
A STUDY ON THE IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

People's access to knowledge has dramatically improved as a result of the proliferation of contemporary technology, particularly the internet. As a direct result of this, consumers' shopping behaviors have changed, and digital marketing has become an increasingly important contributor to this development. The primary purpose of this research is to investigate the degree to which customers should be aware of the effect that digital marketing has on their purchasing decisions and how digital marketing affects customers' buying decisions. According to the findings of the survey, the vast majority of people have at least some awareness of internet advertising. They are receptive to digital advertisements and claim that as a result of them, they are more inclined to purchase online. Companies need to grow their customer bases in order to increase the number of people who make purchases from their online shops and the number of items they offer and help them save time in the process

Keywords: Digital, Digitalization, Technology, Behavior

INTRODUCTION

At this time, conventional marketing methods are being phased out and replaced with digital ones. Because digital marketing has enormous possibilities for expansion on a worldwide scale, it is becoming more popular. At this point, the majority of people's time is spent online, mostly on various social media sites. Products may be obtained in a short amount of time, and customers have access to a wide variety of resources. If these strategies are implemented, customers can be convinced to make the transition to digital marketing. Online shopping gives a handy option for those who are too busy with their own lives to take the time to travel around a shopping center, pick out a product they want, and then make the purchase. This is because everyone is too distracted with their own life. Online shopping for necessities like food and clothes might help young people save time and reduce the amount of effort they put in. When it comes to making purchases online, "commitment" is by far the single most crucial characteristic.

This is an important indicator in internet marketing since it shows how prospective customers feel about completing a purchase. Customers who make purchases via an e-commerce platform expect getting their purchases in a timely way and in satisfactory condition. Any internet company that wants to be successful must focus on developing and

preserving loyal client relationships. The use of digital media has spread across the whole economy at this point. In this strategy, digital marketing is used to influence the decisions and behaviors of customers. The peak of success for mobile devices, desktop computers, tablet computers, and other digital marketing platforms has been reached around the globe. Advertisers will find this to be an excellent venue for the promotion of their goods and services. It contributes to the promotion of the product's brand name and helps bring in more consumers. It is effective methods for getting your message through to the individuals you want to see it.

Customers' perspectives on a variety of goods and services may be quickly ascertained via the use of digital marketing. There is a chance that Search Engine Optimization and Search Engine Marketing will assist in bringing in more clients. A product with a strong brand image that is marketed with eye-catching visuals, well-designed commercials with outstanding content, and digital marketing is more likely to sell to consumers. This is because consumers are more inclined to buy the product. Consumer behavior may be influenced by a wide variety of variables, including but not limited to the economics, population dynamics, technological literacy, and way of life, attitude, and personality traits.

When someone refers to "digital marketing," they are really referring to "online marketing." Digital marketing is essential for promoting two-way contact with customers, in addition to being essential for growing one's marketing reach, which makes it necessary for expanding one's marketing reach. Traditional marketing strategies have given way to digital ones as a result of the proliferation of the internet and other technical improvements, and attitudes toward customers have shifted as a direct result of these developments. The use of digital marketing is becoming more common as an increasing number of goods and services are made accessible to purchasers online, regardless of where the buyers are physically located. The term "digital marketing" has been more popular during the last several years, via the use of digital marketing, goods and services are advertised, mostly via the use of the internet, but also through the use of other digital channels such as mobile phones. Customers have a better experience overall with goods and services that are advertised online since they are able to receive answers to their problems and offer feedback. When compared to more traditional types of promotion, the key communication channels used in digital marketing are far easier for the typical customer to reach. These channels include the website, chat, and email, amongst others. Businesses are able to swiftly grow their operations and prosper on a worldwide scale when they use digital marketing technology, which make marketing much easier to do. It is possible to connect with a large number of individuals from all around the world in a very short period of time.

Analytical tools make it easy to determine whether or not a marketing effort was successful, but in the past, this was a difficult process for traditional marketers to do.

Because the internet is so widely accessible, consumers in any area of the globe and at any hour of the day are able to have access to the valuable information that is made available to them by companies that are actively participating in the digital market. Online shops like Myntra now provide a 30-day exchange or return policy in addition to a vast range of well-known brands that can be accessed from anywhere with an internet connection and the download of a single app. This is done in an effort to enhance customer satisfaction. The great majority of people today utilize the internet to make purchases of a wide variety of products, ranging from groceries and clothing to consumer gadgets and literature. The vast majority of individuals in today's world are also capable of locating the website of a firm, where they may get further information about a product, make an order, and leave feedback.

Before making a purchase, customers have the right to know all there is to know about the goods they are considering purchasing, and firms have no right to withhold information from them. Customers have the ability to go shopping whenever it is convenient for them, compare different products, and place orders whenever they want since the services offered by digital marketing are available around the clock. Customers may now make purchases whenever and wherever they like without worrying about being overcharged for the products they buy since the prices of the products are easily accessible for examination. This enables customers to browse around for the best bargain and purchase items whenever and wherever they desire.

Customers are more content than they have ever been with their experiences of making purchases online owing, in large part, to the greater faith they put in digital marketing as opposed to other types of promotion that are more traditional. Online shopping is popular among people of different socioeconomic backgrounds since customers have access to a diverse selection of goods offered at a diverse range of prices and may also choose from a diverse assortment of payment options. Because it can increase a company's bottom line and expand its impact all over the world, digital marketing has developed into an instrument that is now essential for contemporary businesses. The customer develops a feeling of confidence in the product as a consequence of being supplied with complete product information and encouraged to submit feedback as a result of this. As a result, the consumer becomes more loyal to the brand.

Traditional Marketing vs. Digital Marketing

The art and science of marketing consists of discovering new markets, generating and delivering value that satisfies the needs and expectations of those markets, and doing so while making a profit. It's possible to utilize both tried-and-true and cutting-edge marketing strategies. When it comes to enterprises, the term "traditional marketing" refers to any and all tried-and-true techniques of advertising their goods and services to potential customers. Traditional marketing tactics include things like newsletters, billboards, flyers, print advertisements in newspapers and magazines, radio and television broadcasts, and

direct mail. Other examples include magazines and direct mail. "Modern" or "digital" marketing refers to the practice of advertising a product or service via the use of digital channels. The word "digital marketing" refers to any marketing activity that is carried out through the internet, mobile devices, or any other kind of electronic communication. The social media platforms, blogs, pop-up windows, email, and professional networking sites are all examples of channels that fall under this category. The cost of conventional advertising is far more expensive than the cost of promoting via digital platforms. Conventional marketing, in contrast to digital marketing, which is only concerned with connecting with customers, was successful in bringing in business. This indicates that by using digital marketing, we are able to rapidly disseminate our message to a large audience in an efficient and cost-effective manner.

IMPORTANCE OF DIGITAL MARKETING:

Growth opportunities for small business:

The flexibility to adjust your marketing plan to fit within your financial constraints while simultaneously expanding your audience at a lower cost is one of the most appealing aspects of digital marketing. When using traditional marketing strategies, one of the most difficult processes is getting customers interested in a new product for the first time.

Convenience for the customers:

Distance is no longer a problem as a result of the rise of internet marketing, which does not need the development of actual retail sites. It is now feasible to grow worldwide without incurring extra fees for the establishment of distributor networks in other countries. This new possibility was made possible by advances in technology.

Less cost:

The cost of marketing a product at traditional retail establishments (brick-and-mortar shops) is much higher than the cost of marketing the same product online. Because items may be bought on demand, there is no need to set aside money for the care of the shop or for the display of products.

Personalization of the customers:

Customers are more happy with the products because they are able to easily compare the product to others and make a purchasing decision based on that information, all of which is made possible by the digital market. This results in the customers' greater satisfaction with the goods.

Consumer Behavior

Consumers participate in a complicated web of feelings, ideas, behaviors, and surroundings when it comes to the aspects of their lives that include purchasing and selling goods and services. The manner in which consumers react to a particular advertising or marketing

campaign may be influenced by a diverse range of factors. The experience of dealing with digital media is further complicated by the fact that these difficulties are made worse by the fact that they are now occurring in the digital sphere. Consumer behavior may be influenced by a variety of factors, including but not limited to perceived value, ethics, customer participation, and behavioral economics.

OBJECTIVES

1. To assess the impact of social media marketing on Consumer perception and buying behavior.
2. To purchasing decisions and how digital marketing affects customers' buying decisions.

RESEARCH METHODOLOGY

The questionnaire is divided into two parts, which are as follows: In the first portion of the survey, participants were questioned about several aspects of their demographic information. In the second portion of the activity, participants were invited to share their ideas about the link between the different aspects of digital marketing and the perspectives and choices made by customers. On a Likert scale of five points, a score of one indicates complete agreement while a score of five indicates complete disagreement with the statements. We are in disagreement.

As a result of the fact that the goal of this research was to explore the impacts that digital marketing has on the routines of millennials, the inquiry was planned to have an exploratory format. Interpretivism was proposed as the most fruitful strategy for doing research. The research used an approach known as qualitative cross-sectional research. For the purpose of our research, it was essential to have an understanding of millennial clients and the viewpoints they hold on digital marketing. Because of the qualitative character of the millennial consumer behavior constructs that were employed in this research, quantitative analysis could not be performed on them. As a result of this, qualitative investigations were given the green light. In this study, we focused on young individuals between the ages of 18 and 34 who are now working full-time and who complete at least part of their product purchases online (using a computer, tablet, or smartphone). These young adults are now gainfully employed. The proportion of people in their twenties and thirties that make up the total population of Gauteng is estimated to be. It was on purpose that we collected samples. The researcher had high hopes of adding additional participants to the study, but unfortunately the data pool was already at capacity.

For the purpose of data collection, an interview schedule consisting of open-ended questions was used since it provided the millennials with more space to convey their ideas and sentiments. It was decided to employ one of the attendees as a test subject in order to determine whether or not the queries could be understood. Each participant was personally

contacted by phone to arrange a time for the interview that was convenient for them. The information was transcribed by hand and verbatim records were created. Using the software provided by Atlas, codes were generated from the transcribed data in order to recognize themes and patterns that would later be applied in the analysis of the findings. We were able to confirm the legitimacy and dependability of the interviews by recording them. The research was carried out in accordance with the principles that are established in the code of ethical conduct at the University of Pretoria. This was done to make certain that the participants were secure, gain the participants' trust, and enhance the credibility of the results.

DATA ANALYSIS

The level of internal consistency was measured using Cronbach's alpha, and exploratory component analysis was used so that the essential notions of the research could be shown. Using the method of regression, we looked into any potential relationships that could exist between the variables.

Principal Component Analysis (PCA), which was a part of Exploratory Factor Analysis (EFA), was used to make sure that all of the components were consistent with one another. It is regarded to be of moderate relevance when a factor loading is between 0.4 and 0.50, and it is considered to be of considerable significance when the loading is between 0.50 and 1.00. The value.50 was chosen as the cutoff factor loading for this inquiry. KMO provides a presentation of the results of the factor analysis. When dealing with data that has values between 0.5 and 1.0, component analysis is a useful technique. In order to determine how dependent the variables are on one another, Bartlett's sphere-city test is carried out. Researchers may be able to acquire the result if they determine whether or not the test is relevant. Values that are very low (less than 0.05) are indicative of a high degree of correlation between the variables. In the event when the p-value is more than.10, it is possible that the data cannot be used for factor analysis. They provide evidence that factor analysis may be used to the data set in question. Because the final analysis did not include any items with a loading value that was less than 0.5, all twenty-one were taken into consideration to be legitimate.

Table 1 conforming constructs in the EFA, PCA

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
	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
	SocialMedia - 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

Principal components analysis (PCA) and common factor analysis (CFA) are sometimes lumped together under the umbrella term "EFA," despite their distinct purposes and computations. PCA "is intended to reduce data while preserving as much information from

the original data set as possible" by analyzing the complete correlation matrix (including the self-correlations the diagonal). Calculating linear combinations of the original measured variables that explain as much information as feasible about those original variables is what principal component analysis (PCA) does. These additional measured variables, which are not latent constructs but are called components because they are parsimonious representations of the original measured variables. Instead, the components are affected by the factors being assessed. Accordingly, users of PCA should refer to these linear combinations as components, not factors.

Common factor analysis divides variance into by examining a reduced correlation matrix with an estimate of the communality of each measured variable put on the diagonal of the correlation matrix instead of as in PCA. Fortunately, the default choice in most EFA software is to use the squared multiple correlation of each measured variable with all other measured variables as a first estimate of the common variance.

Analysis of monthly income with frequency of buying

Table 2 There is no association between monthly income and shopping frequency of customers.

	How often do you shop online in a year				
		Regularly	Only during sales or festive seasons	Never	Total
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

According to the findings of this study, as individuals become older, they have a greater awareness of the importance of digital marketing. According to the findings of a chi-square test performed on the replies to a customer satisfaction survey, we know that customers are pleased with their experiences of shopping online and that they prefer doing so to going to traditional shops and marketplaces in person. The findings of this study point to the conclusion that there is no connection between people's monthly income and the number of times they shop online. The frequency with which consumers make purchases online may be impacted by a variety of digital channels, including e-commerce websites, blogs, social media, and emails, amongst others. According to the findings of the study, the presence of different digital retail platforms is connected with the purchasing behaviors of customers. It has been discovered that customers' choices to purchase a product online are impacted by a variety of factors, including product descriptions, blogs, websites, and customer reviews.

CONCLUSION

Digital marketing is one of the forms of advertising that is among the most effective and cost-effective of the several possibilities now accessible. Businesses have the potential to reach new heights if their digital marketing plans are carried out effectively. Gaining an understanding of the purchase patterns of one's customers is essential for a successful rollout. The major objective of this research was to investigate whether or not there is a correlation between customers' tendency to make online purchases and factors such as monthly income, social media use, and websites. The focus of this research is on consumers who are more comfortable making purchases online. The availability of a variety of digital channels, such as the internet, mobile devices, social media, and other platforms, has an effect on the shopping behaviors of consumers. According to the findings of this study, e-commerce and social media have a substantial impact on the purchase decisions of end users. Customers are more inclined to make purchases through online marketplaces when there are sales, specials, or when the occasion is a holiday.

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