

A STUDY ON IMPACT OF DIGITAL MARKETING ON CUSTOMERS BUYING BEHAVIOUR
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BEHAVIOUR**

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ABSTRACT

In the era of rapid technological evolution, this research explores the transformative effects of digital marketing on the intricate web of consumers' buying behaviour. The study is designed to analyze specific digital marketing channels, such as social media, search engines, and email and their influences on the decision-making processes of modern consumers. A vital focus of the investigation lies in unscrambling the inference of targeted digital marketing campaigns and personalized promotion on consumer perceptions, preferences, and ultimate purchase intentions and the role of digital marketing to unveil the psychological and behavioral underpinnings of digital marketing's impact on the contemporary consumer. Through a systematic analysis, the investigation aims to assess the effectiveness of these digital strategies in molding and reshaping consumer behaviour. This investigation not only contributes to a deeper understanding of the intricate relationship between digital marketing and consumer choices but also provides valuable insights for businesses aiming to optimize their strategies in the ever-evolving landscape of digital commerce.

Key words: Digital marketing techniques, Decision-making processes, Business landscape, Promotional approaches.

INTRODUCTION - The rapid growth of digital marketing has brought up a major change in consumer behaviour, hence altering the conventional path to buy. This study attempts to explore the significant effects of digital marketing techniques on forming and influencing consumers' purchasing behaviour as a result of the growing trend of consumers interacting with firms online. This study aims to clarify the complex ways in which digital marketing initiatives influence preferences, trust, and purchase decisions in the modern market place by examining the intricate interactions between various digital channels, content formats, and consumer decision-making processes. In the contemporary business landscape, the proliferation of digital technologies has ushered in a transformative era, profoundly altering the dynamics of marketing and consumer behaviour. With an increasing reliance on online platforms, businesses are compelled to adopt innovative strategies to engage and influence their target audience. The emergence of digital marketing has not only revolutionized promotional approaches, but has also prompted a volition of the traditional paradigms governing consumer purchasing behaviour. This study endeavours to delve into the intricate relationship between digital marketing and consumer decision-making, focusing on the multifaceted impacts of various digital channels on the buying process. One pivotal aspect of this study involves a meticulous examination of distinct digital marketing channels, including social media, search engines, email, and others. By scrutinizing these channels individually, we aim to discern their unique contributions and ascertain how they shape consumer perceptions and choices. Understanding the varying impacts of these channels is essential for crafting targeted and effective digital marketing strategies that resonate with diverse consumer preferences.

The problem statement is that the increasing prevalence of digital marketing channels raises questions about how these platforms influence and shape customers' purchasing decisions. As businesses increasingly invest in digital marketing strategies, understanding their impact on customers' buying behaviour becomes crucial for market success. This study seeks to identify and analyse the key variables within digital marketing that significantly influence consumers, examining how factors such as social media engagement, online advertising, and personalized content contribute to shaping customers' preferences and choices in the contemporary market place.

REVIEWS OF LITERATURE

Dr.KomalNagrani, B.V.D. SSaiPavanKumar (2021) "A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR" the key objective of the research is to analyse the relationship between consumer buying behaviour and trust, perceived value and positive reviews. This study has a sample size of 100 to fulfill the objective and this conclude. The Internet is becoming more and more accessible to both urban and rural populations, and this indicates that there will be a sizable market for online shopping in the future. In India, internet shopping and e-commerce are very common. Online merchants must adjust their business strategies as needed to better understand their customers and ensure the success of online shopping and e-commerce. It has been observed that e-commerce would have greater opportunities in the upcoming years due to government support, FDI investment, fast internet penetration, and a young population.

Dr.P. Rama Krishna, Mr. N Krishna et al (2023) "IMPACT OF DIGITAL MARKETING ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR" The study explored how digital marketing influences consumer perception and buying behavior using five factors. The results suggest a positive connection between digital marketing and consumer behaviour. However, it's important to note limitations, like the use of convenience sampling instead of random sampling and a small participant number (n=241). Future research could consider additional variables for a more comprehensive understanding, and findings should be generalized cautiously due to these limitations.

R.K.Tailor,SimranKaur(2023) "DIGITAL MARKETING AND ITS IMPACT ON THE BUYING BEHAVIOUR OF THE CONSUMERS" There search and survey reveal that while social media marketing plays a significant role in people's lives, some are still unaware of its full scope beyond online shopping. It emphasizes the importance of understanding consumer psychology in our competitive, digitalized world. The ever- changing consumer behaviour requires careful consideration for survival in the market. Despite the positive impact of social media marketing, many consumers remain unaware of its advantages and disadvantages.TheCOVID-19 pandemic highlighted the crucial role of online marketing in supporting businesses, education, and health, preventing a sharp economic decline. In summary, digital marketing has contributed to various strategies, increasing consumer and buyer engagement

Objectives of the study is to examine the digital marketing channels (social media, search engines, email, etc.) and their varying impacts on consumer purchasing decisions. Also to explore how targeted digital marketing campaigns and personalized advertising affect consumer perceptions, preferences, and purchase intentions. Also to compare the impact of traditional marketing methods with digital strategies on consumer decision-making processes and purchasing behaviour

Research Methodology – This research has employed a combination of primary and secondary data sources. The Primary data was collected through questionnaires, and Interviews of marketing professionals. The Secondary data was collected by reviewing industry reports, academic journals, and case studies. A Descriptive Research Design has been implemented to analyse and describe the impact of digital marketing on consumer buying behaviour. A sample size of 120 was studied, the statistical tools used for analysis were **Percentage analysis** method used to examine the demographic profiles and preferences of respondents in surveys. **ANOVA Analysis** method was used to analyze the variance between group means in a sample. **Chi-square analysis** method was used to determine if there is a significant association or independence between two categorical variables.

Data analysis and interpretation percentage analysis of demographic profile

Table 1

Particulars	Variables	Responses	Percentage
Age	Below20	16	13.33
	20 -30	76	63.33
	30-40	20	16.67
	40 Above	8	6.67
	Total	120	100.00
Gender	Male	86	71.67
	Female	34	28.33

	Total	120	100.00
Married	Married	45	37.50
	Unmarried	75	62.50
	Total	120	100.00
Educational Qualification	School	12	10.00
	Under graduate	73	60.83
	Post graduate	35	29.17
	Total	120	100.00
Family annual income	Below 1 lakh	15	12.50
	1 lakh to 2 lakh	26	21.67
	2lakh to 3 lakh	9	7.50
	3lakh to 4 lakh	17	14.17
	4lakh to 5lakh	23	19.17
	above 5lakh	30	25.00
	Total	120	100.00

Interpretation

- **Age Distribution** – The majority of respondents (63.33%) fall within the age group of 20 to 30 years. The second-largest age group is below 20years, constituting 13.33% of the respondents. There is a smaller group of respondents in the age bracket of 30-40years (16.67%) and 40 years and above (6.67%).
- **Gender Distribution** – The survey has a higher representation of males, with 71.67%of the respondents being male and females constitute 28.33% of the respondents.
- **Marital Status** – A larger portion of respondents(62.50%) are unmarried, while 37.50% are married.
- **Educational Qualification-** The majority of respondents are undergraduates (60.83%). The second-largest group are post-graduates, makingup29.17% of the respondents. A smaller proportion(10.00%) have completed education upto the school level.
- **Family Annual Income** - The highest percentage of respondents (25.00%) have a family annual income above 5 lakhs. The second-largest group falls in the income group of 4 lakhs to 5lakhs, constituting 19.17%. The lowest income group is below 1 lakh, with 12.50% of respondents falling into this category. Other income categories include 1 lakh to2 lakhs (21.67%), 2 lakhs to 3 lakhs (7.50%), and 3 lakhs to 4 lakhs (14.17%). These interpretations provide insights into the demographic characteristics of the surveyed population, offering a snapshot of their age, gender, marital status, educational background, and family income distribution.

Digital preferences of the respondents

Table no 2

Particulars	Variables	Responses	Percentage
Digital marketing channels which frequently come across product or service advertisements.	Social media	74	61.67
	Search engines	39	32.50
	Email	7	5.83
	Total	120	100.00
Influence of digital marketing advertisements on purchasing decisions.	Often	30	25.00
	Always	46	38.33
	Sometimes	31	25.83
	Rarely	13	10.83
	Never	0	0.00
	Total	120	100.00
Informative effectiveness of digital marketing campaigns related to traditional advertising methods.	more informative	61	50.83
	informative	51	42.50
	not informative	8	6.67
	Total	120	100.00
Targeted digital marketing campaigns enhancing perception of a brand or product.	strongly agree	37	30.83
	agree	56	46.67
	neutral	20	16.67
	disagree	6	5.00
	strongly disagree	1	0.83
	Total	120	100.00
Influence of online reviews and ratings on purchase decision of a product or service.	Significantly	46	38.33
	Moderately	52	43.33
	Slightly	19	15.83
	Not at all	3	2.50
	Total	120	100.00

Interpretation

The data from the table above reflects the digital marketing preferences and attitudes of a surveyed population of 120 individuals. Social media emerges as the most frequently used digital marketing channel, with 61.67% of respondents encountering product or service advertisements on these platforms, followed by search engines at 32.50%, and email at 5.83%, in terms of the impact of digital marketing on purchasing decisions, a significant portion of respondents (38.33%) reported that advertisements always influence their decisions, while 25.83% mentioned it happens sometimes. Interestingly, a notable percentage (50.83%) find digital marketing campaigns more informative than traditional advertising methods.

Moreover, when it comes to the perception of brands or products, the majority of respondents (77.50%) either strongly agree or agree that targeted digital marketing campaigns enhance their perception. This suggests a positive correlation between effective digital marketing strategies and brand perception. Additionally, online reviews and ratings play a crucial role in influencing purchasing decisions, with 81.67% of respondents reporting that they are significantly or moderately influenced by such feedback.

Table no 3

Relationship between product clarification and frequent interaction with brands - anova analysis

Elements	Very important	Important	Neutral	Not important	Not at all all important
Clarity of product information	35	45	32	5	4
Frequency of interaction with a brand	42	44	25	7	3

ANOVA: Single Factor summary

Groups	Count	Sum	Average	Variance
Very important	2	77	38.5	24.5
Important	2	89	44.5	0.5
Neutral	2	57	28.5	24.5
Not important	2	12	6	2
Notat all important	2	7	3.5	0.5

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2789.6	4	697.4	67.05769231	0.000156479	5.192168
Within Groups	52	5	10.4			
Total	2841.6	9				

Interpretation

The analysis of variance (ANOVA) table examines the impact of different levels of importance (Very important, Important, Neutral, not important, not at all important) on two factors: clarity of product information and frequency of interaction with a brand. The data is organized into groups based on the level of importance respondents assign to these factors. The table begins with a summary section, presenting the count, sum, average, and variance for each group. For instance, the group "Very important" has a count of 2, a sum of 77, an average of 38.5, and a variance of 24.5. The ANOVA section is crucial for understanding the overall significance of the factors. The "Between Groups" row represents the variation between the groups, and it has a sum of squares (SS) of 2789.6, degrees of freedom (df) of 4, mean square (MS) of 697.4, an F-ratio of 67.06, a p-value of 0.000156479, and a critical F-value of 5.192168. The high F-ratio and the extremely low p-value (0.000156479) indicate that there is a significant difference between the groups in terms of the clarity of product information and the frequency of interaction with a brand. In other words, the level of importance assigned to these factors significantly influences the outcomes. On the other hand, the "Within Groups" row provides information about the variation within each group, with an SS of 52, df of 5, and MS of 10.4. In

conclusion, the results of the ANOVA suggest that there is a statistically significant difference in the perceptions of clarity of product information and frequency of interaction with a brand based on the assigned levels of importance. This information can be valuable for businesses in tailoring their strategies to align with the varying importance levels perceived by their audience.

Chi-square analysis

Table no 4

Digital marketing advertisements influencing purchasing decisions (age related)

	Often	Always	Sometimes	Rarely	Total	x ²	df	p-value
Below20	2	3	7	4	16	18.20084	6	0.005749
20 – 30	20	30	19	7	76			
30-40	8	9	1	2	20			
40 Above	0	4	4	0	8			
Total	30	46	31	13	120			

Interpretation

The above table illustrates the relationship between age groups and the frequency with which individuals feel digital marketing advertisements influence their purchasing decisions. The chi-squared test reveals a statistically significant association (p-value = 0.005749) between age and the reported impact of digital marketing. The observed distribution of responses is unlikely to have occurred by chance alone, indicating that different age groups exhibit varying degrees of susceptibility to the influence of digital marketing. Notably, respondents aged 20-30 represent the majority, with 76 total responses, suggesting that this age bracket is particularly responsive to digital advertising. Further exploration into the specific dynamics driving these associations, such as the content or platforms of the advertisements, may provide valuable insights for targeted marketing strategies.

Table no5

Educational qualification related to effectiveness of digital marketing campaigns in influencing consumer perceptions

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total	x ²	df	p- value
School	4	4	3	0	1	12	15.18493	6	0.018866
Under graduate	14	34	20	5	0	73			
Post graduate	12	17	5	1	0	35			
Total	30	55	28	6	1	120			

Interpretation

The above table offers insights into their relationship between educational qualifications and individual perceptions of the effectiveness of digital marketing campaigns in influencing consumer perceptions. A chi-squared test indicates a statistically significant association (p-value = 0.018866) between educational qualifications and opinions on the effectiveness of digital marketing. The observed distribution suggests that respondents with different educational backgrounds hold varying views on the impact of digital marketing. Notably, those with an undergraduate degree constitute the majority (73 total responses), indicating that this group has a significant presence in shaping perceptions of digital marketing effectiveness. Further investigation into the specific factors driving these perceptions, such as the level of digital literacy or exposure to various campaign types, could provide valuable insights for refining marketing strategies tailored to different educational demographics.

FINDINGS OF THE STUDY

1. A significant percentage of respondents (78.33%) indicated that digital marketing channels play a crucial role in influencing their purchase decisions. Social media platforms, online reviews, and digital advertisements were cited as the most influential sources.
2. A majority of respondents (85.00%) reported that they actively engage in online research before making a

purchase. Search engines (Google, Bing) and social media platforms were identified as primary sources for gathering product information.

3. Social media has a considerable impact on customer buying behaviour, with 72.50% of respondents admitting that they discover new products through platforms like Facebook, Instagram, and Twitter.
4. The study indicates a rising trend in mobile shopping, as 68.33% of respondents reported making purchases through their mobile devices. Mobile apps and mobile-optimized websites were highlighted as preferred platforms for online shopping.
5. Email marketing remains a relevant and effective strategy, as 57.50% of respondents reported making purchases based on promotional emails and newsletters. Personalized and targeted email campaigns were identified as more influential in driving purchases.
6. Customer reviews and testimonials posted online significantly impact trust and confidence in a product or service, as indicated by 76.67% of respondents. Trustworthiness of online platforms and the authenticity of reviews were cited as key factors in decision-making.
7. A substantial number of respondents (80.00%) expressed a preference for online shopping over traditional retail, citing convenience, variety, and competitive pricing as the primary reasons.
8. Digital coupons and discount offers play a crucial role in customer decision-making, with 65.83% of respondents stating that they are more likely to make a purchase if they have access to digital promotions.

Suggestions of the study:

1. Conduct a detailed examination of the most frequented digital marketing channel, social media. Explore specific platforms within social media, content types, and the frequency of exposure to understand the nuances of user engagement and preferences.
2. Investigate the factors that contribute to the varying degrees of influence digital marketing has on purchasing decisions. This could involve qualitative research to delve deeper into the motivations and triggers that prompt respondents to act on advertisements.
3. Extend the comparison beyond percentages and explore the effectiveness of different digital marketing channels in influencing different demographics or product categories. This can provide insights into which channels are more impactful for specific target groups.
4. Explore what specific elements make digital marketing campaigns more informative than traditional advertising methods.
5. Segment the respondents based on their perception of brands or products influenced by digital marketing. This can help in tailoring marketing strategies for different segments, understanding the diverse needs and preferences of the audience.

Conclusion of the study- the study on digital marketing indicates, the dominance of social media as the most recurrent digital marketing channel, with a substantial impact on purchasing decisions. Notably, we can conclude that digital marketing campaigns are more informative than traditional advertising methods, suggesting a shift in consumer preferences. Exploring the intricacies of social media advertising, understanding the factors influencing purchasing decisions, and conducting a comparative analysis of different digital marketing channels can provide marketers with targeted strategies. Additionally, investigating the elements that contribute to the positive correlation between targeted digital marketing and enhanced brand perception opens doors for refining and optimizing marketing approaches. Thus by continually adapting to changing consumer behaviours and preferences, businesses can stay ahead in the competitive landscape and foster positive brand-consumer relationships.

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