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IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

Consumer buying behaviour fluctuates at a high rate owing to the contrast in price, quality, brand, value, features of products and services offered by different companies. Thus, an advertiser spends ample amount of time and money on surveys every year to collect information regarding the fluctuating consumer buying behaviour. Digital Marketing influences consumer buying behaviour to a great extent. It even has the power to alter consumer's purchasing decisions. Digital channels such as websites, blogs, social media play an important role in increasing the sales of a firm and improving its relationships with the customers. Hence, it is important to understand how and in what aspect these channels influence the consumers. This paper focuses on the influence of digital advertisements, social media, blogs, reviews on consumer buying behaviour. The research is conducted through a survey revolving around 100 respondents where the respondents were handed a well-structured questionnaire. Analysis and interpretation is performed only on the responses acquired through the questionnaire. The major findings of the study reveals that the monthly income is not associated with the frequency of online shopping. According to the study, 76% of the respondents prefer online shopping over traditional shopping and digital channels such as social media, advertisements, etc have altered 25% of the respondent's online purchase decisions.

Keywords: Digital Marketing, Consumer Behaviour, Digital Channels, Social Media.

Introduction

Due to the evolution of the internet and technology, it is now possible for an individual to connect and interact with a person residing in a different country. Development in technology has made it possible for companies to communicate with their customers directly. This development can be termed as Digital Marketing. Digital Marketing can be defined as a technique in which a service or a product can be presented, promoted or sold by a company to its customers through various online platforms [9].

Traditional methods of marketing are tedious and time-consuming. Traditional ways of marketing refer to the use of old mediums such as newspapers, television and pamphlets for creating awareness about the product among the customers [8]. It took a lot of time and effort to understand the customer's needs and demands. Due to the transformation in technology, understanding the need and demand of the customer has become very easy. Online surveys, market research can be easily conducted through online polls and questionnaires. Digital Marketing helps a company to introduce its products or services to their customers in a better and effective way. Through digital marketing, a company can interact directly with its customers. This helps in building more effective and healthy relationships with the customers.

Technology is developing at a rapid pace. This developing technology is transforming the entire economy. Owing to the internet and e-commerce, companies have transformed their business models, supply chains, revenue systems and marketing tactics [7]. In these transformed business models, company's relationship with their consumers, brand, image and service of the company plays a huge role. It is observed that consumers of all ages are now getting familiar and comfortable with online shopping. Covid-19 pandemic has forced people to explore the concept of 'online shopping', as people were confined to their houses for safety and precautionary purposes.

Digital marketing has proved to be beneficial not only for customers but also for companies. By implementing digital marketing strategies, companies can improve their productivity and decrease their expenses at the same time. It is observed that the companies who implement digital marketing have succeeded in reducing their expenses and capturing larger market base [8].

Digital marketing has brought about many changes in the marketing techniques. It influences the buying behaviour of customers, especially youth. Social media platforms are becoming more popular among people these days. Companies use these platforms to promote their products or services.

A company needs to understand the buying behaviour of its customers. Hence, there arises a need to study digital marketing and its impact on consumer's buying behaviour. The main objective of this study is to understand the impact of digital advertisements, social media, reviews, blogs, etc on the buying behaviour of customers. This paper focuses on certain aspects of consumer behaviour such as awareness, frequency, preference of shopping, etc.



II. NEED OF THE STUDY

Digital Marketing has touched new heights. It has completely transformed the marketing game. From Multi-National Companies to small scale industries and emerging start-ups, almost everyone uses digital marketing to improve their business prospects. Digital marketing has successfully changed the method adopted by the advertisers to showcase their product and the method adopted by the customers in purchasing the product. Customer purchasing behaviour is impacted by various factors such as quality, value, price, brand, features, satisfaction level etc [7]. All these factors have a direct impact on the advertisers as they act as a bridge between the firm and the customers. Hence, it is of utmost importance to analyse these factors and understand the needs and the behaviour of the customers as the buying behaviour has a huge impact on the sales of a company. Hence, there arises the need to study various factors of digital marketing and its influence on the consumer purchase decision.

III. LITERATURE REVIEW

Vinerean.et.al [1], conducted research on the collected data to gain knowledge regarding methods to attract a huge number of customers through different social networking sites and to understand different consequences of social media marketing on consumer behavior. This exploratory study provides insights on the social media usage patterns of students. The research has helped in identifying various type of users on the basis of their online activities. A linear model was created to find out which different strategies or predictors related to online platforms generally have a higher impact on the perceptions of social media users. The model helps in learning new ways or strategies to engage more with different kind of audiences on social networking sites and thus increase the sales and boost the effectiveness of online marketing strategy. For reaping success through social media marketing, companies need to create a buyer persona and then develop their online strategy by understanding the interests of the customers.

Mrs. K.R. Mahalaxmi.et.al [2], conducted research to analyse the consequences of digital marketing on customer's purchasing behaviour and to scrutinize the influence of digital marketing techniques on the consumer's buying behaviour. Due to the evolution in marketing techniques, digital channels play an important role in boosting the sales of a firm. Irrespective of the educational qualification, customers are well aware of the various digital marketing practises. The purchase of convenience goods has increased due to the growth of digital channels and effective advertisements for these goods will help in boosting the sales of the firm. The growth of digital channels is being seen in a positive side as the customers are satisfied with the online shopping experience.

Mannu Garg.et.al [3], conducted research to find out the role of digital marketing in consumer behaviour, to investigate the factors that cause the need for the rise in digital marketing and to analyse the consequences that digital marketing has on the sales of companies. Consumer preference is not permanent; it keeps on changing and various factors such as wide options, prices, etc have a great deal of impact on the consumer behaviour. Consumer behaviour and digital marketing are directly linked to each other. i.e., if a company has an online presence, then it definitely will observe a positive change in its sales growth. Digital media is observed to have a positive impact on the consumer purchase behaviour. There arises a direct demand of products due to digital marketing which helps in increasing the sales of a company. The research states that proper awareness is needed among the customers regarding digital marketing and social media.

Dr. S. Sivasankaran.et.al [4], conducted research to identify the factors that have a significant influence on the purchasing behaviour of the youth. The goal of the research is to identify and analyse the factors influencing youth's changing buying behaviour and its impact on digital marketing. Digital marketing has brought about tremendous modifications in the marketing industry and in the decision-making process of customers while purchasing various products. Hence, it is highly essential for marketers to adopt digital marketing to attract more customers through digital media and thus increase the firm's sales. The study reveals that youth, generally, have a huge influence on the complete family buying behaviour as a whole. It also reveals that many youngsters who have an access to internet and social media do not have adequate knowledge about its proper and utmost utilization.

Sayabek Ziyadin.et.al [5], in the article titled "the role of social media marketing in consumer behaviour" explores the idea of the influence of digital media on the lives of the consumers who use digital media in their day to day lives. Digital platforms have become a part and parcel of everyone's life these days. Hence, many companies now-a-days try harder to increase its online presence. For the research, a thorough comparison was made for the analysis using statistics on the usage of social networking sites. The customers are a part of some or the other digital environment their daily lives. This influences their customer experience to a great level. Out of five different research topics such as consumer advertising, digital culture and environment, mobile and online WOM, online WOM is the most popular one. The research reveals that social media is an excellent platform to build up your brand loyalty and trust among the users. The study established that the cost of exchanging, searching and storing information will decrease while the part of information in management system will significantly rise.



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P.R. Kousalya.et.al [6], in the article “Youngsters Buying Behaviour in Digital Marketing” conducted research to pin point various factors that influence the buying behavior of youth. This study explores the changing behaviour of youth and its impact on digital marketing. The advertisers are compelled to think of new creative and innovative ideas to showcase their products to the customers. The reason for this change is the changing consumer purchasing preferences. It is of utmost importance for the marketers to conduct a pre-market survey. This pre market survey is essential to understand the demands and needs of all kinds of customers. Consumers also should be aware of digital marketing and various digital channels. They should create awareness among others, if necessary. The study revealed that the customers are prone to risk and hence it is essential for the customers to learn to tackle and handle the risk that is linked with digital marketing.

IV. RESEARCH OBJECTIVE

1. The main objective is to conduct primary research with the help of questionnaires on the influence of social media and digital marketing on the consumer’s buying behaviour.
2. To analyse the influence of digital advertisements, social media, blogs, reviews, etc on consumer purchase decision.
3. To analyse the association between monthly income and frequency of online shopping in a year.

V. RESEARCH METHODOLOGY

Data Sources

For the research purpose, both primary data as well as secondary data has been used. Primary data is a real time data which is usually collected by the researcher. For this analysis, primary data has been collected through a survey conducted by circulating a questionnaire to the respondents through the medium of a google form. Secondary data is the data that has been collected in the past. Here, the secondary data is obtained through various online resources, magazines, books, journals, etc.

Data Usage

Only the data collected through questionnaire is taken into the consideration. Chi Square test has been used for analyse and interpretation of the data.

Sample Size

The sample size of the survey is 100. While giving out the survey questionnaires, the respondents were given detailed information regarding the survey and Digital Marketing.

VI. DATA ANALYSIS

Variables	Particulars	Respondents	Percentage
Gender	Male	62	62
	Female	38	38
	Total	100	100
Age Category	less than 18	8	8
	18 to 30	74	74
	31 to 60	16	16
	61 and above	2	2
	Total	100	100
Occupation	Student	74	74
	Professional (Government/corporate)	19	19
	Self Employed / Business	7	7
	Total	100	100
Monthly Income	20,000 or below	54	54
	21,000 to 40,000	22	22
	41,000 to 60,000	13	13
	61,000 and above	11	11
	Total	100	100
Are you aware of the concept of digital marketing?	Yes	93	93
	No	7	7
	Total	100	100
Shopping frequency in a year	Regularly	39	39



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	Only during sales or festive seasons	60	60
	Never	1	1
	Total	100	100
Satisfaction with online shopping experience	Highly Dissatisfied	0	0
	Dissatisfied	0	0
	Neutral	18	18
	Satisfied	63	63
	Highly Satisfied	19	19
	Total	100	100
Have you ever bought anything online by going through digital advertisements on social media for the same	Yes	61	61
	No	24	24
	Maybe	15	15
	Total	100	100
Do you prefer online shopping over traditional shopping	Yes	76	76
	No	24	24
	Total	100	100
Do you have a look at the product descriptions, blogs, websites, reviews about the product before buying online	Yes	86	86
	No	14	14
	Total	100	100
Do you believe in the credibility of the information about the product on blogs, websites, reviews?	Yes	85	85
	No	15	15
	Total	100	100
What is your opinion about the availability of the information online	Very Bad	1	1
	Bad	2	2
	Neutral	34	34
	Good	49	49
	Very Good	14	14
	Total	100	100
Which digital channel influences you to buy more?	E Commerce Websites such as Amazon, Flipkart, Myntra, etc	83	83
	Social Media - Instagram, Facebook, etc	15	15
	Websites, Blogs or Emails	2	2
	Total	100	100
Have digital channels such as social media, advertisements altered your online purchase decisions?	Strongly Disagree	6	6
	Disagree	5	5
	Neutral	27	27
	Agree	37	37
	Strongly Agree	25	25
	Total	100	100

Table 1: Responses acquired from the respondents through the google form

(Source: Primary Data)



Analysis of monthly income with frequency of buying

Hypothesis 1: There is no association between monthly income and shopping frequency of customers.

	How often do you shop online in a year				Total
		Regularly	Only during sales or festive seasons	Never	
Monthly Income	20,000 or below	15	38	1	54
	21,000 to 40,000	12	10	0	22
	41,000 to 60,000	3	10	0	13
	61,000 and above	9	2	0	11
Total		39	60	1	100

Table 2.1: Analysis of monthly income and shopping frequency of customers

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.545 ^a	6	0.016

Table 2.2: Chi Square Analysis of monthly income and shopping frequency

The value of significance is 0.016. It is less than 0.05 and hence hypothesis 1 is rejected.

Analysis of shopping preference and customer satisfaction

Hypothesis 2: There is no significant association between shopping preference and customer satisfaction

Do you prefer online shopping over traditional shopping?	Are you satisfied with the online shopping experience?					Total	
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied		Highly Satisfied
Yes	0	0	6	14	4	24	
	No	0	0	12	49	15	76
Total		0	0	18	63	19	100

Table 3.1: Analysis of shopping preference and customer satisfaction

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.059 ^a	2	0.589

Table 3.2: Chi Square Analysis of shopping preference and customer satisfaction

The value of significance is 0.58. The value is greater than 0.05 and hence the hypothesis 2 is accepted



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Analysis of Age category and awareness of digital marketing

Hypothesis 3: There is no significant association between Age category and awareness of digital marketing.

		Are you aware of the concept of digital marketing?		
		No	Yes	Total
Age Category	less than 18	0	8	8
	18 to 30	7	67	74
	31 to 60	0	16	16
	61 and above	0	2	2
Total	7	93	100	

Table 4.1: Analysis of age category and awareness of digital marketing

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.645 ^a	3	0.45

Table 4.2: Chi Square Analysis of age category and awareness of digital marketing

The value of significance is 0.45. It is greater than 0.05 and hence the hypothesis 3 is accepted

Analysis of age category and frequency of online shopping

Hypothesis 4: There is no significant association between age category and frequency of online shopping

		How often do you shop online in a year?			
		Regularly	Only during sales or festive seasons	Never	Total
Age Category	less than 18	3	5	0	8
	18 to 30	25	48	1	74
	31 to 60	11	5	0	5
	61 and above	0	2	0	2
Total	39	60	1	100	

Table 5.1: Analysis of age category and frequency of online shopping

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.321 ^a	6	0.216

Table 5.2: Chi Square Analysis of age category and frequency of online shopping

The value of significance is 0.216. The hypothesis 4 is accepted as the value is greater than 0.05.

Analysis of influence of digital channels on frequency of shopping

Hypothesis 5: There is no significant association between digital channels on frequency of shopping

		Frequency of Online Shopping in a year			
		Regularly	Only During Sales or Festive Season	Never	Total
Which digital channel	E Commerce Websites such as	29	53	1	83



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influences you to buy more?	Amazon, Flipkart, Myntra, etc				
	Social Media - Instagram, Facebook, etc	9	6	0	15
	Websites, Blogs or Emails	1	1	0	2
Total		39	60	1	100

Table 6.1: Analysis of influence of digital channels to frequency of shopping

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.553 ^a	4	0.47

Table 6.2: Chi Square Analysis of influence of digital channels to frequency of shopping

The value of significance is 0.47. It is greater than 0.05 and hence the hypothesis 5 is accepted.

Analysis of influence of digital advertisements, product descriptions, blogs, websites, reviews on Consumers purchase decision
Hypothesis 6: There is no significant association between Digital Advertisements, product descriptions, blogs, websites, reviews on Consumers purchase decision.

	Have digital channels such as social media, advertisements influence your online purchase decisions						Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
12.] Do you have a look at the product descriptions, blogs, websites, reviews about the product before buying online?	Yes	4	4	24	30	24	86
	No	2	1	3	7	1	14
Total		6	5	27	37	25	100

Table 7.1: Analysis of Influence of digital advertisements, product descriptions, blogs, websites, reviews on consumer's purchase decision

Chi Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.019 ^a	4	0.285

Table 7.2: Chi Square Analysis of Influence of digital advertisements, product descriptions, blogs, websites, reviews on consumer's purchase decision

The value of significance is 0.285, which greater than 0.05. Hence, the hypothesis 6 is accepted.

Findings: This study reveals that there exists a significant association between age and awareness about digital marketing. By analysing the collected data from the respondents using chi-square test, it is found that the customers are satisfied with their online shopping experience and they prefer online shopping over traditional market shopping. It is found through the study that monthly income is not associated with the frequency of online shopping. The frequency of online shopping is influenced by digital channels such as ecommerce websites, blogs, social media, emails, etc. The study reveals that there exists an association between digital channels and frequency of shopping. Product descriptions, blogs, websites, reviews about the product have shown to influence the customers online purchase



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decisions. The research provides with the evidence that there exists a significant association between age category and frequency of online shopping. The most active age category in terms of online shopping happens to be 18 – 30 years.

VII. CONCLUSION

Digital marketing is one of most effective and cost friendly marketing technique. A company can reach new heights with proper implementation of digital marketing. For proper implementation, a company needs to understand the buying behaviour of their customers. This research was primarily conducted to understand the impact of digital advertisements, social media, monthly income, blogs and websites on the buying tendency of consumers. The research focuses on the customers who rely on online shopping over traditional shopping. The availability of e-commerce platforms, digital channels, social media, etc influence the buying behaviour of customers. It has been observed through the study that social media, e-commerce platforms have a remarkable impact on the consumer purchase decisions. Customers tend to shop more through online portals during offers, sales and festive seasons. Through this study it is observed that customers believe in the credibility of the product information available online and that they have a look at it before purchasing the product. They are satisfied with their online shopping experience as well as with products purchased through online platforms and this satisfaction results in the shift of their preference from traditional shopping to online shopping. Effective advertisements, information, promotion through social media, blogs, websites can help a firm in improving the sales of a company.

VIII. LIMITATIONS OF THE STUDY

1. This study does not focus any specific brand, sector or product.
2. Only responses given by the respondents are used for analysis and interpretation.
3. This research is area specific. The questionnaires were provided to the respondents living in Maharashtra only. Hence, the findings might not provide similar results when compared with other regions.

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