridwar city. This analysis shows that maximum youth respondent both male and female spending time on internet in different time hours. It is good for the digital marketing.

5. Findings

- This study shows that maximum respondent are aware about with digital marketing.
- Study shows that both male and female are using digital platform for buying the product.
- Maximum age group of respondent in between 21 – 26 has used digital platform for buying the product in Haridwar city.
- Maximum respondent have used get information from the internet by digital platform.
- Quality is important factor for using digital marketing and use regular and frequently basis among respondent in Haridwar city.
- Maximum respondent have time spend on internet 1 – 3 hours for digital marketing.

6. Conclusion:-

This research shows that people are aware with digital marketing and youths are using digital platform for buying the product in Haridwar city. Quality is important factor for using digital marketing for youth and digital marketing help for finding the product easily. And youths have more interested in digital platform and use it for buying the product and service with convenience.

Mostly respondent have spend time on internet 1 – 3 hours per day and collecting the information from internet before buying any product and services.

Finally, quality and advertisement key factors for digital platform for buying product and services among respondent.

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