

**AN ANALYSIS OF DIGITAL MARKETING'S EFFECTS ON INDIAN CONSUMERS IN
EVOLVING CIRCUMSTANCES**

Dr. Jyoti Mishra Associate Professor School of Commerce and Management Studies Dayananda Sagar
University, Bengaluru – 560078

Dr. Manisha Shedge Assistant Professor Department of Management, TMV

Introduction

Marketing professionals use any form of advertising that can be measured in terms of its effectiveness along the consumer journey to deliver promotional messaging. In the real world, digital marketing usually refers to advertising efforts that are displayed on a computer, phone, tablet, or other electronic device. It can be found in a variety of places, including social media posts, paid social advertisements, display ads, online videos, and display commercials. Digital marketing is frequently contrasted with "traditional marketing" methods such as billboards, magazines, and direct mail. Surprisingly, television is frequently used in traditional marketing.

Literature review

Desai, V., & Vidyapeeth, B. (2019). "Digital marketing: A review. International Journal of Trend in Scientific Research and Development" :In the study, digital marketing, with all of its advantages and disadvantages, has a promising future for the long-term sustainability of the product or services in the current technological market.

Wind, J., & Mahajan, V. (2002). "Digital marketing. Symphonia. Emerging Issues in Management" :Marketing must be reinvented to stay relevant in the rapidly evolving global digital environment, making it difficult for academics to shift their study agenda. As a result, academics have the most difficulty shifting their study schedules.

Kannan, P. K. (2017). "Digital marketing: A framework, review and research agenda. International journal of research in marketing" :The study about the outline created for framework for research in digital marketing that highlights the steps in both the marketing process and the development of marketing strategies where digital technologies have had and will continue to have a big impact. establish a study agenda for future research in digital marketing.

Sawicki, A. (2016). "Digital marketing. World Scientific News" :The author says that digital marketing is a cutting-edge marketing idea that is well-known in the field of new technologies. Digital marketing makes it possible for those handling these concerns to choose customers more precisely than in the past. As a result, a good or service can be better adapted to personal tastes. Comparing digital marketing to traditional marketing "makes life easier." Websites are no longer just displays of offers for Internet users; rather, they have become an integral aspect of their life and a channel for communication between marketers and potential customers.

Todor, R. D. (2016). "Blending traditional and digital marketing" :Combining traditional marketing and digital marketing techniques is the best option for a company looking to increase brand awareness and market visibility. Data show that the older demographic of clients, who still watch television, read magazines, and use traditional marketing methods, is one thing; the younger demographic, who spends more time online, is another.

Mandal, P., & Joshi, N. (2017). "Understanding digital marketing strategy" :The study discusses about the businesses' strategies that are now include a critical role for the digital marketing channel. Today, even a small business owner has access to a very effective and affordable method of marketing his or her goods or services. There are no limitations to digital marketing. Any gadget, including smart phones, tablets, computers, televisions, game consoles, digital billboards, and media such as social media, SEO (search

engine optimization), videos, content, e-mail, and more, can be used by the business to advertise both itself and its goods and services.

Puthussery, A. (2020). "Digital marketing: an overview" :For instance, when a customer searches for a brand or a specific product online, a related business may use targeted online ads to appear on the customer's home page, enticing the customer to look for alternate options for a lower price or higher quality with the same brand or a quicker place to find whatever they are interested in online.

Minculete, G., &Olar, P.(2018, June). "Approaches to the modern concept of digital marketing" :The study talks about the traditional marketing that generates demand, digital marketing generates demand by leveraging the Internet's ability to serve as an interactive environment that facilitates the exchange of value as well as money. As a result, brand promotion, trade, and consumer loyalty are marketers' most crucial tasks in the digital world.

Kotane, I., Znotina, D., &Hushko, S. (2019). "Assessment of trends in the application of digital marketing" :In 2019, it's possible to anticipate the following major trends: artificial intelligence, augmented reality, machine learning, video marketing, conversational user interfaces (chatbots, voice assistants, visual search), and data transparency and personalization.Any sort of organization may use content marketing, regardless of their industry or size, and if the correct approach is used, it can have a significant impact that supports communications across all touch points of the customer lifecycle.

Purwanti, Y. (2021). "The influence of digital marketing &innovation on the school performance" :Innovation has a significant impact on teacher performance, digital marketing has a significant impact on innovation, and teacher performance has no significant impact on digital marketing.

Diez-Martin, F., Blanco-Gonzalez, A., & Prado-Roman, C. (2019). "Research challenges in digital marketing: sustainability" :

In the study, issues include: (1) customer orientation and value proposition; (2) digital consumer behavior; (3) digital green marketing; (4) competitive advantage; (5) supply chain; and (6) capabilities. An analysis previously conducted using bibliometrics led to the development of a research agenda outlining the key issues facing the field of digital marketing and sustainability. This work advances the field of research on digital marketing and sustainability by identifying a number of problems that need to be solved and pointing the way to new directions for investigation.

Al-azzam, A. F., & Al-Mizeed, K. (2021). "The effect of digital marketing on purchasing decisions: A case study in Jordan" :This study assesses the effectiveness of digital marketing channels for marketers, including mobile marketing, social media marketing, online advertising, and email marketing. Additionally, the least significant influence on students' purchasing decisions comes from email marketing as a digital marketing channel. Targeting is the most crucial element in a student's purchase choice among the four digital marketing tools that this study uses to represent independent elements. Future study may be conducted, accounting for new elements in various digital marketing and channel platforms.

Statement of problem

Digital marketing refers to any methods used by a business or organization to advertise, promote, or market goods and services to customers. In digital marketing, a variety of websites, mobile apps, social media platforms, search engines, and comparable channels are utilized.The impact of digital marketing on Indian consumers during Covid-19 has been significant.

The following are some key points:

- Increased use of online platforms: The pandemic led to a rise in online shopping and use of digital media.
- Shift in consumer behavior: Consumers became more cautious and focused on online research before making purchasing decisions.

- Expansion of e-commerce: The pandemic accelerated the growth of e-commerce in India, with many small businesses pivoting to online sales.
- Increased focus on digital marketing: Brands increased their digital marketing spend to reach consumers who were spending more time online.
- Emergence of new trends: The pandemic brought about new digital marketing trends, such as live streaming and influencer marketing.
- Boost in mobile usage: Mobile usage increased as consumers relied on their smartphones for information and entertainment during lockdowns.
- Overall, the Covid-19 pandemic has accelerated the adoption of digital technologies and transformed consumer behaviour in India, creating new opportunities for digital marketers.

Objectives of the Study

- Assessing the role of social media and digital marketing in customer decision-making
- Evaluating the impact of lockdowns and economic downturn on customer spending patterns

Hypotheses of the Study

H0 (Null Hypothesis) - Digital marketing has no impact on consumers' purchasing decisions.

H1 (Alternative Hypothesis) - Digital marketing has a favourable impact on consumers' purchasing decisions.

Scope of the study

The study "A study on Digital Marketing and its impact on Indian customers during COVID- 19" gives a brief summary of the digital marketing models, effectiveness, workings and revenue-generating methods of digital marketing companies, and the operation of businesses before and after digital marketing. It also covers how digital marketing helped the customers to withstand the COVID-19. The study focuses on all the aspects digital marketing was favourable to the customer pre and post the pandemic.

Research Methodology:

Researchers used a non-probability sampling technique for this study. For data collection, a convenient sample method was used. Simple-Sample method is used for this study is for data collection. 200 responses were considered for this study. Sample locations for this study are Bangalore, Hyderabad, and Kolkata and Maharashtra. The gathered data for this study was examined by using charts and tables.

Limitation of the study

Following are the major issues and problems faced during the research of the study:

- Final judgments may change considering various perceptions.
- The study is conducted on a modest scale. If the study is carried out in a greater geographic area, the results can differ.
- The outcomes of the investigation are analysed using a variety of multivariate approaches. The limitations of these instruments can have an impact on the study's conclusion.

Data analysis and Interpretation

The data gathered from different respondents is analysed for the inclusion.

Respondent's Age : Majority of the respondents are from the age group of 18-23 i.e. 56%. This indicates that students primarily use and are familiar with the digital marketing for academic purposes. 18% are working professionals and unemployed fall into the age range of 24 to 29. The remaining are professionals in the workforce, unemployed individuals, or retired and fall in the age group above 30. This demonstrates that everyone is aware of digital marketing, regardless of their occupation.

Respondent's Profession : 60% respondents are students and 36% respondents are working group this shows that digital marketing is more common among the young generation and working class. Self-employed and freelancers are 8% this shows that a less portion of population is taking benefit of digital marketing.

Respondent's Annual Income Range: 76% respondents who use digital marketing have annual income between Rs 2,00,000 to Rs. 5,00,000. 14% respondents who use digital marketing have annual income between Rs. 5,00,000 to Rs.10,00,000. 10% respondents who use digital marketing have annual income above Rs.10,00,000. This shows that less income group uses digital marketing more as income level increases use of digital marketing is reduced.

Respondent's highest level of education completed : 36% respondents who are benefited through digital marketing are diploma holders or studied till HSC. 36 % are under graduates, 26% are post graduates and 2% are doctorate or professionally qualified. This makes it clear that with the increase in education the use of digital marketing is reducing.

Respondent's access to the internet: 98% respondents use internet frequently but 2% are not. Majority respondents use internet for 1 to 5 hrs, only 2% respondents use internet for less than 1 hr. Average use of internet is 3 hrs per day.

Use of internet :

Response	Percentage
Social Media	84%
Research Working	62%
Random Browsing	48%
Shopping	40%

(Source: Primary Data) Use of internet in descending order is Social Media, Research Working, Random Browsing and Shopping .

Preference of the respondents for marketing mode

Response	Percentage
Online	96%
Offline	4%

(Source: Primary Data) Majority respondents i.e. 96% of the respondents prefer online mode of media negligible i.e. 4% respondents prefer offline marketing mode.

Type of online marketing

Response	Percentage
Social media	54%

Direct website	30%
Pop up advertisements	12%

(Source: Primary Data)

54% of the respondents prefer social media over other ways of marketing.

Measuring influence of online marketing on purchasing decision on the scale of 1-5

Scale	Percentage of respondents
1	2%
2	12%
3	30%
4	38%
5	18%

(Source: Primary Data)

- $38\% + 18\% = 56\%$ i.e. majority of the respondents agreed that digital marketing did affect their online purchasing decision in a positive way. 30% respondents were neutral and $2\% + 12\% = 14\%$ respondents said there is no influence of digital marketing on their purchasing.
- 68% respondents agreed that automated pop ups influence their buying pattern 32% respondents are not influenced by automated pop ups.

Opinion of respondents about digital marketing and its effect on purchasing decision.

<i>Response</i>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Digital marketing has helped to save time.	6%	4%	30%	38%	22%
Digital marketing provides greater prestige than print media.	10%	12%	28%	30%	20%
Digital marketing allows for effective communication.	8%	4%	40%	28%	20%
Digital marketing platform is cost effective versus other traditional marketing (magazine, flyers).	8%	6%	28%	36%	22%

(Source: Primary Data)

Most of the respondents agree that digital marketing has helped to save time, provides greater prestige than print media, and is more cost effective compared to the traditional marketing techniques. Respondents

have a neutral response on digital marketing that allows for effective communication. More than 40% of the respondents strongly agree that digital marketing has a faster approach than traditional marketing

- 70% i.e. majority respondents started online purchasing after pandemic.
- 74% of the respondents agreed that there have been increase in use of social media channels

Findings of the study

Following are the findings of the research - “A study on Digital Marketing and its impact on Indian customers during COVID-19” based on the survey conducted:.

- Most of the respondents (56%) are within the age group of 18-23, which indicates most of them are students.
- 60% of the respondents are student.
- Average income of most of the respondents is less than Rs.2,00,000.
- Around 98% of the respondents have access to the internet.
- Maximum of the respondents (46%) spend around 1 hour - 5 hours on the internet per day.
- 84% use the internet for going through social media and so 80% of them are exposed to the social media platform.
- Online marketing mode is mostly preferred by the respondents.
- Majority of the respondents (92%) are aware of digital marketing.
- As stated above, most of the respondents use social media, so the most preferred online marketing platform is social media.
- 38% of the respondents agreed that digital marketing did impact their online purchasing decision in a positive way.
- Automated pop ups did influence more than 60% of the respondents.
- Most of the respondents agree that digital marketing has helped to save time, provides greater prestige than print media, and is more cost effective compared to the traditional marketing techniques.
- Respondents have a neutral response on digital marketing that allows for effective communication.
- More than 40% of the respondents strongly agree that digital marketing has a faster approach than traditional marketing.
- Around 70% of the respondents have a positive impact on their purchasing habits during the pandemic.
- 74% of the respondents have seen changes in website traffic or engagement on their social media channels during the COVID-19 pandemic.
- Impact on consumer behaviour : The increase in digital marketing has the potential to influence consumer behavior by providing them with more personalized and targeted ads.
- Evolution of marketing strategies: As digital marketing has grown in importance, companies have had to evolve their marketing strategies to remain competitive. An analysis could explore the different approaches that companies are using to engage with their customers, such as social media marketing, email marketing, and influencer marketing.
- Customer engagement: Digital marketing has provided companies with new ways to engage with their customers, such as through social media, chatbots, and customer service apps. An analysis could examine how these channels are being used to build customer relationships and improve customer satisfaction.
- Impact on small businesses: Digital marketing has the potential to benefit small businesses by giving them a platform to reach a wider audience. However, small businesses may not have the resources to implement effective digital marketing strategies.
- Data privacy concerns: Digital marketing relies on the collection and use of consumer data, which has raised concerns around data privacy. An analysis could examine how Indian consumers perceive data privacy and whether these concerns impact their engagement with digital marketing.

Following are the recommendations from the research - "A study on Digital Marketing and its impact on Indian customers during COVID-19" based on the findings:

- By holding seminars, talks, training sessions, forums, and other events, sufficient and pertinent essential knowledge should be provided to enhance and improve awareness of digital marketing.
- Digital marketing should be taught in colleges and universities as a required course.

Conclusion:

We can conclude that Covid 19 caused a complete disruption in the world's business and economic conditions. Nonetheless, many new business opportunities were created.

Some of the benefits of this pandemic that flourished with the help of new digital transactions where every business exchange is based on completely contactless digital transactions.

Because of the pandemic Covid 19, the world has discovered a new meaning and dimension of digitalization, which will continue to flourish and evolve in the coming years. The entire world is debating the best ways to carry out the reduction of disturbance in human life. It is a prime time for accelerating digitalization after changing the condition and understanding the real requirements.

Digitalization will undoubtedly benefit society by allowing for "less direct human interaction."

Despite on-going changes, improved communication is critical for both customers and employees. Businesses, on the other hand, make certain that their message is communicated consistently across all platforms and points of contact. Some people create new communication channels in order to reach previously untapped audiences. New, online-active clients have different expectations and new opportunities to improve reputation and relevance. Users can tailor their interactions with products by using sophisticated search options that include features such as dynamic range creation. Being aware of product shortages, tracking them, providing adequate alternatives, fair return procedures, using backup supplies, and having shut-down facilities all contribute to providing a higher level of customer comfort and assistance. The findings of this study have implications for academics, retailers, and academics.

As mentioned the hypothesis

Following points prove the above H1 (Alternative Hypothesis)- Digital marketing has a favorable impact on consumers' purchasing decisions:

- Majority of the respondents agreed that digital marketing did impact their online purchasing decision in a positive way.
- Most of the respondents agree that digital marketing has helped to save time, provides greater prestige than print media, and is more cost effective compared to the traditional marketing techniques.
- Majority of the respondents strongly agree that digital marketing has a faster approach than traditional marketing.
- Roughly 90%, were supportive of how consumers had adjusted to the increased use of online communication and remote work during the pandemic.

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