



IMPACT OF DIGITAL MARKETING ON THE BUYING BEHAVIOR OF CONSUMER

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Introduction

The internet as we know it took off during the early 1990s, when the World Wide Web (WWW) protocol was invented, and has since then become incorporated as the backbone of advanced economies such as North America and major parts of Europe and Asia. Around 4.65 billion people were estimated to use the Internet at the end of 2022. In relation to the world's population, this gives 93 % as a total amount of the world's Internet users.

Ever since the creation of the Internet, the world of business has changed greatly with a redefinition in areas like marketing and customer relations. This medium opened up the doors for the conditions of conducting business through electronic methods. The growth of the internet eventually led to hundreds of thousands of companies setting up shops online, gaining millions of consumers worldwide as their customers.

Marketing as a process in understanding and satisfying customer needs. In the pre-industrial era, this process was achieved through Relationship Marketing, during which a close relationship was created between the customer and the company. The customers made their everyday purchases locally and a natural bond was created between the seller and the buyer. However, with the introduction of the industrial age, the focus on marketing went from individual- to mass marketing.

ADVANTAGES OF INTERNET MARKETING

Internet Marketing is a hot topic especially in these days of instant results. The reason why i-marketing has become so popular is because they provide three major benefits to potential buyers:

1. **Convenience:** Customers can order products 24 hours a day wherever they are. They don't have to sit in traffic, and a parking space, and walk through countless shops to find and examine goods.
2. **Information:** Customers can find reams of comparative information about companies, products, competitors, and prices without leaving their office or home.
3. **Fewer hassles:** Customers don't have to face salespeople or open themselves up to persuasion and emotional factors; they also don't have to wait in line.

Internet Marketing also provides a number of benefits to marketers:

1. **Quick adjustments to market conditions:** Companies can quickly add products to their offering and change prices and descriptions.
2. **Lower costs:** On-line marketers avoid the expense of maintaining a store and the costs of rent, insurance, and utilities. They can produce digital catalogs for much less than the cost of printing and mailing paper catalogs.
3. **Relationship building:** On-line marketers can dialogue with consumers and learn from them.
4. **Audience sizing:** Marketers can learn how many people visited their on-line site and how many stopped at particular places on the site. This information can help improve offers and ads.

Digital Marketing

Digital marketing is the promotion of your business, organization or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate your message. Internet marketing in particular plays a huge part in any digital marketing strategy and is becoming the core of many organizations overall marketing strategies, particularly with regard to social media and viral marketing.

Digital marketing ecosystem is not only concerned with internet marketing and social media marketing, in introduction we discussed that people have a belief that internet or social media marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem consists of internet marketing and social

media marketing. They are just a channels for communication, digital ecosystem consist of integrating channels and integrating services.

TYPES OF ADVERTISING

1.2.3) Displays

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content. Normal banners, Rich media banner, Interstitials and pops are example of displays.

1.2.4) Mobile Marketing

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples for mobile marketing.

1.2.5) Social Media Marketing

Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now all days social media become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.

1.2.6) eMail Marketing

E-Mail Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. E-Mail Marketing is easy to use, low cost, and effective. Most of

Tools of digital marketing

Television

Advertising on television allows you to show and tell a wide audience your business, product, or service. It allows you to actually demonstrate the benefits of ownership. You can show how your product or service works and how it's packaged so prospective customers will know what to look for at the point of sale. In advertising, it often takes multiple touch points to effectively influence consumers' purchasing behavior.

Some of the advantages to advertising your small business on television include the following:

- TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time.
- It reaches viewers when they're the most attentive.
- It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.
- It gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers.

Radio

When it comes time to advertise your small business, radio probably isn't the first thing that comes to mind. But that doesn't mean it isn't an effective way to reach your target audience, particularly if you place your radio spots during peaking driving times. And radio advertising typically costs much less than television advertising, making it an attractive choice for smaller businesses that may be operating on a limited advertising budget.

Internet

Internet marketing, also referred to as i-marketing, web-marketing, online-marketing, Search Engine Marketing (SEM) or e-Marketing, is the marketing of products or services over the Internet.

Mobile

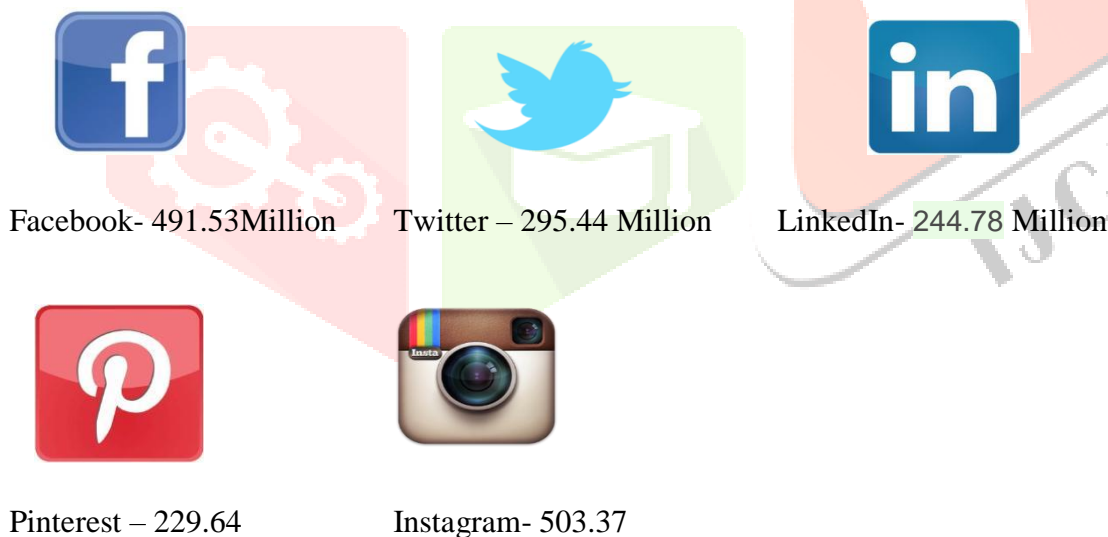
Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

Mobile marketing is done by:

- SMS
- MMS
- In-Game marketing
- Mobile web marketing
- Bluetooth
- Infrared
- Location-based services

The five categories of users are:

- **Directed Information Seekers:** They require specific, timely and relevant information about the products and services being offered.
- **Undirected Information Seekers:** These users require something interesting and useful. Something that can give them an edge, advantage, insight or even a pleasant surprise.
- **Bargain Hunters:** They are of two kind. One who look for free items on the internet and other who are seeking better deals, higher discounts etc.
- **Entertainment Seekers:** they see the Web as an entertainment medium of vast breath and potential and want to explore the medium before the mass gets there.
- **Directed Buyers:** They want to buy something - now. They are sure what they require and just log on to the Web to purchase the item.

Number of Indian user on Social Networking Platform



Research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. Its purpose is to find out answer to questions through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the application and utilization of data.

Objectives of the study

Primary objective

- The main objective of the study is to understand the impact of Digital Marketing on the consumer buying behaviour.

Secondary objectives

- To know affinity in customers for collecting information before purchase.
- To understand the media consumption of Indians.
- To figure out how Indian will purchase a product.
- To understand post purchase behavior of Indian

Scope

This study is useful for determining the consumer buying behavior of Indians. It will also help brands to reach their target group through appropriate media. It will present an idea to brands, based on where to invest to achieve their marketing objectives.

Universe

Universe means the total population available for the study. In this study, the universe constitutes all Indian, who have online presences.

Research Design

A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design used for this study is of the descriptive type. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group. Research design is broadly classified into three types as

- Exploratory Research Design
- Descriptive Research Design
- Causal Research Design

For the purpose of the present project the Descriptive and experimental type of research design can be said to be most effective and most suitable, because in descriptive type of study the main emphasis is laid down over the existing situations and experimental helps in finding the behavior of the consumer. Thus for that purpose Descriptive type of study has been selected as it seems to be most appropriate to fulfill the objective of the project.

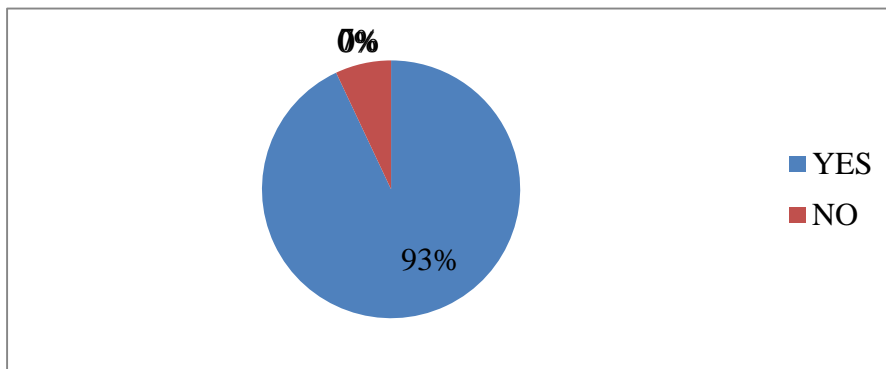
Sample

Sample means a representation of the whole universe by a small population. Samples for this research are under Indian youth and young Indians, who come under 17 to 45 year age groups and who have online presences.

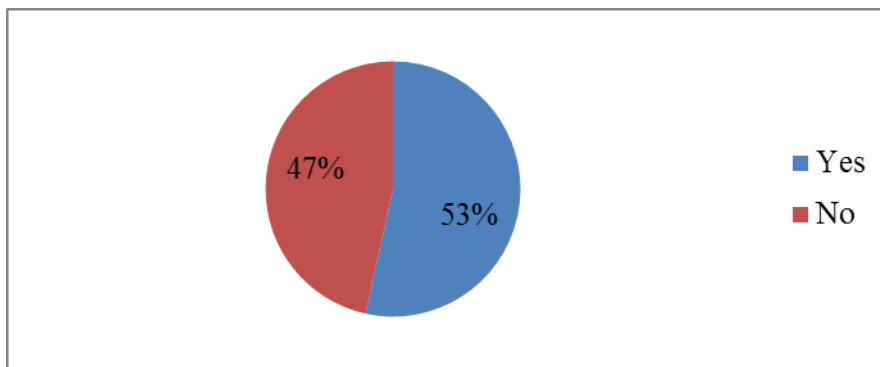
Sample size

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 200. Among them 146 are males and 54 are females.

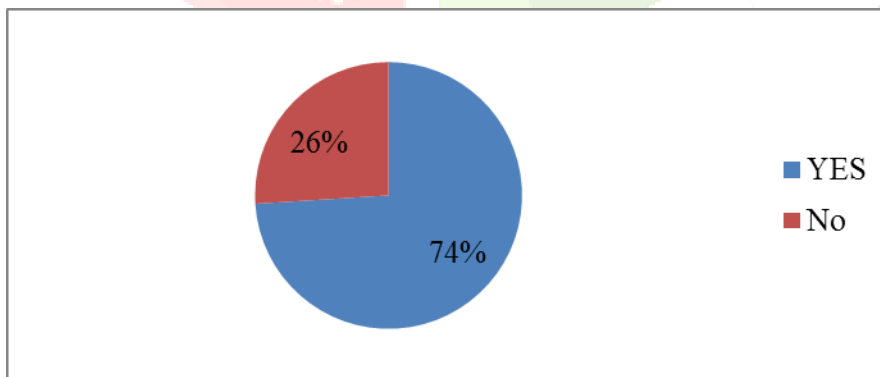
1) Do you watch television?



2) Do you watch television programs through online?



(3). Do you read the News through online?



Interpretation 1 to 3:

93% of the samples are watching T.V. 53% of the samples is watching T.V programs through online portals.

74% are reading newspapers through online portals

CONCLUSIONS

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

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