



Study Of Digital Marketing And It's Impact On Consumer Purchase

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Abstract:

Today the entire world around us is transforming into a digital stage. Everything beginning from grocery to vegetable vendors to jewellers are now turning their traditional businesses on the digital platforms. Nowadays, digital marketing has greater scope to grow businesses in the future as customers are much happier with online purchases as they find digital marketing much safer than traditional marketing.

Digital marketing has a significant impact on customer purchasing behaviour and choices. Even the purchase decisions of consumers like goods to be purchased or the quantity to be bought can be affected by this means of marketing. Digital channels like websites, blogs, and social media are now extremely crucial for growing a company's revenues and strengthening consumer and business relationships.

This research study aims to analyse the impact of digital marketing on consumer purchasing and decision-making behaviour. It also studies the positive and negative impacts of digital marketing as means of communication by the firms and how it has transformed the business world around us.

Additionally, this paper also includes a questionnaire-based survey and data analysis from secondary sources to measure the impact of digital marketing.

INTRODUCTION

The rise of the internet and technology has revolutionized global communication, enabling direct engagement between companies and customers through digital marketing. This shift allows businesses to reach wider audiences and provides consumers with easy access to a variety of goods and services. Technological advancements are transforming the economy, reshaping business models, supply chains, and marketing strategies. With the growing popularity of online shopping, especially post-Covid-19, digital marketing has become essential for enhancing efficiency, reducing costs, and strengthening customer relationships. The marketing landscape has fundamentally evolved as a result.

STATEMENT OF PROBLEM

This study focuses and analyses the impact of digital marketing and how it has transformed the world around us.

REVIEW OF LITERATURE

Mrs. K.R. Mahalaxmi. et al. conducted research to examine the effects of digital and online marketing on customers' purchasing behaviour and the impact of these strategies. Digital channels are now crucial in driving up a company's sales as a result of the growth of marketing strategies.

B. Priyanka Mehra (2007) She notes in her paper that marketers have long focused heavily on appealing to young people. Particularly in India, where two-thirds of the population is under 35. To calculate the effect of digital marketing channels, sociology, psychology, management, and economics are all evaluated.

P.Sathya focuses on understanding client needs and enabling customers to combine products with digital media benefits is the main goal of the digital market. The openness given by the digital market allows clients to monitor the information that businesses provide to them regarding their products.

Dr. S. Sivasankaran et al. determined that elements that significantly affect young people's purchase decisions. The study's objective is to pinpoint and examine the variables affecting young people's evolving purchasing habits and how they affect digital marketing. The marketing sector as well as how buyers decide which things to buy have both undergone significant changes thanks to digital marketing.

P.R. Kousalya.et.al conducted research to identify key determinants of young people's purchasing decisions. This study investigates how teenage behaviour is evolving and how it affects digital marketing. Advertisers are driven to come up with fresh, original, and unique ways to display customers their products.

RESEARCH METHODOLOGY

The given study is an empirical and explanatory analysis of the impact of digital marketing on consumer behaviour. The following research analyses how digital marketing strategies have impacted the world around us using primary data. The primary data has been collected through a survey questionnaire filled by 100 respondents based in the Bangalore region.

OBJECTIVES OF THE STUDY

1. The major goal is to use surveys to carry out primary research on the impact of digital marketing and social media on consumers' purchasing decisions.
- 2.To examine how online marketing, social media, blogs, reviews, and other factors affect consumers' purchasing decisions.

LIMITATIONS OF THE STUDY

1. This study is not focused on any one brand, industry, or product in particular.
2. The analysis and interpretation process only utilise the respondents' responses.
3. This research has a narrow focus. Just those respondents living in Bangalore were given the questionnaires. As a result, when compared to different places, the findings might not offer comparable results

BENEFITS OF DIGITAL MARKETING

1.Increased opportunities for businesses

One of the most significant benefits of digital marketing is the ability to choose any technique of advertising according to the budget and to easily and affordably reach a huge audience. Launching a new product in the market is a highly challenging undertaking in traditional marketing.

2.Accessibility for consumers

Ever since the introduction of digital marketing channels people are easily attracted to products and often make decisions quickly. This mainly occurs due to the ease and accessibility of digital channels consumers nowadays prefer online buying in response to traditional forms of markets.

DISADVANTAGES OF DIGITAL MARKETING

1. High Dependency on internet

Online marketing is very reliant on the availability of internet and its easy access. Nowadays, almost every task can be done through internet, whether is banking, purchasing real estate, gold etc. However, there is still a large portion of Indian population that does not have the required access or information to fully utilize the advantages of digital marketing.

2. Lack of trust among consumers

Customers don't trust online advertisements; some even think they're fraudulent. One of the main disadvantages of the digital market is that when clients look for a certain product from a specific firm, a number of comparable competitor products show up on the front page of the same market tactics. Customers become confused because of the availability of so many options, and they discover high-quality products at lower prices.

FACTORS TO CONSIDER WHILE CHOOSING THE MOST EFFECTIVE DIGITAL MARKETING CHANNEL

1. Objectives of the firm

Every organisation has a different set of goals and objectives that it would like to fulfil in short run and long run. Quick consumer conversions, increase loyalty and trust, improve brand image and more; all these objectives require different set of actions and marketing strategies in order to achieve the ultimate goal.

2. Marketing expenditure and budget

The cost and budget of marketing expenditure is extremely important to keep in mind. While some digital marketing tool provide a free platform to firms other often charge a hefty fee. Therefore, it is important for businesses to study their options and choose the right mix of strategies allocated to the budget. Therefore, the budget of marketing campaigns guides the decision to utilize traditional marketing or digital marketing or a mix of both.

3. Target market

Understanding the channels where a particular persona is most active or engaged is one method to target them. With this knowledge, it is also simpler to create material that will pique your audience's attention. Therefore, it is essential to learn the needs and wants of the target market and choose the most effective channel of digital marketing.

IMPACT OF COVID-19 ON DIGITAL MARKETING

While the worldwide Covid-19 pandemic touched numerous industries, it had a huge local, regional, and international impact on digital marketing and advertising. Due mostly to lockout, the extensive spread of Covid-19 had a severe negative influence on on-field marketing activities. But, as individuals migrated to digital media more quickly than was expected, this created an opportunity for digital marketing.

Individuals had a great deal of spare time because to the Covid-19 epidemic, which led to a lockdown and the implementation of work from home policies. Much of this time was spent on social media. As a result, this gives marketers the chance to benefit from and enhance their relationships with consumers through numerous Social Media platforms, such as Facebook, Twitter, Instagram, etc.

While Reliance Jio's digital revolution reduced the cost of using the internet, Covid-19's introduction gave individuals so much more freedom that they had more free time. As a result, there is a huge surge in demand for video content on websites like YouTube. Similar increases in demand have been seen for micro video content platforms. These factors gave marketers the chance to rely on video and micro video content to promote and sell their goods and services.

There is no question that Covid-19 has had an optimistic impact on digital marketing for the most part, but moving towards the post-Covid era, marketers will need to preserve or, better yet, enhance the current digital opportunities in order to keep the customer base they have already built up during the Covid period.

DATA ANALYSIS AND INTERPRETATION

SOURCE OF THE DATA

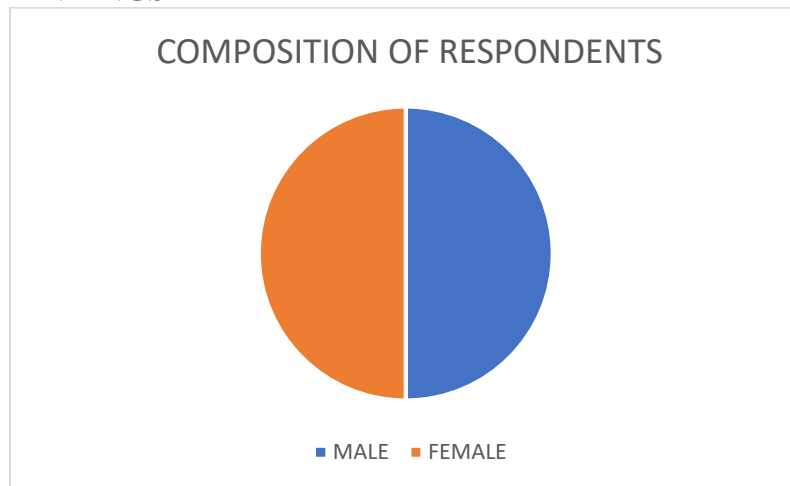
The following study involves two types of sources of data-

1. Primary Data: This sort of data is gathered by researchers directly from primary sources through experiments, surveys, and other methods such as interviews.
2. Secondary data, usually referred to as second-party data, is any dataset that was gathered by a different party than the one using it.

PRIMARY ANALYSIS

The primary analysis had been conducted upon a total of 100 individuals. The dataset was sourced from 50 males and 50 females in order to effectively study the impact of digital marketing on consumer buying behaviour to divert any biases.

FINDINGS



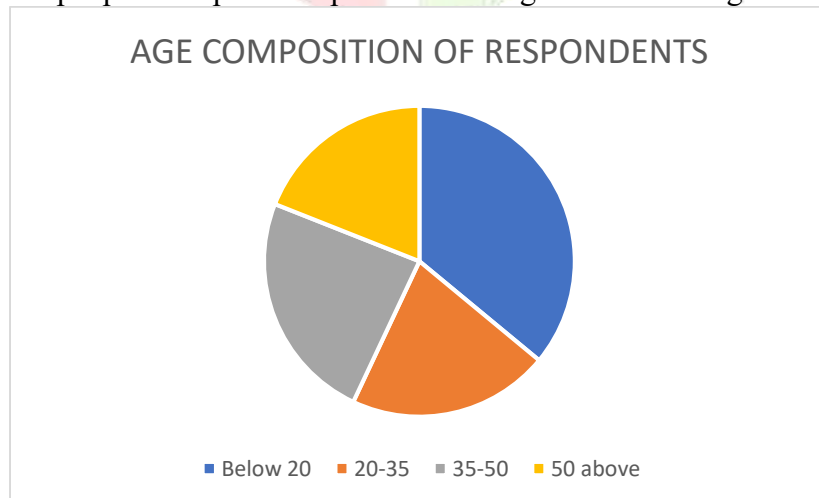
(Figure 1)

The total respondents = 100

Female = 50

Male = 50

Upon conducting research and analysing the results we found that majority of the respondents include people from the younger generation (below 35 years of age). This section of people comprised 57% of the total respondents while the remaining categories comprised 43% of the total respondents. This has been observed majorly because it is the younger generation that is greatly influenced by technology and are well equipped with it. These sections of the society prefer ease and comfort above all else and hence, comprise majority of the people who prefer to purchase through online and digital channels (Figure 2).

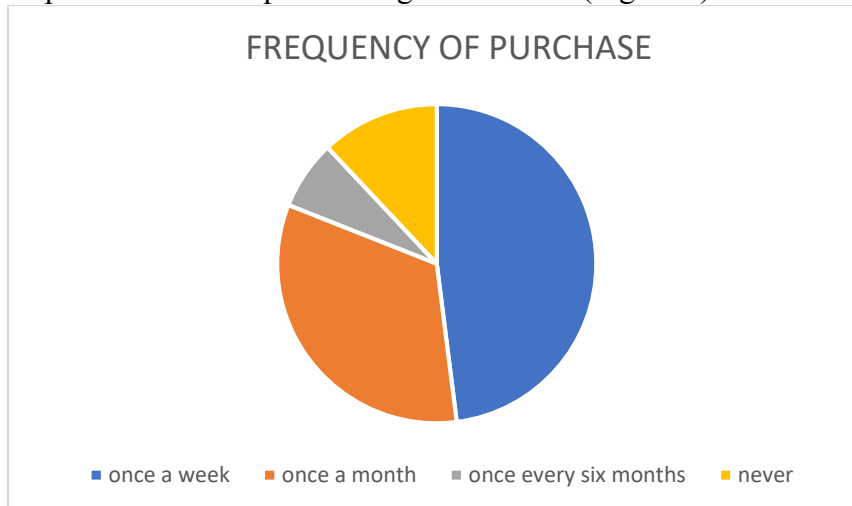


(Figure 2)

Upon inquiring marital status, it was observed that marital status did not have any significant impact upon the decision making of individuals as consumers. Both were equally likely to purchase from both the traditional and digital marketing channels. Similar results were found for the employment status of the respondents. The state of employment did not have any significant impact upon their consumer behaviour.

However, upon analysing it was observed that it is the middle income, upper middle income and upper income classes that prefer digital marketing over traditional marketing or a combination of both. The underlying reason is the lack of awareness and digital illiteracy in various parts of India. According to studies, about 80% of India's population is still digitally illiterate and the lower income people comprise a major portion of this percentage due to the lack of resources and education.

It was further observed that a large proportion of people made purchases at least once a week. This high frequency owes to the fact that nowadays even general household goods and groceries are easily available through social media platforms and items such as clothing and accessories are usually purchased impulsively due to ease and accessibility. It was found that about 48% of people purchased through digital channels at least once a week, 33% made purchases once month, 7% made purchase once every six months and 12% of respondents never opted for digital channels (Figure 3)



(Figure 3)

RESULTS

Hence, it can be concluded that people have mixed view and behaviours in the digital world. However, majority of people that preferred digital channels over traditional marketing are millennial and gen-z who are digitally literate and most influential segment of our population.

Additionally, people tend make frequent purchases on online channels due to ease of access and variety of products and services available at a mere touch of a button.

SUGGESTIONS

1. Before introducing any digital products, marketers must comprehend how easily their target audience can obtain digital facilities.
2. Marketers, particularly those working in digital marketing, must do pre-market research to determine consumer needs.
3. Customers must be aware of digital shopping, and suitable awareness must be raised.

CONCLUSION

Consumer behaviour and psychology is ever changing. With rapid transformation and advancements in technology the consumer outlook has also changed. It is crucial that businesses keep an eye out for these changing patterns and adapt to them quickly in order to ensure their survival.

Today's marketers must deal with a number of risks and obstacles brought forth by the revolutionised economy. Within this fast-paced world digital marketing provides a feasible option to businesses to reach a wide variety of consumers in a short span of time. When use effectively digital marketing can help a small business reach new heights. However, this includes not only choosing the digital marketing channels but also analysing consumer behaviour and deciding what suits your product and target audience the best.

The COVID-19 pandemic has flipped the marketing world upside down, more and more business now use digital marketing and realise it's effectiveness and ability to harness consumers. Digital marketing now is not only an option but a necessity for the growth of new and upcoming ventures in India.

Now, the road to digital marketing goes only up and ahead.

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