

A Study Regarding the Way Consumer Psychology is Affected by Digital Marketing

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Abstract:

Businesses now frequently use social media to connect with their target market. It has completely changed how companies communicate with their customers and is now a crucial component of their marketing plan. This study aims to look into how millennial consumers' behaviour is affected by social media marketing. The study will investigate how social media marketing affects consumer behaviour and whether it alters consumers' intentions to make purchases or their actual behaviour when making purchases.

The data for this study will be gathered using a survey questionnaire, and the research methodology will be quantitative. Targeting millennials between the ages of 18 and 35 who have made purchases influenced by social media marketing, the questionnaire will be distributed online. The survey will consist of closed-ended questions and Likert scale questions.

Statistical methods like regression analysis and descriptive statistics will be used to analyse the survey data. The study's findings will show how much social media marketing has an impact on millennial consumers' behaviour. The study will also determine which social media marketing techniques are most successful at engaging and reaching millennial consumers. The findings of this study will advance knowledge of how social media marketing influences consumer behaviour and offer guidance to companies looking to enhance their social media marketing plans. **Keywords:** Social Media Marketing, Millennial Consumers, Purchase Intention, Buying Behaviour, Marketing Strategy.

Discussion:

The study's findings will be interpreted in the thesis discussion section, where they will also be compared to other research on social media marketing and consumer behaviour. The talk will also cover the findings' useful business applications and offer suggestions for enhancing firms' social media marketing plans.

Limitations:

The study's shortcomings, such as the possibility of sample bias, the dependence on self-reported data, and the limited generalizability of the results beyond the millennial cohort, will be explored.

Introduction:

Many businesses' marketing strategies now include social media marketing as a key component. The popularity of social media sites like Facebook, Instagram, Twitter, and LinkedIn has given companies the chance to effectively and economically reach their target audience. Social media marketing enables companies to produce content for their audience, share it with them, interact with them, and develop relationships with them.

The demographic group known as the millennial generation, which includes people born between 1981 and 1996, has grown up using social media. They are the most frequent users of social media, logging onto them 2 hours and 22 minutes a day on average. Additionally, they have a significant impact on consumer behaviour, 70% of them said they rely on social media peer recommendations to help them make judgments about what to buy.

Investigating the effects of social media marketing on millennial consumers' behaviour is the goal of this study. The study will specifically investigate how social media marketing affects consumer behaviour and if it alters consumers' purchase intentions or actual purchasing behaviour.

Problem Proposition:

Despite social media marketing's rising popularity, little is known about how it affects consumer behaviour, especially among millennials. The extent to which social media marketing can affect customer behaviour and the most successful methods for connecting with and engaging millennials are still unknown, despite some evidence to the contrary.

Objectives:

The following are the goals of this investigation:

- to research how millennial consumers behave in relation to social media marketing.
- to determine the most successful social media marketing tactics for millennial consumer engagement.
- to ascertain whether social media marketing influences millennial consumers' actual or intended purchase behaviour.

Important Findings of the Study:

This study is noteworthy for several reasons. First, it will advance knowledge of social media marketing's influence on consumer behaviour, especially in the millennial generation. Additionally, it will offer insights for companies trying to enhance their social media marketing plans. Finally, it will contribute to the amount of knowledge already available on social media marketing, a quickly developing topic.

Range and restrictions:

The focus of this study is on millennial shoppers who made purchases between the ages of 18 and 35 and were affected by social media marketing. The study will concentrate on how social media marketing affects customer behaviour and won't look at other variables that can have an impact. The use of self-reported data, the possibility of bias in the sampling, and the limited generalizability of the results beyond the millennial cohort are some of the study's shortcomings.

Review of the literature:

An overview of the current studies on social media marketing and consumer behaviour will be given through the literature review. A definition of social media marketing, an investigation into the function of social media in consumer behaviour, an examination of social media marketing tactics, and an evaluation of the effects of social media marketing on purchase intention and purchasing behaviour are all included. The impact of social media on millennials and their behaviour will also be examined in the literature review.

Research Technique:

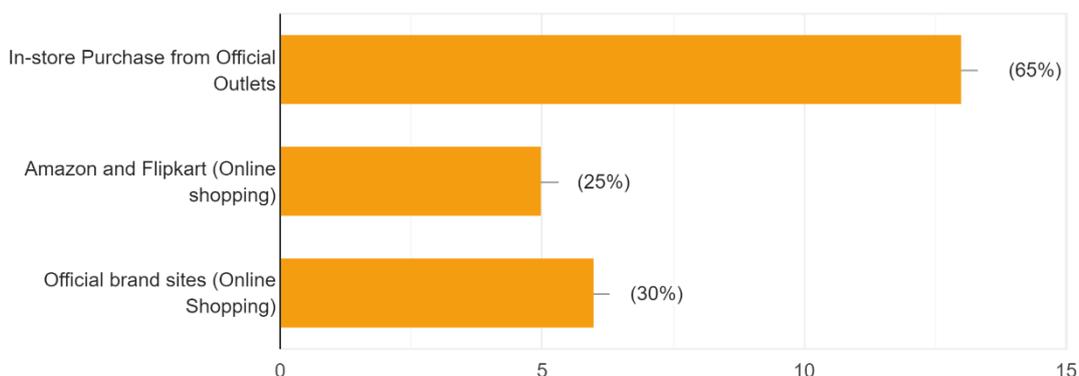
A survey questionnaire will be used to gather the data for this study's quantitative research methodology. Targeting millennials between the ages of 18 and 35 who have made purchases affected by social media marketing, the questionnaire will be circulated online. There will be closed-ended and Likert scale items in the survey.

Statistical methods like regression analysis and descriptive statistics will be used to analyse the survey data. The results of the study will show how much social media marketing affects millennial consumers' behaviour. The survey will also determine which social media marketing techniques are most successful in engaging and reaching millennial consumers.

Research Analysis:

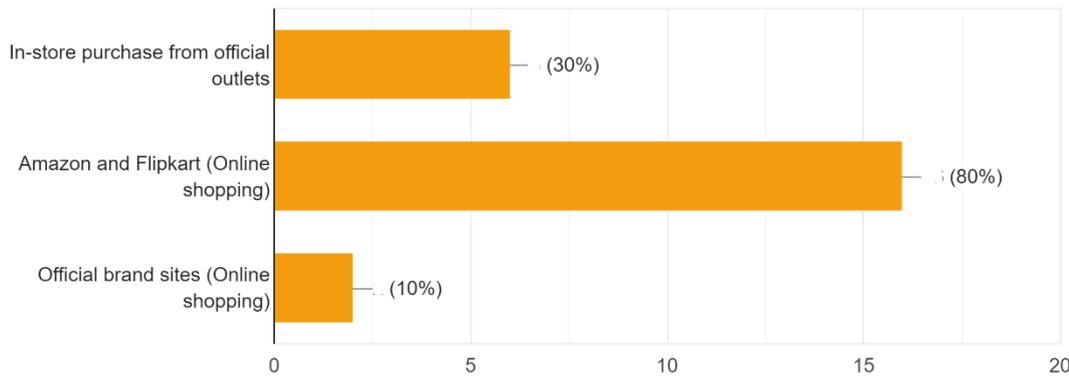
Sample: Ages 18 to 45 years (Males and Females)

How would you prefer to buy the following items - iWatch Macbook Samsung mobile phone iPhone Bose Quiet comfort Wireless headset Marshall Speaker Sony TWS One Plus TV



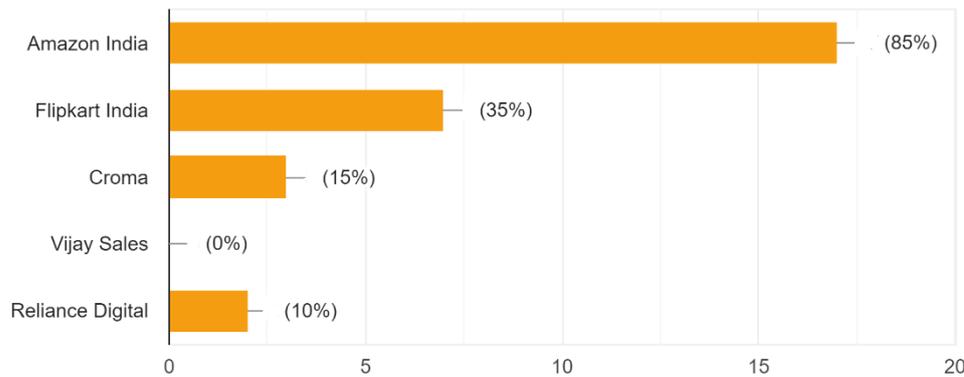
Here is the data showing that people of the age group 18-35 like to purchase Luxurious electronic devices directly from their official outlets and then from Official brand sites if they like to purchase them online

How would you prefer to buy the following items - Xiaomi phones Lenovo Ideapad Laptop Boat Airdopes Boat Xtend smartwatch Honorband



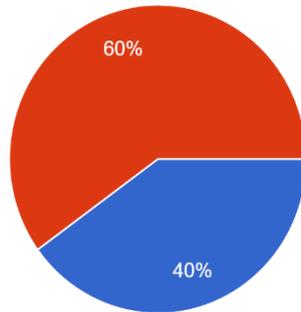
As per the above data, we can observe that cheap and economical products are preferred to buy Online from third-party E-commerce Sites, whereas Expensive Products are likely purchased from official outlet stores and official brand sites.

Which of the following Online Shopping sites are you most familiar with?



Here is the most familiar e-commerce site among the people of the age group between 18-35. Amazon and Flipkart are Well-known E-commerce platforms in India. This is because of their offers and commitments.

Which of the following do you prefer while shopping for premium products like Mobile phones and laptops or other electronic gadgets - like bluetooth speakers, headsets, smartwatches etc.

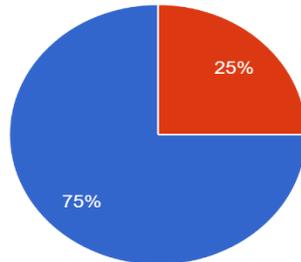


- In-store purchase (I will rather visit the official outlets for purchasing these products)
- Online purchase (Its easier to buy online from Amazon and Flipkart)

Following Visualization of data is the study of consumer behaviour that Premium products are still preferred to purchase from the stores of their official outlets

If you had the choice would you rather prefer buying premium products like Apple/One Plus/Samsung devices from online or in-store purchases?

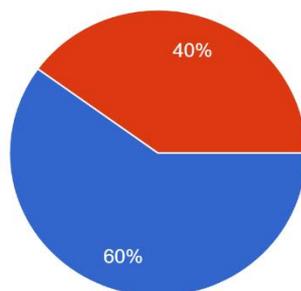
Responses



- For Apple/One Plus/Samsung devices I will definitely trust In-store purchase
- I trust official online sites for the purchases

Brands like Samsung, Apple, and One Plus People trust and on testing and prepurchase experience and testing.

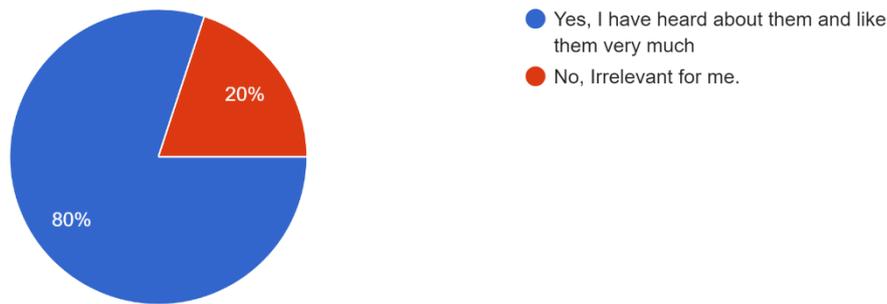
Do you trust these online shopping sites for purchasing Electronic gadgets?



- Yes
- No, not so much

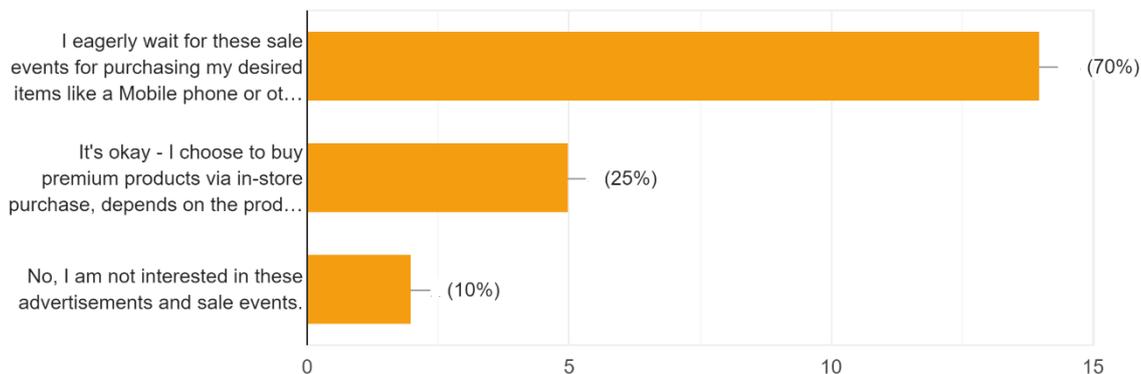
Result as per survey People trust Online shopping some of them also do not trust online shopping this is because of their past shopping experience and commitments from online platforms.

Do you like the Sale Events and advertisements like 'Amazon Prime Day Sale', 'Flipkart Big Billion Days' sale advertisements?



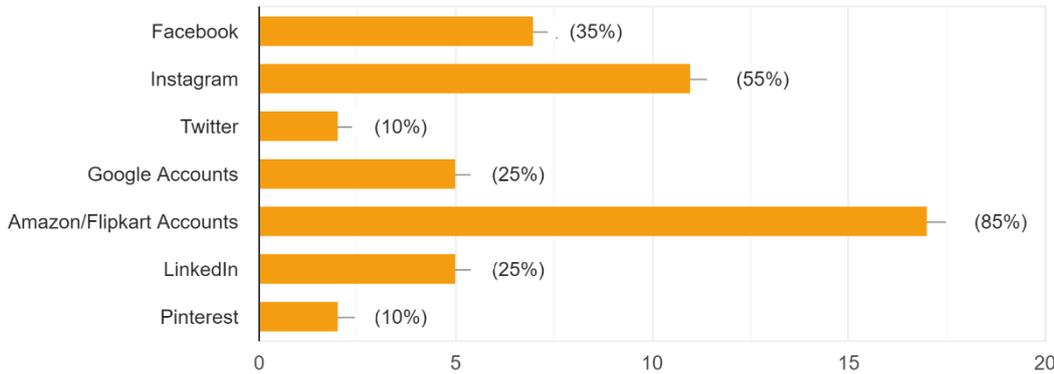
Sales advertisements are the best way to increase traffic and sale. Sales good offers also help customer retention. Advertisements encourage and create a unique image among the population.

How often have you been influenced from these sale events and purchased an electronic item from these sales?



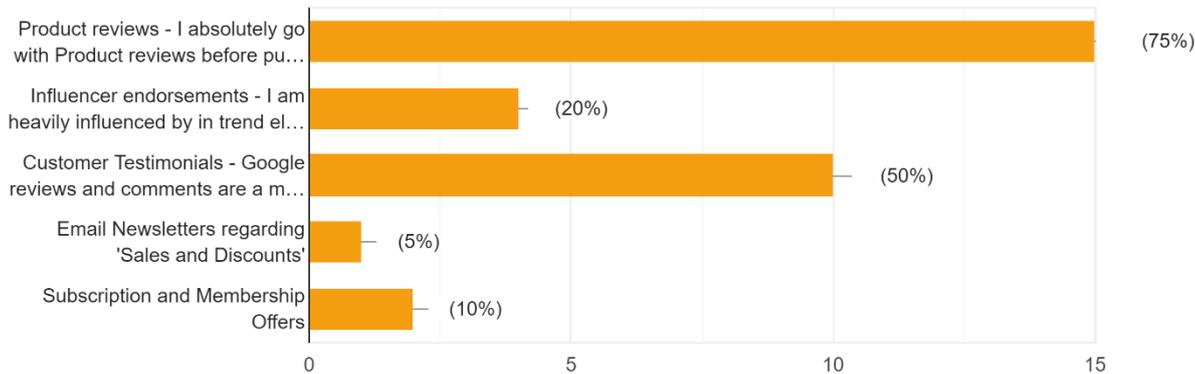
Sales events create hype and people wait for sales events to purchase electronic goods most people agree with that situation and accept that they wait for sales events.

What are the different types of social media platforms that you use for purchase of items or for brand interaction? Select as many boxes as you like.



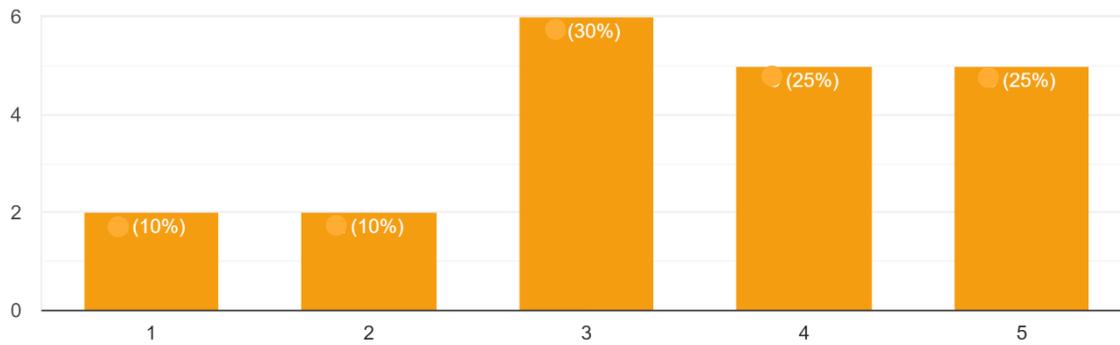
As the introductions of the social media marketplace audience also prefer social media platforms to purchase goods but still Amazon and Flipkart have the highest number of Purchasing buyers, but here is fact that social media is the best way to interact with people therefore Instagram and Facebook also have the good majority preference.

What types of Social Media contents are most likely to influence your purchasing behavior? (For example product reviews, influencer endorsements, customer testimonials, brand claims etc.)



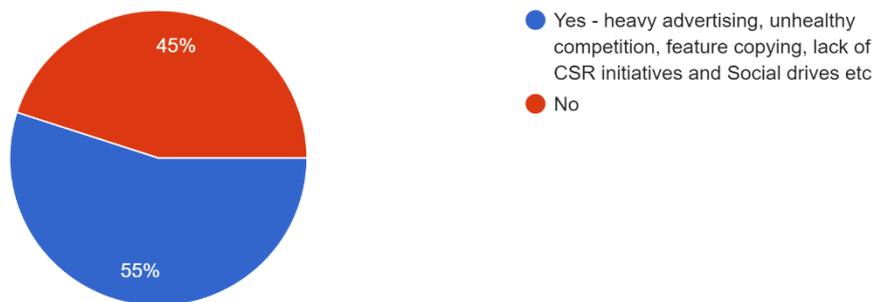
Product reviews and customer testimonials create a vision of a product in the customer’s mind these are the things that help customer to take decisions about whether they should buy it or not. This content guides the customer/consumer During the prepurchase time.

How important is a brand's Social Media presence to you when deciding whether to make a purchase with them?



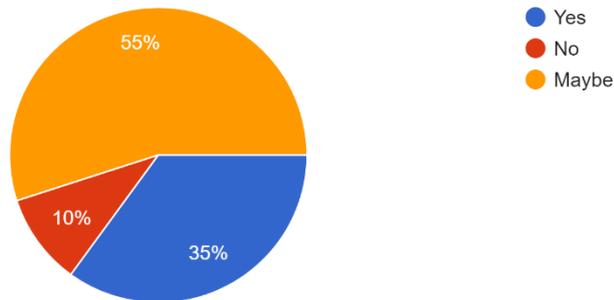
The presence of the Brand in social media creates a connection between the brand and the customer. It increases the brand's Relationship with society. It's much easier for the brand to communicate and analyse consumer behaviour. And for the consumer is easy to understand and monitor brand activities.

Have you ever 'Unfollowed' a brand on social media because of their content or marketing tactics? If 'Yes' what specifically led you to take this decision?



Here are the most common things that affect a brand to be unfollowed by its potential followers. The reasons are Heavy advertisements, unhealthy competition, feature copying, lack of CSR initiative and social drives. That can be the result of poor reach and brand image in the market.

Are you often led to purchasing products when you see advertisements of the product on your social media page?



Marketing plays a very major role in our day-to-day life. Good marketing and advertising increase the consumer intersection above data also represents that somewhere people get attention from the people when they see advertisements.

Results:

Descriptive statistics will be used to present the study's findings.

Frequencies, percentages, averages, and standard deviations are a few examples of the measurements that make up descriptive statistics. The data gathered from the survey questionnaire will be summarised using these statistics. The data will be examined with the Google doc service

The findings will offer perceptions of millennial consumer behaviour and the impact of social media marketing on their purchasing decisions and intentions. The study will look at how social media marketing affects several variables, including brand recognition, brand loyalty, trust, and perceived value.

The outcomes will also show which social media marketing techniques are most successful in engaging and reaching millennial consumers. These strategies might employ techniques like personalized messages, user-generated content, interactive content, and influencer marketing.

Discussion:

The study's findings will be interpreted in the thesis discussion section, where they will also be compared to other research on social media marketing and consumer behaviour. The talk will also cover the findings' useful business applications and offer suggestions for enhancing firms' social media marketing plans.

Limitations:

The study's shortcomings, such as the possibility of sample bias, the dependence on self-reported data, and the limited generalizability of the results beyond the millennial cohort, will be explored.

LEARNINGS:

Consumer psychology is the study of how people act, feel, and think when making judgments about purchases. For digital marketers to properly personalize their marketing tactics to their target audience's demands, they must have a solid understanding of consumer psychology. The most important consumer psychology lessons for digital marketing that relate to purchases will be covered in this article.

- Recognize the purchasing process:

The procedure a consumer goes through prior to completing a purchase is known as the buyer's journey. It encompasses the phases of consciousness, thought, and choice. Digital marketers must comprehend the buyer's journey to develop tailored content and marketing campaigns that address the demands of the customer at each step.

- Customization is essential:

Because it enables marketers to generate content and adverts that resonate with their target audience, personalization is a crucial component of digital marketing. By employing data and analytics to comprehend the preferences, behaviour, and purchase patterns of the customer, personalization may be achieved. The creation of targeted content and advertising campaigns that directly address the demands of the customer is possible with this information.

- Social evidence and endorsements:

The idea behind social proof is that individuals are more inclined to believe in a product or service if they know that others have used and approved of it. The utilization of consumer testimonials, reviews, and ratings can produce social proof. Digital marketing initiatives that use social proof may assist develop credibility and trust with potential clients.

- The strength of feelings:

The decision-making process is significantly influenced by emotions. An emotional connection to a good or service increases the likelihood that a person will buy it. Emotional appeals may be used by digital marketers in their advertising efforts to generate enthusiasm or a sense of urgency about a good or service.

- The significance of images: To effectively and rapidly transmit information, visuals are a crucial part of digital marketing. Digital marketers may attract potential customers' attention and highlight the advantages of a product or service by using high-quality photos, videos, and infographics.

- The influence of social media:

Since social media enables firms to interact personally with their audience, it has become a vital component of digital marketing. Social media networks may be used by digital marketers to interact with their customers, increase brand recognition, and boost sales. Brands may employ influencer marketing and user-generated content on social media to reach a larger audience.

- The power of scarcity:

The idea of scarcity holds that if individuals think there is a limited quantity of something, they are more inclined to seek it. To generate a feeling of urgency and boost sales, digital marketers may use scarcity in their advertising efforts. For instance, they could promote sales that last just a short while or draw attention to a product's limited supply.

In conclusion, for digital marketers to develop successful marketing tactics that increase conversion rates and revenues, they must have a thorough grasp of consumer psychology. Digital marketers may develop successful marketing strategies that produce results through comprehending the buyer's journey, personalizing content, utilizing social proof, appealing to emotions, employing graphics efficiently, utilizing social media, and instilling a feeling of scarcity.

Conclusion:

The study's main conclusions and their business consequences are outlined in the conclusion section. The study's significance in improving our knowledge of how social media marketing affects consumer behaviour, particularly among the millennial generation, will be highlighted in the conclusion.

Future Research:

The future research section will outline potential directions for additional study of the subject. This could involve determining how social media marketing affects various demographic groups, assessing the efficiency of particularly social media marketing techniques, and determining how social media influencers affect customer behaviour.

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