

IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

The purpose of this research article is to examine the impact of digital marketing on consumer buying behavior. The study aims to identify how digital marketing influences consumer behavior, what factors contribute to the success of digital marketing, and how marketers can leverage digital channels to engage with consumers. The study employed a mixed-method research design, using both qualitative and quantitative data to explore the research objectives. Data was collected through an online survey, which targeted consumers who have made a purchase through digital channels. The findings suggest that digital marketing has a significant impact on consumer buying behavior, with consumers relying on digital channels to research products, read reviews, and make purchases. The study concludes by recommending that businesses invest in digital marketing to reach their target audience and increase sales.

Key Words: digital marketing, consumer buying behavior, digital channels, target audience.

1.1 CONCEPT INTRODUCTION

The rise of the digital age has transformed the way businesses interact with consumers. The internet, social media, and mobile devices have provided marketers with new channels to reach consumers and influence their buying behavior. Digital marketing has become an essential tool for businesses to promote their products, services, and brand. It involves using digital channels such as search engines, social media, email, and mobile apps to connect with consumers and encourage them to make a purchase.

1.2 PROBLEM OF THE STUDY

Despite the growing importance of digital marketing, many businesses struggle to understand its impact on consumer behavior. There is a need to identify the factors that contribute to the success of digital marketing and how it influences consumer buying behavior. Businesses need to understand how to leverage digital channels to engage with consumers effectively.

1.3 SCOPE AND SIGNIFICANCE

The scope of this study is to examine the impact of digital marketing on consumer buying behavior. The study will focus on how digital marketing influences the decision-making process of consumers and what factors contribute to the success of digital marketing. The significance of this study is to provide insights into how businesses can leverage digital marketing to engage with consumers and increase sales.

1.4 BRIEF REVIEW OF THE STUDY

Several studies have examined the impact of digital marketing on consumer behavior. A study by Chaffey et al. (2019) found that digital marketing has a significant impact on the customer journey, with consumers using digital channels to research products, read reviews, and make purchases. Another study by Kim and Ko (2019) found that social media marketing has a significant impact on consumer behavior, with consumers relying on social media to discover products, learn about brands, and make purchase decisions.

This study focuses on consumers who have made a purchase through digital channels. The study aims to explore the factors that influence their buying behavior, including the impact of digital marketing on their decision-making process.

1.5 EMPIRICAL RESULTS AND INTERPRETATION RELATING TO OBJECTIVES:

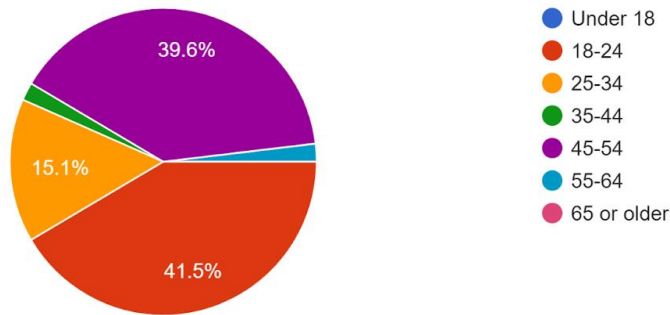
Data for this study was collected through an online survey, which targeted consumers who have made a purchase through digital channels. The survey included questions about their buying behavior, their use of digital channels, and the impact of digital marketing on their decision-making process. A total of 53 respondents completed the survey.

<https://forms.gle/bsKVxibtCDmAcq75L6>

QUESTION 1: AGE OF THE RESPONDENTS

AGE

53 responses

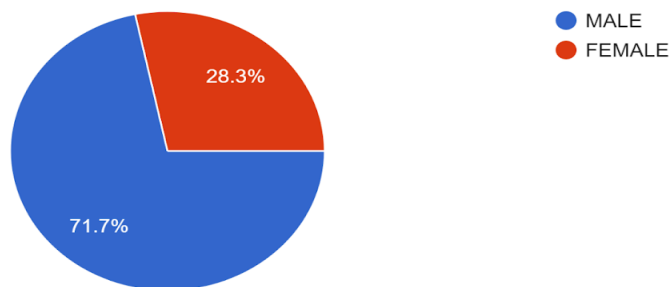


The above information shows that the average respondents are from the ages of 18-24 (41.5%), 45-54 (39.6%) and 25-34 (15.1%).

QUESTION 2: GENDER OF THE RESPONDENTS

GENDER

53 responses

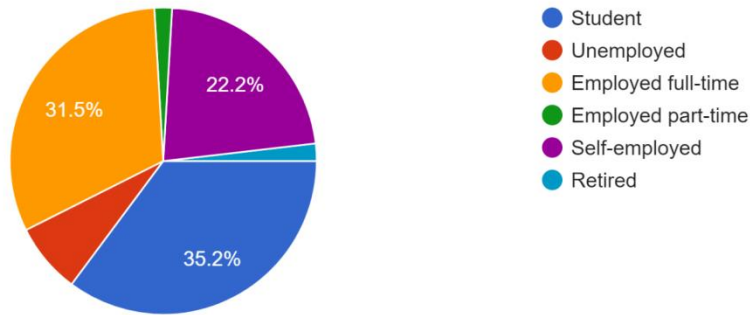


The above information shows that (71.7%) of the respondents were Male and (28.3%) of the respondents were Female.

QUESTION 3: OCCUPATION

Occupation

54 responses



The above data shows that the respondents were mostly Students (35.2%), Employed Full Time (31.5%) and Self Employed (22.2%).

QUESTION 4:

How often do you come across digital marketing materials, such as social media ads, online banners, etc.?

53 responses

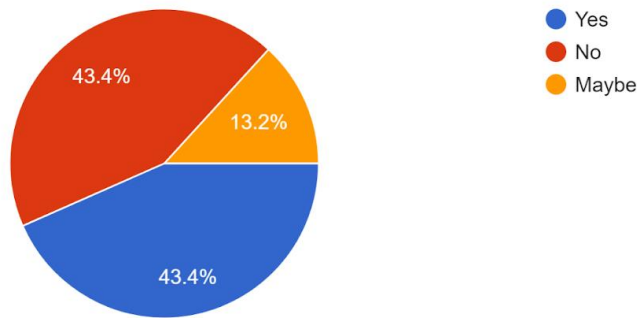


As per the data presented above, the respondents frequently come across ads on digital platforms (43.4%). A few see it very frequently (32.1%) and some see it occasionally (18.9%).

QUESTION 5:

Have you ever made a purchase as a result of clicking on a digital ad?

53 responses

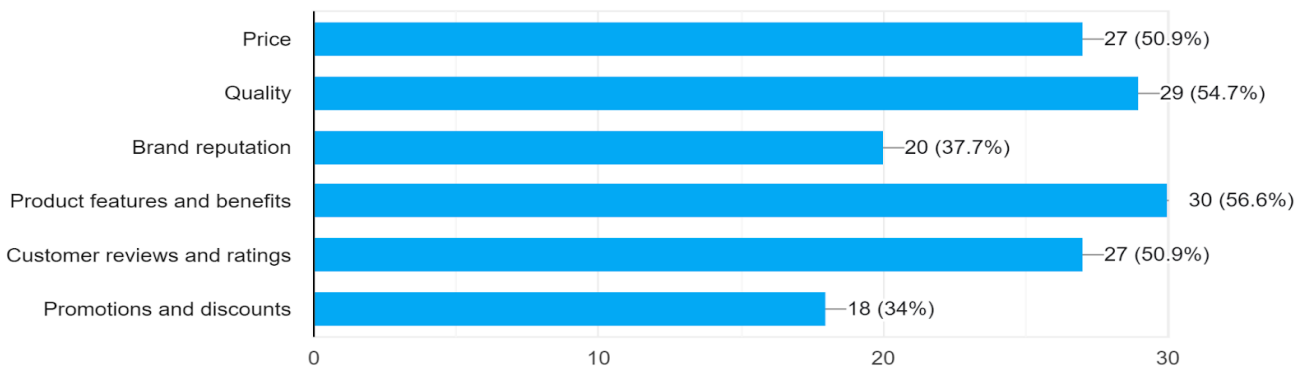


According to the data shown above, (43.4%) of the respondents have purchased a product or service as a result of clicking on a digital advertisement and another (43.4%) have not. The remaining 13.2% are unsure.

QUESTION 6:

What factors influence your decision to purchase a product or service? (Select all that apply)

53 responses

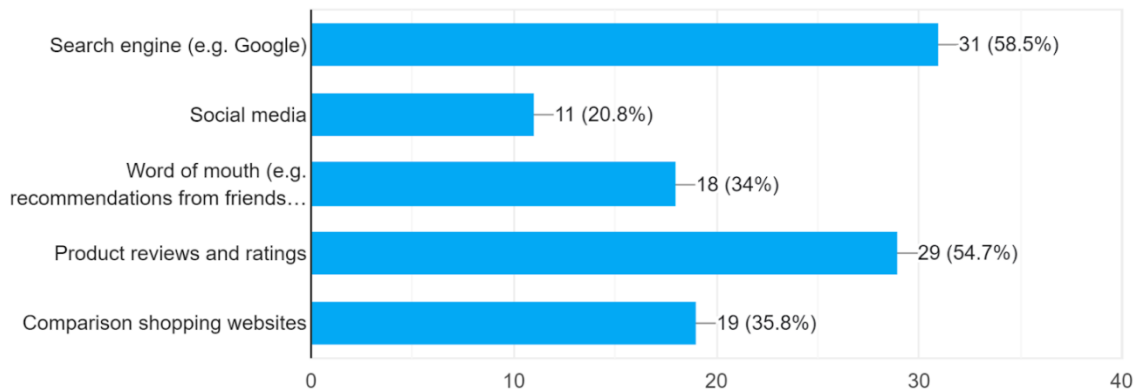


The respondents were asked as to what influences them to purchase a product or service. To which they presented with the data above.

QUESTION 7:

How do you usually research a product or service before making a purchase? (Select all that apply)

53 responses



The respondents were asked as to how they research a product or service before making a purchase to which they presented with the data above.

The findings suggest that digital marketing has a significant impact on consumer buying behavior. The majority of respondents reported using digital channels to research products before making a purchase. Social media search engines and e-commerce websites were the most commonly used digital channels for product research. Respondents also reported that digital marketing played a significant role in their decision-making process. The majority reported that social media marketing influenced their purchase decisions. The results also suggest that the quality of the digital marketing campaign is essential for success. Respondents reported that factors such as relevant content personalized offers and positive reviews influenced their decision to make a purchase.

In terms of demographic characteristics, the study found that younger consumers (aged 18-34) were more likely to be influenced by digital marketing than older consumers (aged 35+). Gender and income did not significantly impact the influence of digital marketing on consumer behavior.

Overall, the results indicate that digital marketing has a significant impact on consumer buying behavior, with consumers relying on digital channels to research products and make purchase decisions. The quality

of the digital marketing campaign, including personalized offers and relevant content, is crucial for success.

1.6 SUMMARY OF FINDINGS AND CONCLUSION:

The purpose of this study was to examine the impact of digital marketing on consumer buying behavior. The findings suggest that digital marketing has a significant influence on the decision-making process of consumers, with consumers relying on digital channels to research products and make purchase decisions. Social media marketing was found to be the most influential form of digital marketing and search engine marketing.

The study also identified factors that contribute to the success of digital marketing, including relevant content, personalized offers, and positive reviews. Businesses need to invest in high-quality digital marketing campaigns that are tailored to the needs of their target audience.

In conclusion, this study provides insights into the impact of digital marketing on consumer behavior and highlights the importance of businesses investing in digital marketing to reach their target audience and increase sales.

1.7 APPENDIX:

Appendix A: Online Survey Questions

1.8 BIBLIOGRAPHY:

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