



IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

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Abstract

*The buying behaviour of consumer is changing at a faster rate in the customer oriented market environment. The changing preferences of the present generation effects the purchasing pattern. Therefore, Marketers spends crores of rupees and invest too much time on marketing research annually to identify and predict the changing customer behaviour. Consumer purchasing decisions are significantly impacted by digital marketing. It has the power to alter consumer's purchasing decisions. Digital channels of marketing play an important role in increasing the sales of a firm and improving its relationships with the customers. Digital marketing provide opportunity to the customers to have a look on the information of the product given by the company and can able to do comparison accordingly, so that they are able to enjoy right to choice and can place order at any time 24*7 at any place. The present generation is more fascinated with the online shopping than the traditional buying. Now digital channels of marketing has posed many challenges to the marketer in the retail segment. The marketers are forced to introduce the innovative way of selling due to the pressure of present generation's buying behaviour. The main objective of the study is to assess the impact of digital marketing on consumer buying behaviour.*

Keywords: Digital Marketing, Internet, Customer, Media.



INTRODUCTION

Any marketing initiative that makes use of an electronic device or the internet is considered digital marketing. In the 1990s, the phrase "digital marketing" was initially used. Digital marketing refers to purchasing and selling of information, products and services via computer networks or internet. The entire economy is changing due to internet and electronic commerce technologies, which are also altering business models and revenue. New business models are emerging across various sectors of the New Economy. Businesses leverage digital channels such as search engines, social media, email and their websites to engage with current and prospective customers. Digital marketing also covers non- internet channels that provide digital media such as television, mobile phones (SMS and MMS), call back and on hold mobile ringtones. The extension to non internet channels differentiate digital marketing from online marketing. Customers of online shopping are delighted with prompt delivery and secure payment systems building trust in consumers. The major advantage of digital marketing is that marketers can sell their products or services 24 hours and 365 days, lower cost, efficiency gain, to encourage repeat purchases and enhance customer services.

LITERATURE REVIEW

Veleva, S. S. et al. (2020), "Characteristics of the Digital Marketing Advantages and Disadvantages." This research focuses on the increasing significance of digital marketing in the general growth of companies. It highlights that digital marketing plays a vital role in shaping market strategies and business plans. The research emphasizes that digital marketing activities should be considered an essential component of a company's development strategy, as they contribute significantly to improving economic performance and enhancing competitiveness.

Peter, M. K. et al. (2021), "The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms."

This study aims to bridge the existing knowledge gap and offer tiny and medium-sized enterprises (SMEs) with a comprehensive overview of the most significant digital marketing tools. Based on an extensive literature review, the research identifies key digital channels and platforms that enable SMEs to effectively leverage digital technologies within the marketing



discipline. The study presents twenty-four different digital marketing tools through a comparative analysis, offering valuable insights for businesses seeking to enhance their digital marketing strategies and performance.

Krishen, A. S. et al. (2021), “A Broad Overview of Interactive Digital Marketing: A Bibliometric Network Analysis.” This research focuses on the Artificial intelligence (AI) and other technological aspects of interactive digital marketing and the Internet of Things (IoT).. The research analyzes the evolution of trends and the current research dynamics in digital marketing from multiple perspectives.

Khanom, M. T. (2023), “Using Social Media Marketing in the Digital Era: A Necessity or a Choice.” This research focuses on analyzing the various social media platforms' mediating function in drawing in and engaging consumers. It also compares social media marketing with other traditional marketing communication and promotional methods to assess its relative effectiveness. The research highlights the increasing significance of social media as a marketing tool and discusses both its advantages and potential drawbacks. The findings suggest that measures should be implemented to promote responsible use of social media and to mitigate its negative impacts. Overall, the study concludes that social media marketing has evolved from being a choice to becoming a necessity and a strategic priority for businesses in the digital era.

Lou, C. et al. (2021), “Something Social, Something Entertaining? How Digital Content Marketing Augments Consumer Experiences and Brand Loyalty.” This study applied the classification of consumption values to the field of content marketing, aiming to explore how consumer experiences shape brand loyalty. It hypothesizes and identifies consumer experiential evaluation as a key mechanism through which content marketing influences brand loyalty, particularly in high- product marketing. The research findings indicate that consumers' perceived informational and functional values derived from a brand's YouTube channel positively shape their experiential evaluation of the brand. Moreover, the study demonstrates that the perceived functional value contributes significantly to the development of brand loyalty.



OBJECTIVES OF THE STUDY

1. To identify the factors influencing the changing buying behaviour of the consumer.
2. To examine the changing buying behaviour of the consumer.
3. To assess the impact of digital marketing on consumer buying behaviour.

RESEARCH METHODOLOGY

Primary Data

The research is done through collection of data through questionnaire.

Secondary Data

Secondary data is collected from various research journals, government websites and newspaper articles.

Sample Design

The present study is the research oriented study. Both primary and secondary data are used. Researchers use simple random sampling to select the sample.

Sample Size

For fulfilling the objectives of the study researchers randomly select 51 consumers from particular area.

Findings of the study

The following are the important findings of the study. India currently has the largest YouTube users base in the world. India's video landscape is evolving, with short- form video platforms like Instagram Reels and YouTube shorts becoming increasingly popular alongside traditional Television. According to a report from the Internet and Mobile Association of India (IAMAI) and Kantar, a market research firm, India is set to exceed 900 million internet users by 2025, with a significant portion of new users emerging from rural areas. The report stated that 732

million people in India, accounting for almost 83 per cent of internet users, consume the internet to access over-the-top (OTT) audio and video content. As of January 2025, there were approximately 619.3 million Facebook users in India, representing 42% of the population. The majority of these users were male, with a significant concentration in the 25 to 34 age group. As of 2025, India's digital marketing industry is experiencing remarkable growth, driven by factors such as increased internet access, greater mobile usage, and evolving consumer behavior. The industry is projected to grow at a compound annual growth rate (CAGR) of 30.20% from 2025 to 2034, reaching approximately USD 72.10 billion by 2034. Despite this rapid expansion, there is a notable gap in skilled digital marketers. Many young individuals have access to digital media but lack the awareness to utilize it effectively. The country needs capable digital marketers who can use this opportunity which can create a revolution. Consumer buying behaviour is evolving quickly, so most of the products which is of recent innovation becomes obsolete too quickly. This poses many challenges to the marketers. Majority of the respondents believe that any time purchase is possible through online. Respondents feels that customers take very less time to purchase.

Figures and Survey Results

Are you familiar with Digital Marketing?

51 responses

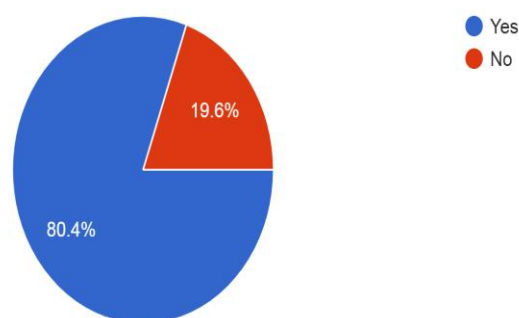


Fig.1 Are you Familiar with Digital Marketing.

It has been found that majority of respondents i.e. 80.4% are familiar with Digital Marketing.

What type of Digital Marketing have you seen the most?
51 responses

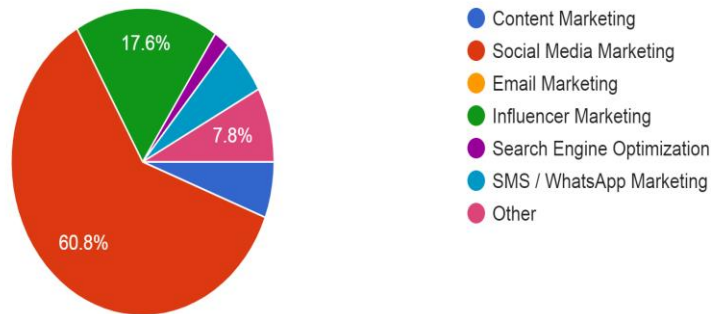


Fig 2. What type of Digital Marketing have you seen the most.

It has been found that Social Media Marketing(SMM) is seen most by the Consumers.

As a Customer, What do you Prefer ?
51 responses

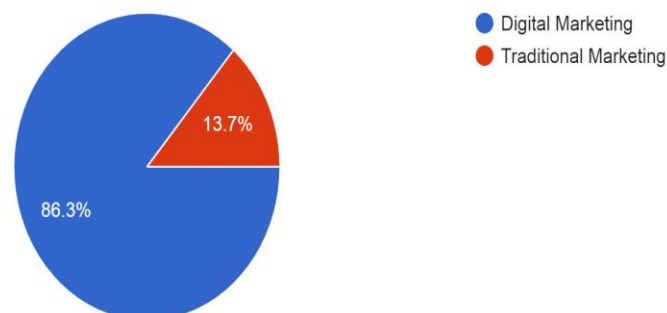


Fig.3 As a Customer what do you prefer, Digital Marketing or Traditional Marketing.

As a Customer most of the users i.e. 86.3% Prefer Digital Marketing.

Which is more cost-effective ?

51 responses

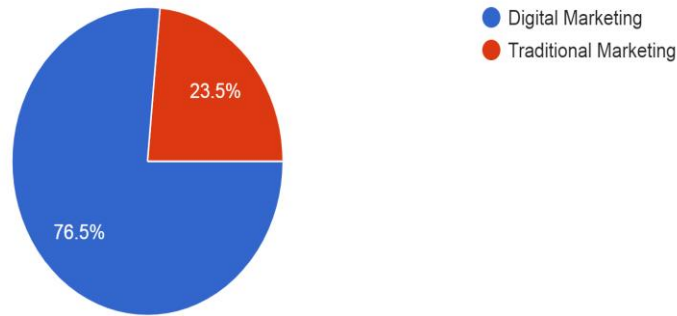


Fig.4 Which is More Cost Effective.

As Per Survey Digital Marketing is More Cost Effective.

As a Startup what would you Prefer?

51 responses

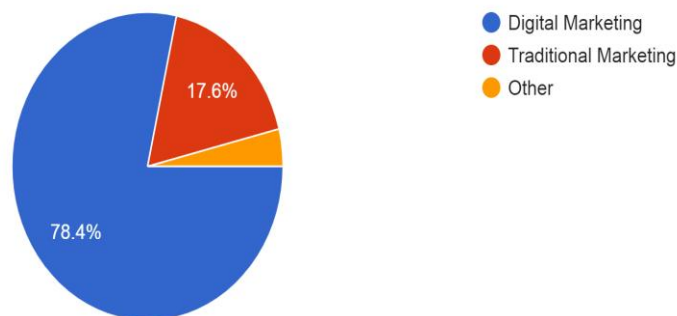


Fig.5 As a Startup what would you Prefer ?

As a Startup Most of the Consumers Prefer Digital Marketing.

Which Social Media Platform would you Prefer for Digital Marketing?

51 responses

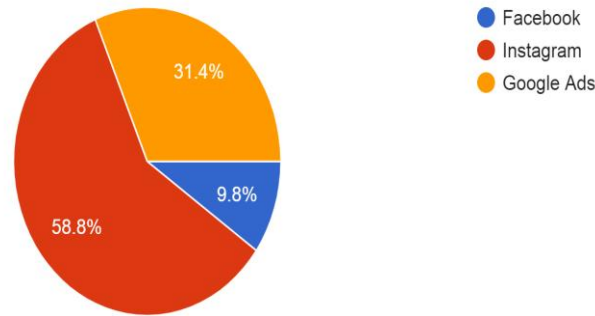


Fig.6 Which Social Media Platform would you Prefer for Digital Marketing.

It has been found that Most of the Consumers Prefer Instagram for Digital Marketing.

Conclusion

Digital marketing has become a crucial component of policy of many companies. Today, even for small business owners there is a very economical and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, and media such as social media, SEO (Search engine optimization), e-mail and lot more to promote company itself and its products and services. Digital marketing has a bright future for long term sustainability of the product or services in the modern technological market. To conclude, the Customer, their buying behaviour, their purchasing power, product awareness etc. have a significant influence on the individual and family buying behaviour. As per the current National Youth Policy there are around 37 crore population in India is the youth in the age range of 15-29 years. They form a major market segment in India. Every marketer must understand the psychology of youth segment, so that they can be a successful marketer in the days to come in the competitive economy. Digital marketing can achieve even greater success when user needs are prioritized. Companies should focus on creating innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.



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