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Digital Transformation & Social Media Impact on Buying Behaviour of Youth

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Abstract:

The rise of digitalization in India has taken a huge pace from the last decade. This research paper aims to investigate the phenomenal rise of digitalization in India with specific reference to the youth consumer dynamic of India. Social media has changed the way many marketing disciplines have worked in past, including consumer behaviour. Social media has indeed revolutionized the way marketing disciplines have worked in the past, including consumer behaviour. Consumer behaviour, which became prominent in the 1940s and 50s as a part of the marketing area, studies the level at which emotions, attitudes, and preferences affect the buying behaviour of consumers. The paper aims to analyse the impact of social media and digital/online impact on decision-making behaviour of youth. It makes comparisons to show the growing trend of online decision-making and increased use and influence of social media for making digital decision-making behaviour. Moreover, it discusses what this implies for companies and their marketing strategy to promote their product in today's competitive environment along with suggestions for the same.

Key Words: Digital Transformation, Social Media, Consumer behaviour, competitive environment. Youth Behaviour.

Introduction:

The rise of the middle-class in India has led to a significant increase in the number of mobile users, and this trend is expected to continue in the coming decade. As a result, digital channel advertising is becoming increasingly important for businesses. The widespread adoption of the internet has transformed the way people communicate in both their personal and professional lives. This transformation has been driven by the emergence of new communication tools, which are being constantly developed with advanced technologies. These tools are collectively known as **Digital Marketing** and include platforms like Facebook, Twitter, Instagram, and other similar media platforms that are utilized online and on virtual platforms like websites. Digital Marketing is regarded as the best means to cut through the clutter and directly interact with the customer. Traditional communication tools such as newspapers, journals, film, television, radio, etc. are being phased out. A strong global digital marketing system is designed to produce personalized interactive commercial business messages wherever we are. It is emerging as one of the main characteristics of the internet era. Advertisers and marketers around the globe are collaborating to improve what they are calling

the 'media and marketing selling ecosystem'. They are harnessing the interactive capacities of social networks, broadband, TV channels, mobile services, virtual worlds, and video games, and concentrating more of their attention on children and youth.

Literature Review:

The study by Darshana Bhagowati and Dev Malya Dutta aims to fill the gaps between existing digital marketing literature and factors influencing digital marketing, particularly in the education sector¹. Omkar Dastane's study explores the impact of digital marketing on Malaysian e-commerce consumers' online purchase intent. The study found that digital marketing had a considerable beneficial impact on online purchase intent, while customer relationship management (CRM) had a negligible mediating effect². Dr. Madhu Bala and Mr. Deepak Verma's study discusses present and future marketing trends. The study emphasizes the importance of knowing which social media sites a company's target market uses to ensure that online marketing is successful. The study also analyzes the effect of internet marketing and its impacts with respect to the business environment³. It is fascinating to see how digital marketing has transformed the way businesses operate and interact with their customers. Thank you for sharing these research papers with me.

Objective of the study:

1. To study the relationship between the modes of digital transformation and social media.
2. To examine the effect of implementation of social media for purchasing decisions of youth

Research Methodology

Research Design: The study carried out with primary data collected through structured questionnaire from samples of 100 respondents. The sample have been considered by using non-probability technique (Convenient sampling method) and was validated and then took it for further analysis.

Sample Design: The main sample group of the survey includes young consumers While preparing questionnaire, objectives of the study were kept in mind

Sample Size: The sample size for this study consisted of 100 young consumers

For analysis and interpretation, the data collected through questionnaire are taken into the consideration and it is further analysed.

Research Instrument:

Data was collected through structured questionnaire by using non comparative scaling technique likert scaling in the questionnaire. It has been divided into two parts ,the first part talks about awareness of digital marketing and it influences over the customer buying decision Second talks about the impact of digital marketing

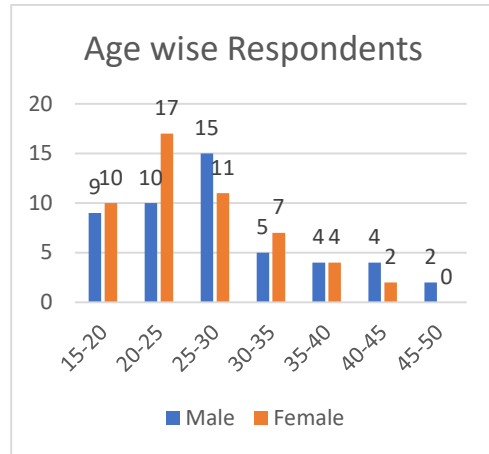
Hypothesis Of the Study:

H0- There is no significant relationship between effective marketing strategy and consumer behaviour.

H1- There is a significant relationship between effective marketing strategy and consumer behaviour.

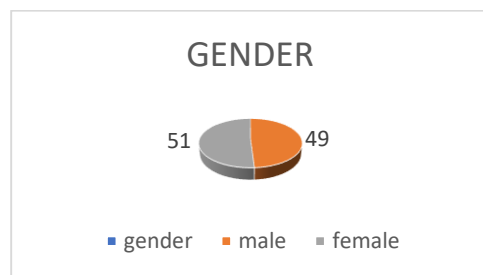
Data Analysis

Age - Wise Respondent



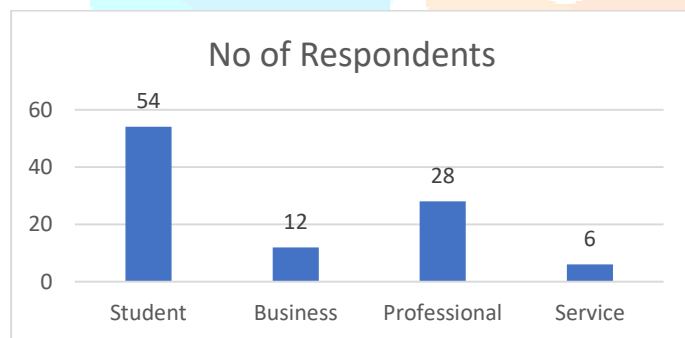
		No Of Respondents	
Sno	Age	Male	Female
1	15-20	9	10
2	20-25	10	17
3	25-30	15	11
4	30-35	5	7
5	35-40	4	4
6	40-45	4	2
7	45-50	2	0
	Total	49	51

Gender Wise Respondents



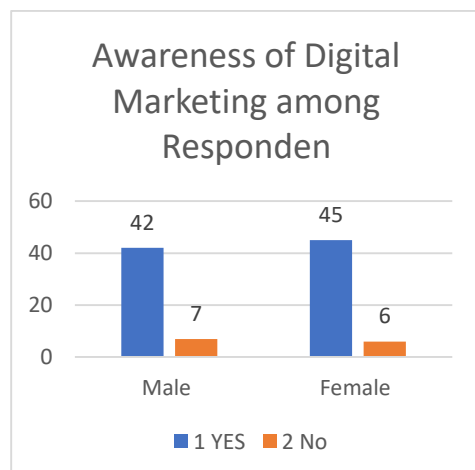
Gender	No of Respondents
Male	49
Female	51

Profession of Respondent



Profession	No of Respondents
Student	54
Business	12
Professional	28
Service	6

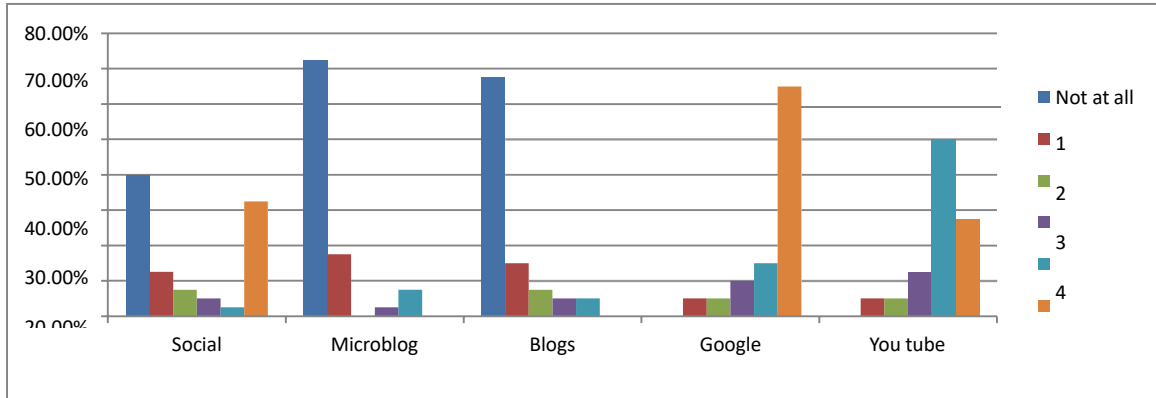
Digital Marketing Awareness of Respondent



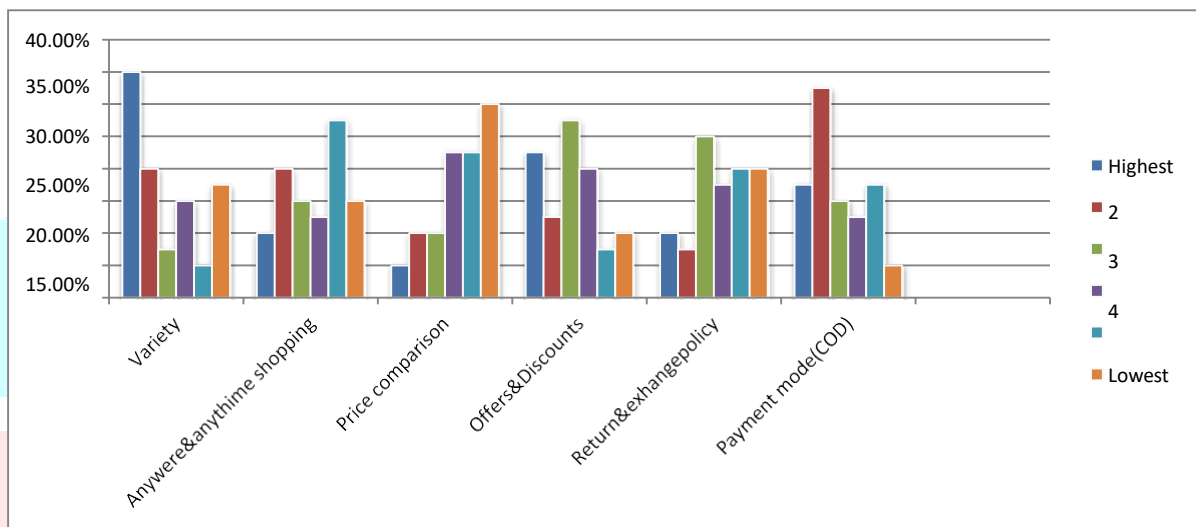
Sno		Male	Female
1	YES	42	45
2	No	7	6

Social networking site used mostly for searching information before purchase?

Mostly 65% of the respondents used Google to search for product before purchasing any products.

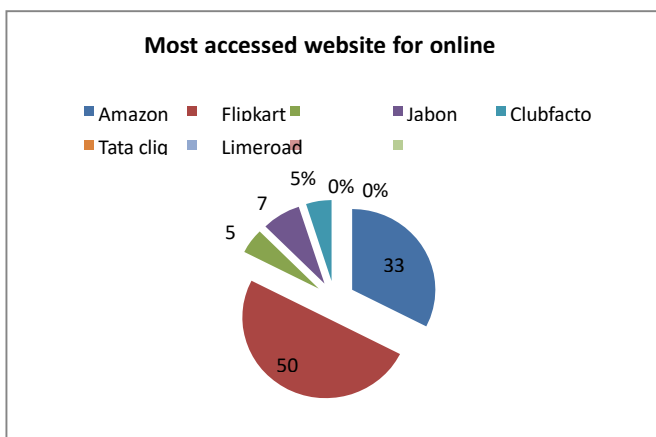


What factors make online shopping an option for you to shop?



Variety of brand under one roof makes online shopping the most attractive shopping factor, among young consumers, followed by mode of payment i.e. COD. Price comparisons as the lowest factor

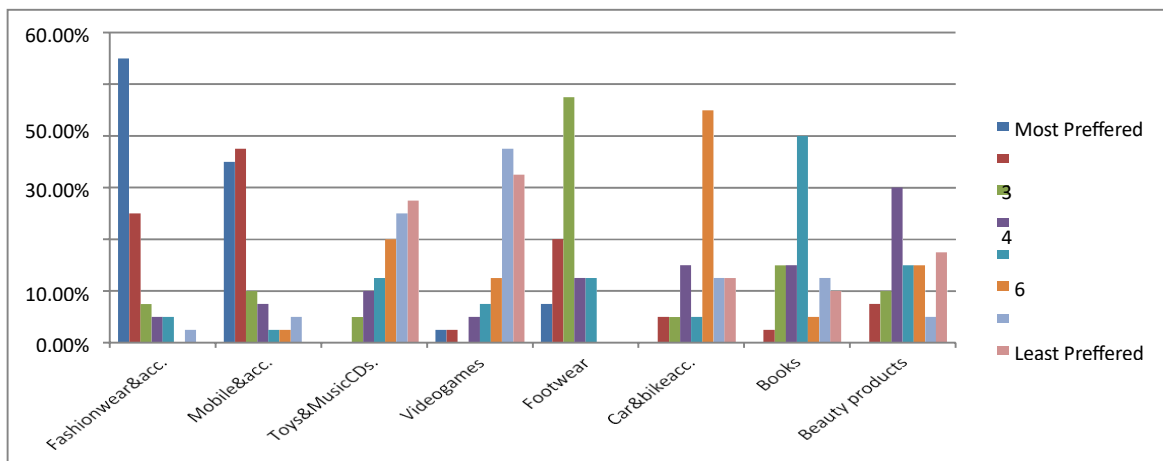
Which of the sites is accessed most for online shopping?



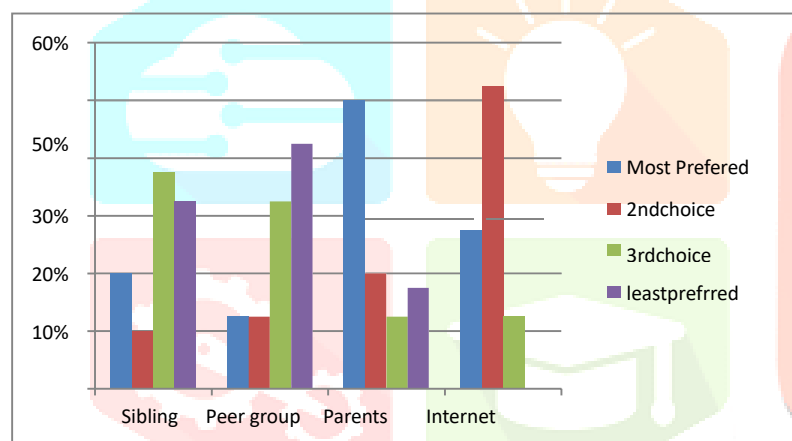
Flipkart is the most accessed website around 50% of the young consumers used it; hence this makes flipkart the most popular shopping website for online shopping followed by Amazon.

What products do you shop for online?

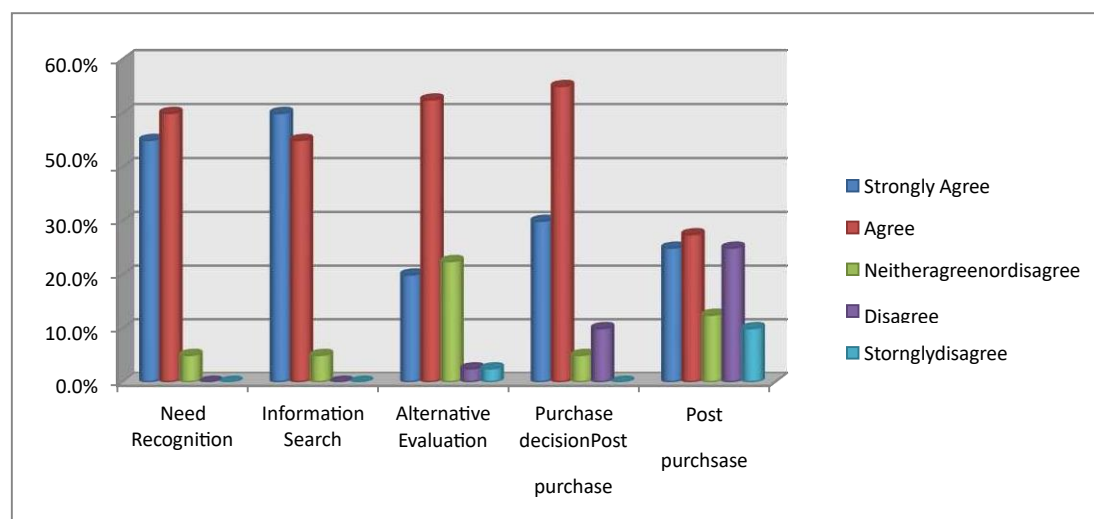
55% respondents had fashion wear & acc. as their first preference for online shopping. Followed by mobile & acc. with 37.5% respondents' second choice. 3rd choice being footwear with 47.5%.



Before buying products whom do you consult first? The most preferred decision influencer among the respondents is the parent with 50%. Internet with approx. 52.50%, the second preferred is the parents with 50%, 3rd preference is the sibling with 37.5% and least preferred is peer group with 42.5%.



Role of Social Media in Consumer Decision Role?



Impact of Digital Marketing on the Buying Behaviour of Youth

Particulars	Mean	Standard Deviation
Online products/services are high in quality	3.59	1.365
Digital Marketing provides several products to choose	3.62	1.311
Online products/services have good visual appearance	3.49	1.443
Online products/services portfolio up to customers' expectations	3.52	1.370
New product/service development is a continuous phenomenon in Digital Marketing	3.63	1.367
Pricing policy of Online products/services provides competitive edge	3.64	1.388
Digital Marketing provides price comparison	3.58	1.355
Pricing policy of Online products/services helps in maximizing profit	3.73	1.329
Digital Marketing is risky due to frauds, phishing pages	3.66	1.358
Digital Marketing provides value for money	3.63	1.336
Digital Marketing provides convenient	3.69	1.286
Digital Marketing is appealing	3.66	1.346
Digital Marketing serves customers well	3.59	1.429
Digital Marketing is easy & understandable	3.66	1.329
Digital Marketing provides location benefits	3.53	1.364
Digital Marketing shopping is able to inform its customer about new products/services well in time	3.60	1.324
Digital Marketing offer free home delivery	3.67	1.318
The promotional policies of Digital Marketing are good enough to persuade customers	3.56	1.435

		Statistic	Std. Error
Median		4.00	
Variance		1.811	
Std. Deviation		1.346	
Minimum		1	
Maximum		5	
Range		4	
Interquartile Range		2	
Skewness		-.778	.109
Kurtosis		-.625	.218
Mean		3.59	.064
95% Confidence Interval for Mean	Lower Bound	3.46	
	Upper Bound	3.72	
5% Trimmed Mean		3.66	
Median		4.00	
Variance		2.042	
Std. Deviation		1.429	
Minimum		1	
Maximum		5	
Range		4	
Interquartile Range		3	

There is a more impact on youth on Digital Transformation & Social Media on Buying Behaviour.

Findings

1. This study shows that maximum respondent are aware about with digital marketing.
2. Study shows that both male and female are using digital platform for buying the product.
3. Maximum age group of respondent in between 20-25 has used digital platform for buying the product
4. Maximum respondent have used get information from the internet by digital platform.
5. Quality is important factor for using digital marketing and use regular and frequently basis among
6. Maximum respondent have time spend on internet 1 – 3 hours for digital marketing.

Suggestions: It is also recommended that e-wallet concept should be give a push by sellers. This may help sellers to gain more sales from those who want to buy online products or services but do not have credit card or do not want to use their credit card online

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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