

An Impact of Digital Marketing on Consumer Purchasing Behaviour

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Abstract

As per the different articles, investigates, reports, papers, magazines, different sites and the data on web have been contemplated. We experience an extreme change in India towards the digitalization. The customer are looking and looking through additional on web to locate the best arrangement structure the merchants around India when contrasted with customary or regular techniques. Literally, Digital promoting is the showcasing of items or administrations utilizing advanced advances, principally on the Internet, yet in addition including cell phones, show publicizing, and some other computerized medium. Computerized showcasing's advancement since the 1990s and 2000s has changed the manner in which brands and organizations use innovation for promoting. As computerized stages are progressively consolidated into advertising plans and regular daily existence, and as individuals utilize advanced gadgets as opposed to visiting actual shops, computerized showcasing efforts are getting more pervasive and effective. Email promoting, pay-per-click publicizes, web-based media showcasing and in any event, writing for a blog are largely incredible instances of advanced advertising—they help acquaint individuals with your organization and persuade them to purchase. The paper depends on optional data. This paper primarily how advanced promoting helps the present business and a few cases as specific illustrations.

Keywords: Digital, Marketing; Techniques; Email; Data; Blog.

Classification-JEL : A84, V86

1. INTRODUCTION

Using the web, electronic media, flexible applications, and other modernized correspondence propels has become a piece of billions of people's each day lives. For instance, the current number of web customers in India is around 448 Million and around 5.22 Billion on this planet. Earlier people—the cutting-edge time of mass purchasers—have moreover critical levels. People in like manner contribute total

energy on the web. For example, in the India, a throughout the last season of the amount of hours spent online by people has more than collected, and now midpoints 20.5 hours of the week. Digital marketing has transformed the marketing game and touched new heights, so much so that the ones who were not anywhere close to this field are now wanting to use this to promote their brand. With the shift of marketing techniques from traditional to digital, the

process of consumer decision making has also changed beyond recognition. Digitisation and access to the internet has created a new growth story for businesses and consumers alike. Nowadays, to make a purchase, consumers quickly turn to the internet to research and make their decision a couple of hours, or perhaps even minutes. Consumer behaviour is much more streamlined today and the business model is also briefer compared to the earlier ones.

As per the different articles, investigates, reports, papers, magazines, different sites and the data on web have been contemplated. We experience an extreme change in India towards the digitalization. The customer are looking and looking through additional on web to locate the best arrangement structure the merchants around India when contrasted with customary or regular techniques.

“Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.”

Some Digital advertising strategies, for example, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer promoting, content mechanization, crusade advertising, information driven advertising, web based business showcasing, web-based media showcasing, online media improvement, email direct advertising, show promoting, digital books, and optical plates and games are getting more normal in propelling innovation. Advanced showcasing now stretches out to non-Internet channels that give computerized media, for example, cell phones (SMS and MMS), callback, and on-hold versatile ring tones.

2. PROGRESSED MARKETING IN INDIA

India is the world second greatest web people. After the augmentation of web, advancing philosophy has taken an off root to associate everyone. The immense advancement that electronic displaying indicated can't be arrange with some other framework. Respecting

the current circumstance in India, people here are aware of web just as are using it for various purposes all through regular life. Thusly, there's an impacting web displaying industry in India. In India online life is the decided the gathering of cutting edge ad ndia is the world second greatest web people. After the augmentation of web, advancing philosophy has taken an off root to associate everyone. The immense advancement that electronic displaying indicated can't be arrange with some other framework. Respecting the current circumstance in India, people here are aware of web just as are using it for various purposes all through regular life. Thusly, there's an impacting web displaying industry in India. In India online life is the decided the gathering of cutting edge advancing. The retail territory in India is shooting both on and separated. India is a general's amateur to the online revaluation bit it is foreseen that online arrangements will create significantly consistently in the accompanying five a long time. The country is presently the second greatest nation of web customer with in excess of 120 million and the brisk take-up of compact business is predicated to extend the amount of customers to in excess of 330 million by 2015. Electronic interpersonal interaction is helping with driving the improvement of cutting edge displaying. Logically wealth masses of young web customer customers are putting away more energy and money on the web furthermore, it doing so is influencing shopping designs. Among the standard thing on the web are books, buyer equipment, journeying, budgetary organizations, clothing furthermore, greatness care. Online shopping activity is moved in major metropolitan responsibility with Mumbai being the crucial centered followed by Delhi and Kolkata. An enormous degree of the purchases are driven in on the web business focuses, for instance, snapdeal, pushed in 2010, as of now, the web addresses simply a little degree of India's GDP anyway the assumption are that a web impact is for all intents and purposes around the corner for the retailers. retail territory in India is shooting both on and separated. India is a general's amateur to the

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3. LITERTURE REVIEW

The term "Electronic Commerce", "Web Marketing" and "Electronic Shopping" are as of now by and large used by Business Executives and purchasers all through the world as associations are seeing the possible open entryways for exchange the online business condition. Mechanized Marketing is „the methodology of building and keeping up customer associations through online activities to empower the exchanging of contemplations, things and organizations that satisfy the targets of the two social events.

- The foundation of each online business is the E-Commerce website that it makes. At the point when the site gets the thought of the visitors, they should need to examine further. This tendency goes with extraordinary arrangement, quick course on the site and direct rules. The amount of people using the Internet is getting

dramatically world over. The Internet is a virtual library containing an unlimited proportion of information. Anyone is allowed to disseminate and get to this information

- Khasgiwala Vishal and Sainy Monika (2014); In their investigation titled "Factor influencing consumer buying behavior towards bikes among Indian youth".

- Dr. Venugopal and Swamynathan.C (2016); In their assessment named "An examination on the way of life of youth and its effect on internet shopping". Buyer direct differences concerning the things, esteem, features, quality, packaging, lifestyle, status, age, age of the customer, etc. The changing tendency on the current day youth impacts the buying conduct since they generally follow the beat of style and taste according to the advancing time. As such, the current age is progressively interested with the web shopping that the ordinary buying.

- Sharma M. furthermore, Mahlawal Seema (2018); In her article finds that India's adolescence are driven, advancement organized and certain. By 2019, Indians under 20 will make up 65% of the general population and utilize proportionately higher spending power.

4. OBJECTIVE OF THE STUDY

The objectives of the study are as below;

1. To distinguish the variables impact of buying behavior of the customers.
2. To examine the changing buying behavior of the youthful and their impact on cutting edge publicizing.
3. To find the scope of Digital Marketing in Aligarh city.

5. RESEARCH METHODOLOGY

The primary point is to discover the impression of the shoppers towards computerized showcasing. The example here utilized is the person.

- TOPIC The title of the topic is "An Impact Of Digital Marketing On Consumer Purchasing Behavior".

- SAMPLE SIZE: The quantity of test units

choose from the all-out population is called test size. Test size chose for this examination is 200.

- SOURCES OF THE DATA: Basically primary as well as secondary data is used for doing this research work.
- PRIMARY DATA; It refers to that data which is collected by investigator himself. One of the very best tools of the primary data collection is questionnaire filling method.
- SECONDARY DATA; It refers to the data which is not collected by the investigator himself. Rather the investigator takes help old data and extract necessary information according to his need. The tools of secondary data collection are magazines, newspaper, journals etc.
- POPULATION'S AREA: Populations are clients of Aligarh City.
- DATA COLLECTION TOOL: Self-prepared questionnaire is used for this purpose.

6. DATA ANALYSIS

A What is your gender?

Table:A.1

S.No	Particular	Respondent	Percentage
1	Male	155	77.5
2	Female	45	22.5
	Total	200	100

(Source: Primary data)

Explanation: According to this table the respondent of male is 155 and their percentage is 77.5 where as respondent of female is 45 and their percentage is 22.5,it means males are more interested in web based shopping as compare to female.

B. Which categories best describe your age?

Explanation: According to this table the number of people who belong in age between 21year to 25year is38% and between 26year to 30 year is 21 % are more interested in online shopping.It means youngster are more interested as compare to others.

Table:B.1

S.No	Particular	Respondent	Percentage
1	10 yr-15yr	09	4.5
2	16yr-20yr	23	11.5
3	21yr-25yr	76	38.0
4	26yr-30yr	42	21.0
5	31yr-40yr	31	15.5
6	41yr-50yr	17	08.5
7	51yr-55yr	02	01.0
	Total	200	100

(Source: Primary data)

C. What is your occupation/employee status?

Table:C.1

S.No	Particular	Respondent	% Ptg.
1	Students	80	40.0
2	Private Job Employee	54	27.0
3	Government employee	18	09.0
4	Businessman/Self employee	44	22.0
5	Others	04	02.0
	Total	200	100

(Source: Primary data)

Explanation: According to this information, here we find in which class individuals are more intrigued to purchase the online items, from this information contributions of the understudies is more than other and with the exception of understudies the calling are more intrigued to purchase the on the web products. The number percentages of the students are 40.00% and the Private job employees are 27%.

D. What product do you prefer to buy through Online?

Explanation: As per this information, here we locate the fundamental things which favor more the clients. By the inquiry portable and extras have more Consumer/client to buy through

online channels? The level of the respondents of Mobile phone and accessories are 28%. What's more, the second well known things are fast food whose rate is 13.90%.

Table:D.1

S.No	Particulars	Respondent	% Ptg.
1	Mobile Phones and Accessories	56	28.0
2	Electronics Items	10	05.0
3	Footwear	13	06.5
4	Grocery	25	12.5
5	Fashion Accessories(Cloths)	20	10.0
6	Fast Food	40	20.0
7	Toys	06	03.0
8	Books	17	08.5
9	Health and beauty products	08	04.0
10	Smart watches and sport item	05	02.5
	Total	200	100

(Source: Primary data)

E. Which components motivate you for web based shopping ?

Table:E.1

S.No	Particulars	Respondent	% Ptg.
1	Discount and Offer Better Prices	55	27.5
2	Easy price	34	17.0
3	Comparison	20	10.0
4	More Variety	26	13.0
5	Convenience/Easy Payment	65	32.5
	Total	200	100

(Source: Primary data)

Explanation: The number percentage of the easy payment factor is 32.5% and discount is 23.40%. . From this data we find the easy payment who makes more motivation toward web based shopping.

F. Which of the following website you visited more?

Table:F.1

S.No	Particulars	Respondent	% Ptg.
1	Flipkart	90	45.0
2	Amazon	78	39.0
3	Snapdeal	18	09.0
4	Alibaba	01	0.5
5	Jabong	02	1.0
6	Shopclues	01	0.5
7	Myntra	06	3.0
8	EBay	04	2.0
	Total	200	100

(Source: Primary data)

Explanation: According to this table the amazon and filpkart are more use during shopping of the products. The percentage of the Flipkart is 45% and Amazon is 39%. by the online this question we find there are no any respondents on Jabong and E bay site.

G. How do you make your payment on internet?

Table:G.1

S.No	Particulars	Respondent	% Ptg.
1	Debit/Credit Card	84	42.0
2	Cash on Delivery	35	17.5
3	Internet Banking	45	22.5
4	Paypal	03	01.5
5	Phonepay/Paytm	13	06.5
6	Google Wallet	20	10.0
	Total	200	100

(Source: Primary data)

Explanation: As indicated by this table, we discover the method of installment by the respondents. Debit/Creditcard holder clients are more as contrast with the other method of installment. The respondent's level of this mode is 42%. And the number of the respondents who are interested to payment mode through Internet banking this mode consists of the respondents percentage is 22.5%

H. How often you go for web based shopping?

Table:H.1

S.No	Particulars	Respondent	% Ptg.
1	In Week(Once)	05	02.5
2	In Week(Twice)	10	05.0
3	In Week (More than Twice)	95	47.5
4	In Month(Once)	02	01.0
5	In Month(twice)	08	04.0
6	In Month (More than twice)	80	40.0
	Total	200	100

(Source: Primary data)

Explanation: According to this table, we find the interest of the customer toward online shopping. We checked the number of the customer who purchase online product how many time in week and month. Here we find the respondent percentage is Week (more than twice) are 47.5%. as compare to month.

I. How is your experience with web based shopping?

Table:I.1

S.No	Particulars	Respondent	% Ptg.
1	Strongly Satisfied	43	21.5
2	Satisfied	55	34.5
3	Neutral	69	27.5
4	Non Satisfied	26	13.0
5	Strongly dissatisfied	07	3.5
	Total	200	100

(Source: Primary data)

Explanation: As per the data, 34.5% of respondent are satisfied with web based shopping, where as 3.5% are strongly dissatisfied.

J. What is your future assumption towards web based shopping?

Explanation: According to the questionnaire, 47.5% of respondents have a outstanding future expectations with online shopping whereas 6.5% of respondents do not agree with online shopping

Table:J.1

S.No	Particulars	Respondent	% Ptg.
1	Outstanding	95	47.5
2	Very Good	45	22.5
3	Good	28	14.0
4	Neutral	19	09.5
5	Poor	13	06.5
	Total	200	100

(Source: Primary data)

7. LIMITATION OF THE STUDY

The analysis is done strictly based on the response given by the several respondents.

- The study did not focus on any specific brand, product and service.
- The study has not been done with respect to any specific sectors.
- The data received from the respondents only from specific area (Aligarh city).

8. CONCLUSION

The overview directed was accomplished for the scholarly reason and it exhibited the effect of web based existence of individuals. In this overview we centered to know the conduct of the client the individuals who purchase the item through online channel for example web based business applications, internet searcher, and taste informing and so forth strategy. By this review we discover the young people are generally exists in these business sectors. They are intrigued and effectively mindful the important data terms and polices and so forth .

Under the progression of creative conditions, at present the purchasing conduct of purchaser is digitalised on the planet. The greater part of the youthful buyers are favor purchase and deals the items and administration through online stage. It is simple and least expensive mode for them now daily it impact to buy the item and administrations to the clients. It's gives various kinds of the chances to the client and helpful for them and it make the standard way of life of individuals.

The conduct of the customer is favor to the computerized market. It is useful for the client and the dealer. The individuals who need to sell their item abroad and give item and administration advantage to him so natural. These are useful for them. Online market covered the wide region at least time. It makes

loads of client at a time. In computerized promoting where a wide range of item data we can get at a spot thus numerous things. It is a current study we see the future extension for the advanced advertising and buyer purchasing conduct towards online channels. It's gotten acceptable and builds their solidarity.

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