

A Study on the Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract:

In customer-oriented marketing environment, the buying pattern of consumer changes at a fast rate. The consumer behaviour is influenced by various factors like price, features, quality, packaging, status, generation, age of the customer, etc. the technological factor influences consumer buying behaviour to a great extent. New innovations in technology have brought challenges and opened up opportunities for existing businesses. Businesses all over the world have been adapting technology related strategies to enable them to maximise customer networks. Technology has revolutionised marketing, moving it from more conventional forms to digital marketing, which uses digital media to communicate marketing material. A significant portion of customer purchasing behaviour is influenced by digital marketing. Digital platforms like blogs, websites and social networks are crucial for boosting a business's sales and strengthening its clientele. Therefore, its crucial to comprehend how and where these channels affect consumer behaviour. This paper focuses on how consumer purchasing behaviour is impacted by digital ads, social media, blogs and reviews. A survey is made to perform the research and each respondent is given a well-crafted questionnaire. Analysis and interpretation are limited to the data obtained from the questionnaire.

Keywords: Digital Marketing, Social Media, Consumer Behaviour.

INTRODUCTION

In today's rapidly evolving consumer landscape, grasping the nuances of consumer buying behaviour is crucial for businesses striving to excel in competitive markets. The rise of digital technology has fundamentally reshaped how consumers engage with brands and make purchasing decisions, prompting businesses worldwide to reevaluate their marketing approaches and embrace digital platforms for effective audience engagement. Digital marketing, distinguished by its utilization of various online channels such as social media, blogs, websites, and digital advertisements, has emerged as a potent tool for businesses to connect with consumers. These platforms offer unparalleled reach and accessibility, enabling businesses to interact with consumers across diverse demographics and geographical locations. The impact of digital marketing on consumer buying behaviour is extensive and multifaceted. Factors like price, quality, features, and packaging, which traditionally influenced consumer decisions, are now supplemented by digital touchpoints. Consumers today increasingly rely on online platforms to research products, seek recommendations, and make informed purchasing choices. This study aims to delve into the intricate

relationship between digital marketing and consumer buying behaviour. By examining the influence of digital advertisements, social media engagement, blogs, and online reviews on consumer decision-making processes, this research aims to provide valuable insights for businesses looking to leverage digital channels effectively. Through a comprehensive survey and data analysis from respondents, this paper seeks to unravel the complexities of consumer behaviour in the digital age. By shedding light on how digital marketing initiatives shape consumer perceptions, preferences, and purchasing patterns, businesses can devise targeted strategies to enhance their market presence and drive sustainable growth. Digital marketing entails using digital channels and technologies to promote products, services, and brands to target audiences. Unlike traditional marketing methods like print or television advertising, digital marketing leverages online platforms such as websites, social media, email, search engines, and mobile apps to connect with consumers. It provides businesses with the ability to reach a global audience, target specific demographics precisely, track and measure campaign performance in real-time, and engage with customers in interactive and personalized ways. With the continuous evolution of technology and consumer behaviour, digital marketing remains a dynamic and essential component of modern marketing strategies, enabling businesses to adapt and thrive in an increasingly digital-centric world.

OBJECTIVES

1. To assess the impact of digital advertisements on consumer buying behaviour.
2. To examine the influence of social media engagement on consumer purchasing decisions.
3. To evaluate the significance of online reviews in guiding consumer purchasing patterns.

METHODOLOGY

1. The present study is an empirical study based on both primary and secondary data.
2. Primary data is collected by administering a structured questionnaire on the respondents.
3. Secondary data is collected from books, journals, articles and websites.

ANALYSIS

Table 1. Table showing age of the respondents

Sno.	Age group	No. of responses	Percentage
1.	Under 18	1	2%
2.	18 to 25	24	48%
3.	25 to 35	2	4%
4.	35 to 45	16	32%
5.	45 to 55	6	12%
6.	Above 55	1	2%

Source: survey data

From the above table it is clear that majority of the respondents (48%) are aged between 18 to 25 years. Age between 35 to 45 years is the next highest (32%).

Table 2. Table showing gender of respondents

Sno.	Gender	No. of responses	Percentage
1.	Female	29	58%
2.	Male	19	38%

3.	Prefer not to say	2	2%
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Source: survey data

From the above table, we can see that majority of the respondents are female (58%). 2% of the respondents preferred not to say, and remaining are male.

Table 3. Table showing how often ads are seen while browsing online

Sno.	Options	No. of responses	Percentage
1	Several times a day	33	66%
2	Daily	9	18%
3	A few times a week	2	4%
4	Rarely	6	12%
5	Never	Nil	Nil

Source: survey data

Most of the respondents (66%) see ads several times a day.

Table 4. Table showing online platforms mainly used for shopping

Sno.	Options	Responses	Percentage
1	Search engines	12	24%
2	Social media	6	12%
3	Online marketplaces	39	78%
4	Retail websites	7	14%
5	other	3	6%

Source: survey data

From the above table, it is clear that online market places are most used of shopping (78%).

Table 5. Table showing how likely respondents are to buy something after seeing online ad

Sno.	Options	Responses	Percentage
1	1- Very unlikely	12	24.5%
2	2- Unlikely	15	30.6%
3	3- Neutral	16	32.7%
4	4- Likely	5	10.2%
5	5- Very likely	1	2%

Source: survey data

From the above table, we can see that majority of are unlikely to buy on the basis of online ads.

Table 6. Table showing how much online reviews influence purchasing decisions

Sno.	Options	Responses	Percentage
1	A lot	17	34%
2	Somewhat	18	36%
3	Not much	13	26%
4	Not at all	2	4%

Source: survey data

From the above table we can see that 36% of the respondents are somewhat affected by online reviews and 34% are a lot influenced.

Table 7. Table showing if respondents follow brands on social media

Sno.	Options	Responses	Percentage
1	Yes regularly	3	6%
2	Yes, sometimes	20	40%
3	No	27	54%

Source: survey data

From the above table, it is clear that majority of the respondents (54%) do not follow any brands on social media.

Table 8. table showing brand interaction on social media

Sno.	Options	Responses	Percentage
1	Multiple times a week	3	6%
2	Weekly	3	6%
3	Occasionally	9	18%
4	Rarely	25	50%
5	Never	10	20%

Source: survey data

From the above table it is clear that 50% of the respondents rarely interact with brands on social media.

Table 9. Table showing importance of brand presence on social media influencing buying behaviour

Sno.	Option	Responses	Percentage
1	Very important	5	10%
2	Important	14	28%
3	Somewhat important	20	40%
4	Not very important	11	22%
5	Not important at all	-	-

Source: survey data

From the above table we can see that majority of the respondents find it somewhat important for brands to have social media presence (40%).

Table 10. Table showing buying behaviour influenced by social media influencer

Sno.	Options	Responses	Percentage
1	Yes	19	38%
2	No	31	62%

Source: survey data

Majority of the respondents (62%) don't get affected by social media influencer.

Table 11. Table showing how often reviews are read before buying

Sno.	Options	Responses	Percentage
1	Always	36	72%
2	Often	7	14%
3	Sometimes	5	10%
4	Rarely	2	4%
5	Never	-	-

Source: survey data

From the above table we can see that majority of the respondents (72%) always read reviews before buying, while 4% rarely read reviews.

Table 12. Table showing trust on user generated content online

Sno.	Options	Responses	Percentage
1	Completely trust	1	2%
2	Mostly trust	18	36%
3	Neutral	29	58%
4	Mostly distrust	1	2%
5	Completely distrust	1	2%

Source: survey data

From the above table, we can see that 58% of the respondents are neutral to user generated content online while 36% mostly trust.

Table 13. Table showing if respondents prefer personalised ad over generic ones

Sno.	Options	Responses	Percentage
1	Yes, always	5	10%
2	Yes, sometimes	14	28%
3	Neutral	18	36%
4	No rarely	9	18%
5	No, never	4	8%

Source: survey data

From the above table we can see that 36% are neutral on the topic, while 28% prefer personalised ads over generic ones.

Table 14. Table showing participation of respondents in online surveys by brands

Sno.	Options	Responses	Percentage
1	Often	4	8%
2	Sometimes	17	34%
3	Rarely	20	40%
4	Never	9	18%

Source: survey data

From the above table, it is clear that majority of the respondents (40%) rarely participate in online surveys, while 8% often participate.

Table 15. Table showing likeliness of interaction with a brand’s chatbot for help

Sno.	Options	Responses	Percentage
1	Definitely	5	10%
2	Probably	14	28%
3	Maybe	17	34%
4	Probably not	13	26%
5	Definitely not	1	2%

Source: survey data

From the above table, we can see that 34% would may interact with chatbot for help, while 2% wouldn't.

Table 16. Table showing importance of businesses to have user friendly websites or app

Sno.	Options	Responses	Percentage
1	Very important	27	54%
2	Important	16	32%
3	Somewhat important	5	10%
4	Not very important	-	-
5	Not important at all	2	4%

Source: survey data

From the above table it is clear that majority of the respondents (54%) find it very important for brands to have user friendly websites and apps.

Table 17. Table showing if digital marketing affects buying decisions more than traditional marketing

Sno.	Options	Responses	Percentage
1	Yes definitely	19	38%
2	Yes, somewhat	19	38%
3	Neutral	10	20%
4	No, not really	1	2%
5	No, not at all	1	2%

Source: survey data

From the above data, we can see that 38% of respondents firmly believe that digital marketing influences buying decisions more and other 38% see somewhat higher impact.

FINDINGS AND SUGGESTIONS

The analysis of the survey data offers valuable insights into consumer behaviour and preferences within the digital realm.

To begin, the demographic breakdown highlights that the largest portion of respondents falls within the 18 to 25 age brackets, with a notable majority identifying as female. Understanding this demographic composition is essential for tailoring marketing efforts and content to effectively resonate with the target audience.

Regarding online behaviour, it's evident that most respondents encounter ads frequently while browsing, primarily through online marketplaces. However, despite this high exposure to ads, the likelihood of

making purchases solely based on these advertisements is relatively low. This suggests that while ads may capture attention, other factors play a more significant role in influencing purchasing decisions.

The prevalence of online reviews is significant, with a substantial majority of respondents indicating that they always read reviews before making a purchase. This underscores the importance of maintaining a positive online reputation and actively managing reviews to cultivate trust among consumers.

Social media engagement, while common, is characterized by a lack of active brand interaction. Although a significant portion of respondents follow brands on social media, the level of interaction and the perceived importance of brand presence on these platforms are relatively low. This presents an opportunity for brands to refine their social media strategies to foster meaningful engagement and build stronger connections with their audience.

Interestingly, the influence of social media influencers appears to be limited, with the majority of respondents indicating that they are not influenced by them. This suggests that consumers may prioritize authentic recommendations and reviews over influencer endorsements.

Moreover, the preference for personalized ads over generic ones varies among respondents, with a significant portion expressing neutrality on the topic. This underscores the importance of striking the right balance and respecting consumers' privacy and preferences when implementing personalized marketing strategies.

Additionally, the importance of user-friendly websites and apps cannot be overstated, with the majority of respondents emphasizing its significance. This highlights the need for brands to prioritize optimizing digital platforms for a seamless and intuitive user experience.

Lastly, the impact of digital marketing on buying decisions is substantial, with a significant portion of respondents affirming its influence. This underscores the importance of investing in digital marketing strategies that effectively reach and resonate with the target audience.

CONCLUSION

In conclusion, this study underscores the pivotal role of digital marketing in shaping contemporary consumer buying behaviour. The proliferation of digital platforms has revolutionized how businesses interact with consumers, necessitating a reevaluation of traditional marketing strategies. Our findings highlight the multifaceted influence of digital touchpoints such as online advertisements, social media engagement, blogs, and online reviews on consumer decision-making processes. While digital marketing offers unparalleled reach and accessibility, consumers exhibit varying degrees of receptivity, with a significant proportion expressing scepticism towards online ads. However, online reviews emerge as a critical factor influencing purchasing patterns, underscoring the importance of cultivating a positive online reputation. Additionally, the study reveals a strong preference for user-friendly websites and apps, emphasizing the need for businesses to prioritize digital user experience. As businesses navigate the complexities of the digital landscape, understanding and leveraging insights from this study can inform targeted strategies to enhance market presence and drive sustainable growth in an increasingly competitive marketplace. Ultimately, by embracing the transformative power of digital marketing, businesses can forge meaningful connections with consumers, optimize engagement, and thrive in the digital age.

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