

# A Review on Impact of Digital Marketing on Consumer Purchase Behaviour

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## ABSTRACT

Using Dialog Axiata as a case study, this article examines how social media marketing influences customers' decisions to make purchases. Although consumer behavior differs based on product, price, features, excellence, packaging, purchasing habits, customer status, generation, & age, youngest demographic remains the most difficult to reach. The modern generation is significantly influenced by online shopping compared to previous generations. Marketers are under pressure from the buying patterns of millennials and Gen Z to adopt the new sales approach. The focus of this research is on the role that internet marketing plays in shaping the purchasing choices of today's youth, who have disproportionate influence over consumer behavior.

**Key Words:** Digital marketing, consumer purchase behaviour, social media marketing.

## Introduction

Marketing in the digital age involves promoting and selling products and services via electronic channels. Internet and e-commerce technologies are reshaping the whole economy by influencing such factors as supply chains, customer bases, income streams, and company models. New business concepts are appearing wherever you look in the New Economy. There have been major changes in the airline and tourism business during the last decade. One report puts the online travel industry's contribution to India's total e-commerce at 76%. These days, you may get your tickets via an airline or a third-party website. Customers' faith in online stores has grown as a result of their rapid shipping and secure payment options. Classified ads have also made the transition to the web, with postings for jobs and weddings taking up most of the space.

Customers are beginning to appreciate the benefits of online purchasing despite the fact that the internet is a revolutionary technical development. As a consequence of the profound impact on retailing, many companies are switching the channels through which they sell their products and services. Retailers have been quick to establish their own uniquely branded e-commerce shops in places of the globe where the e-marketplace is preeminent.

India is home to the world's third-largest online community. Since the advent of the World Wide Web, marketing strategies for communicating with consumers have undergone profound shifts. The phenomenal expansion seen in digital marketing can be achieved by no other strategy.

It's obvious that today's Indians are not just conversant with the Internet, but utilize it often for a wide range of tasks. This has led to the growth of India's digital advertising industry. The rise of social media in India is a key factor in the rise of digital marketing there.

The Indian retail sector forecasted that internet sales will expand by 50% each year over the following three years. The country has more than 120 million subscribers, making it the third-largest online community in the world. This figure is forecast to rise to over 330 million by 2015, thanks to the popularity of mobile shopping. As a result of social media, digital marketing is developing. Market movements are affected by the increasing online spending of young, financially independent, and technologically savvy customers. Books, gadgets, vacation packages, banking services, apparel, and makeup are just some of the most often bought categories online. Online shopping is mostly concentrated in larger cities, particularly Mumbai, Delhi, and Kolkata.

## Objective Of Impact of digital marketing on consumer purchase behaviour: -

Research objectives:

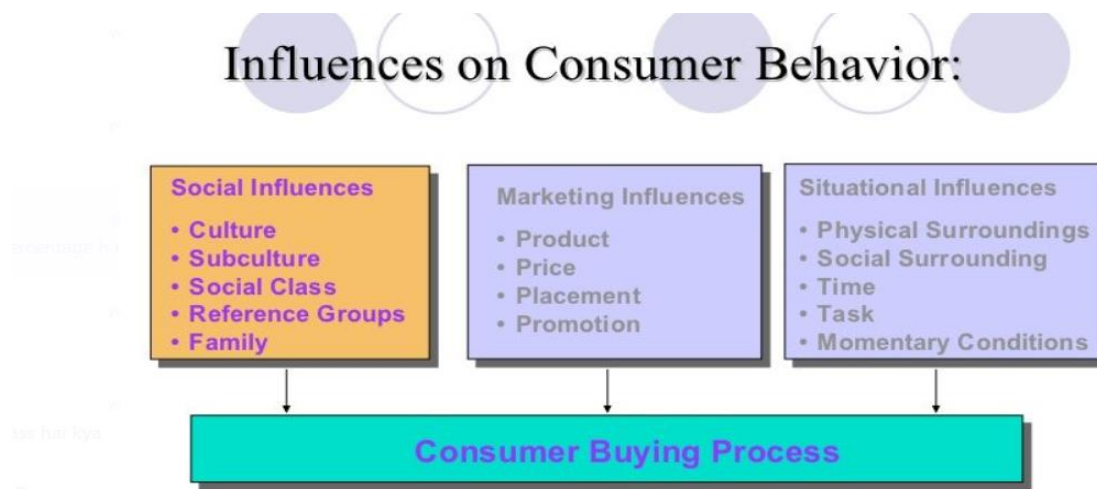
- To specify the meaning of "social media marketing" in relation to consumer purchasing patterns.
- A literature evaluation on the effects of social media on purchasing habits of consumers is an objective.

- To examine the relationship between social media ads and consumer purchasing behavior via in-depth interviews and surveys.
- Analyze data and provide suggestions to Dialog Axiata's upper management.
- To understand what is driving young people's shifting purchasing habits.
- To analyze how young people's shifting purchasing habits have affected digital marketing.
- To advise marketers in India on how to adapt to the shifting tastes of today's young consumers and the factors that affect those tastes.

### Why is there a need to study the Impact of digital marketing on consumer purchase behaviour?

Digital marketing has revolutionized the ways in which businesses advertise their wares and consumers make purchases. Marketers' attempts to meet the needs of customers, and young consumers in particular, are influenced by a number of factors, including the buying habits of individual consumers. This highlights the need for studies examining the impact of digital marketing on the purchase decisions of young people.

#### Influence on consumer behaviour: -



#### Advantage Of Impact of digital marketing on consumer purchase behaviour: -

##### 1. Research and Experimentation Capability: -

Customers these days are experts when it comes to learning everything they can about a product before buying it. People are becoming smarter and more self-aware as the internet empowers them to make informed choices. As more and more companies move their marketing efforts online, they face a deluge of information. The ability to research and compare products online before making a purchase has simplified the purchasing experience for consumers. They have even been able to try out several items and reach conclusions thanks to the wealth of information available online.

##### 2. Easily understood word-of-mouth: -

Word-of-mouth marketing is not a new concept. It's a shopping platform that is used by both retailers and consumers. Consumers' decisions are swayed the most by recommendations from friends and family.

Independent testimonials for a service or commodity are always sought after by consumers. Especially for anything they are considering purchasing. A customer's willingness to share their positive experience with others is very valuable to businesses.

Customers now have a far larger audience to broadcast their views to, thanks to the dissemination potential of technologies like social media. customers' viewpoints on consumption have been widened via a number of channels, including reviews made by other customers on branded sites, comments on sponsored postings, and blogger reviews.

**3. Variable Customer Loyalty: -**

However, digital marketing has also made it very difficult for consumers to stay faithful to a single brand. Customers have always had a favorite brand, even before the advent of digital marketing. They preferred to stick with trusted names in both products and brands.

This was due to the lack of availability of alternative products and services available to consumers. Today's consumers are looking for products that provide more utility at the same or lower cost.

Things like customer service, brand value, discounts, and more are also considered. As more and more businesses provide superior features and incentives, consumers may now choose among them. They show less hesitation when switching from their current favored brands to completely new ones.

In this case, it seems that digital marketing did not affect customer loyalty. Just the point was emphasized. As the number of brands in the market has grown, consumers have benefited from higher quality offerings at reduced costs.

**4. Enhancement of Customer Engagement: -**

Historically, consumers have gravitated toward brands that make them feel like they're part of something special. They'll jump at every chance to engage with their favorite company.

The relentless spread of mobile technologies and the internet has led to a dramatic increase in consumer participation.

Anyone with access to the internet can use social media. As a result, customers are actively discussing their brands on blogs and message boards. Customers have always had the ultimate power in terms of selecting and enhancing a brand, but the rise of digital marketing has only increased this influence.

Customers may engage with brands on platforms including social media, search engines, and review sites. They may now instantly share their opinions with the businesses they love. The firms' ability to quickly respond to customer input will ultimately lead to higher levels of engagement and more purchases.

**5. The Impact of Artificial Intelligence on Consumer Behaviour: -**

Artificial intelligence's impact on buying habits can't be ignored. It's a powerful resource that helps consumers make informed decisions.

Technology like artificial intelligence is propelling digital marketing because of its efficiency and practicality.

Convenience-oriented shoppers tend to choose these companies.

For instance, in SEO, a user's intent is taken into consideration to tailor search results; for instance, if you do a search for SEO in Jordan while located in the UAE market, the results you get will definitely vary from those received if you conduct the same search while physically located in Jordan. Searching for Arabic SEO services in the KSA will provide results that are distinct from those obtained in the UAE.

Artificial intelligence has also helped firms improve their interactions with customers.

Customers' actions and businesses' online results will be impacted by these innovations.

**6. Impulsive Purchasing Practices: -**

Digital marketing has successfully amplified the phenomenon of on-the-spot purchases. Simply put, an impulsive purchase decision is one that is made in the moments immediately before the actual purchase. Simply put, impulsive shopping occurs when a shopper decides to make a purchase without giving much thought to it beforehand, in contrast to the more common practice of carefully considering and narrowing down a list of potential purchases.

Digital marketers capitalize on this pervasive phenomena to alter buyer behavior in their favor. Advertisements on the internet from popular brands often include tempting deals, sales, and specials that consumers can't wait to check out.

**7. Less tolerance, greater anticipation: -**

Customers' frustration is palpable because of the growth in their expectations of fast, efficient service brought on by technological advancements. Through online discussion boards and ratings, customers are exposed to genuine feedback on products and services.

Subpar support and infrastructure can't be tolerated. When customers have questions, they want answers quickly. It's bad for a company's internet reputation when dissatisfied customers air their grievances in public.

Digital marketing provides them with a lot of information, which influences their purchasing decisions. Services like easy returns and next-day shipping are steadily raising the bar for what consumers expect from businesses throughout the globe.

**8. Experience in Personalized Shopping: -**

Digital marketing has conditioned customers to expect individualized service whenever they make a purchase. People nowadays are too busy to spend a lot of time learning about and shopping for the goods they desire. In response to this change in consumer habits, businesses have revised their approaches to online marketing and branding in order to provide individualized experiences for each of their customers.

Every aspect of the shopping process is tailored to the specific needs of each individual customer.

**Type of Digital Marketing: -**

Depending on your goals, you may choose from a number of different digital marketing strategies. See what they can do for your small or medium business by taking a look at these.

- **Marketing on social media: -**

Social media marketing refers to the practice of using various social media platforms to interact with target audiences in order to build a company's reputation, increase sales, and attract more visitors to the company's website.

As an example, you might run social media advertising, follow and connect with your target market, and publish original content across your platforms as part of a sponsored, owned, & earned media strategy. Earned media refers to the engagement of fans via the creation of original content and the sharing of that content across social networks, whereas owned media refers to the social content that you create and share yourself.

- **Email advertising: -**

Email marketing, which promotes a business's wares through electronic mail messages, is an instance of outbound marketing. This might include keeping in contact with customers who aren't ready to buy just yet, generating new leads, increasing brand awareness, or informing existing customers about a brand-new service.

- **Content marketing: -**

Promotion of a company's commodities through electronic mail messages is an example of outbound marketing, often known as email marketing. This might include anything from following up with potential buyers to raising awareness of an existing product or service among current consumers.

- **Using SEO (search engine optimization): -**

Your firm may be more easily found by prospective clients by using search engine optimization (SEO), a subset of search engine marketing (SEM) that focuses on promoting a business by boosting qualified traffic to its web pages. By analyzing the context of customer inquiries (ideally from your own company), you may enhance the quality of search results and the user experience.

- **Paid-per-click promotion**

Paid search advertising (PSA) is another kind of web marketing that works well with search engine optimization (SEO). Pay-per-click (PPC) marketing is a kind of online advertising that relies on sponsored content such as ads and ranked placements in search engines.

### • Influencer marketing

Similar to affiliate marketing, influencer marketing is paying individuals to advocate for a company's products in exchange for financial compensation. In order to market their benefits to their target audience, businesses will hunt for content producers that are experts in, or at least widely recognized as being among, the relevant subject..

### • Mobile advertising

Companies may utilize the mobile marketing approach to roll out and control marketing programs that directly target consumers' mobile gadgets. It's a special case of online advertising since it may include any of the approaches we've covered. Mobile marketing may take many forms, such as emails, messages, mobile website experiences, videos, social media, and more.



### Conclusion

1. Before releasing a product in the internet space, marketers should investigate how easy it is for the target demographic of young people to have access to digital resources.
2. Pre-market research is essential for determining customer wants and needs, particularly in digital marketing.
3. There should be an effort to educate consumers about digital marketing.
4. Most research shows that consumers are risk-averse, therefore educating them on how to deal with the potential downsides of digital marketing is essential.
5. The research concludes that readers and users should be aware of all Digital marketing sites and exploit their usefulness to the fullest degree possible while also exercising extreme caution.

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