

Impact of Digital Marketing Strategies on Consumer Buying Behavior in India

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Abstract— Digital marketing is a strong weapon in today's trading world which can have impact on customer decisions. Searching, thinking and purchasing have all been affected with access to the Internet, social media, smartphones and ecommerce applications. The research will delve into how digital marketing practices such as social media marketing, online advertising, influencer marketing, personalized promotions, and online reviews impact consumer purchasing habits in India. The design of research was descriptive research and data obtained from respondents as many as 60 respondents by means of a structured questionnaire. The result indicates that the digital marketing has significance on consumers' awareness of the product, consumer engagement, intention and Purchase. Reviews from social media and online reviews are the top 2 strongest influencers on the consumer's decision to purchase the food. Lastly, it can be inferred from overall worked out conclusion of the study that the effective digital marketing techniques are playing an vital role in influencing the Indian customer behavior and there play a huge role in the growth of business in overall digital and present Indian market.

Keywords— Digital Marketing, Consumer Buying Behavior, Social Media Marketing, Influencer Marketing, Online Advertising, Consumer Engagement, Purchase Intention, India.

I. INTRODUCTION

A. Background and Context

Marketing has undergone significant transformation in different industries around the world with the advent of technology. These have changed as a result of internet, mobile phones, social media and ecommerce applications - and of course, so have the brand engagements with the consumers and their buying criteria! There are several different ways that companies are going online and promoting something to their demographic, via "digital" marketing and "e-marketing." In the present era of the Internet and digital literacy in India, digital marketing established itself as a crucial part of the business. Now more consumers than ever before are leaning to the internet for their information, comparison, reviews and buying decisions. Because of this, it's essential for businesses to understand how digital marketing strategies resonate with their consumers purchasing behavior for them to stay competitive in the digital landscape.

B. Statement of the Problem

A ton of money is being spent by organizations on their brands on social media, influencers or content and promotion on the Internet. But, this investment can create an issue for the businesses in evaluating effectiveness of such strategies in consumer purchasing behaviour. As the consumers are receiving a ton of information every day – it is where we have to understand which digital marketing strategy has a huge influence on the customers buying behaviour. Therefore, the purpose of the present in hand study is to explore the Digital Marketing affects Purchase Behaviour in India.

C. Objectives of the Study

The study has been taken up, and the key objective of the study is to study how digital marketing affects the buying

behaviour of the consumers in India. The specific objectives are: Study the effect of digital marketing on purchase decision, study the role of social media marketing and role of influencer marketing, study the effect of online reviews and personalized marketing and identifying the most significant digital marketing parameters influencing the consumer behaviour.

D. Research Questions

What are the important differences in consumers' buying behaviour and marketing strategies with regards to engaging with digital media? What mark of impact does social media marketing have on purchase behavior? What role do feedbacks and suggestions of like-minded people play with respect to consumers' preferences? Out of these Digital Marketing methods, which has been most impacting on consumers' purchasing habits?

E. Significance of the Study

This study aims to give insight on relationship between digital marketing and consumer behaviour and how the various marketing strategies will impact consumers' buying. The results to help online marketers and organisation's develop effective web marketing strategies, construct a much better audiences and boost the marketing performance. The study also provides with a valuable foundation for further academic research in the field.

F. Scope and Limitations

The researcher has decided to choose consumers active on digital platform in the Indian subcontinent are exposed to digital marketing activity. Discusses some Digital marketing strategies and its implications on Consumer Buying decision. The study has its own limitations related to the accuracy of the respondents to fill the necessary information and the limited sample size used in the study, also the trends in digital marketing are constantly evolving which may impact the results of the study.

II. LITERATURE REVIEW

One of the greatest burgeoning practices in the present modern times is Digital Marketing which has taken the organization's communication with its clients to a completely different level and also promotes its products and services. The use of the Internet, mobile devices, and social media/e-commerce environments has had a profound impact on consumer buying behaviour. Years and years have gone by where bulk mail, TV, radio and yes, countless hands-on events have been added and complemented more and more over time with more accessible, more interactive and more personalized, digital events. Along with these technological changes, consumers have also changed their buying habits: they tend to collect information about products via online sources, compare alternatives online, read reviews about products online, request recommendations, and even place orders online. For businesses in a competitive world, digital marketing opportunities for businesses are vital to attract and engage, and also retain customers through social media marketing, content marketing, search engine optimization, online advertising, influencer

marketing, email marketing and mobile marketing. It is all about one to one real time targeting, segmentation, measurement and engagement with consumers. Consumer behaviour theories suggest that people can be influenced by psychological, social, culture and economic factors whilst making purchase decisions and most of these factors can be impacted by digital interactions. The power has been lent over the social media process as it enables the firm to communicate directly with a client, and peer-to-peer via reviewing, commenting, recommending and sharing. While this shows the value of the growing trend of influencer marketing, the Prof Holy Back Social media study concludes that consumers trust what the influencers are saying about brands and products. Reviews and ratings have also become a major factor in customers purchases because they allow customers to get an idea on the quality, reliability and customer satisfaction of the product purchased. Hyper-targeted ad campaigns and marketing can also foster enhanced consumer engagement and more effective targeting of advertising messages to consumer interests and online activity. With the onset and advent of ecommerce business, the correlation between Digital Marketing and consumer behaviour has become more powerful as the way consumers discover a product to buying them can be easily tracked. These opportunities open the door for companies to enhance their marketing campaigns and improve the customer experience through the application of the latest technologies, such as AI, machine learning, predictive analytics and CRM. The literature is very consistent and documents how Digital Marketing positively impacts consumer awareness, brand perception, purchase intention and buying decision. Despite extensive research on this, it remains an investigation because digital technologies continually evolve and so do preferences for consumption, along with limited knowledge regarding the how and the why of changing behaviours. Hence, study of the impact of digital marketing on consumer buying behaviour remains more relevant and important for the academic study and practice in business world particularly in the field of digital economy such as India where Somany things are happening on the internet, people utilizing internet and using their smart phone that will have a immense impact on consumer buying.

III. RESEARCH METHODOLOGY

The study has been conducted to Identify the impact of Digital Marketing Strategy on Buyer's Behavior in India. Study objectives were achieved by systematic study process to get the valid conclusion from the study data. Research methodology is a step by step procedure that helps the researcher to collect, organise, analyse and interpret the information that pertains to the research problem. From this perspective, the essence of sampling for the study was to be able to see how consumers saw and reacted towards the activity of digital marketing totally sampled from the same respondents so this may lead to consider descriptive research design in sampling the study. Descriptive Research is one for which the researcher designs to identify, describe and analyze the conditions, opinions, attitudes and the behavioral patterns with the aim of studying them without changing any of the variables. The type of research that was applied in this study was mostly quantitative research that was focused in collecting quantitative data as well as to interpret consumers' response statistically. The data for the study is obtained from the respondents by using questionnaire, the data obtained are primary and specific structured questionnaire has been developed to solve the problem statement. The target population consisted of the users of the different digital platforms such as Social Media, Search engines, E-commerce

websites, Mobile Applications etc. who actively use the platforms themselves. The consumers were selected because they are regular users of digital marketing materials and from them valuable feedback could be collected related to the impact that they received from digital marketing on their buying behaviour. There were 60 respondents selected for the study. The sampling was convenience, non-probability sampling technique which enabled the researcher to collect data from respondents who were easily accessible and willing. The questionnaire comprised of two broad sections. The Demographic data (Age, Gender, Educational qualification, Occupation and Internet information accessing habits) were addressed in the first part. The second concern how much respondents felt that digital marketing strategies and activities (social media marketing, influencers, online ads, personalised ads, digital content and online reviews) have affected the awareness of products, purchase intentions and purchase behaviour. The close-ended question type and Lickert type statements have been mainly used in typing the questionnaire with consistency that the question typed is in uniformity and having quantitative statistical analysis. A questionnaire was prepared to provide the necessary data, critically evaluated and checked before the data collection process, the collected data was simple, easily understood and related to the objective of the research. The respondents were instructed about the objective of the study and asked to respond freely and honestly considering their exposure towards the digital marketing platforms and Internet buying behavior.

This lengthy data collecting process was adopted in a well systematic method to make it consistency and accurate. Respondents replied to the selected items on an Online and Offline mode in which pre-structured questionnaire was constructed and distributed to the respondents for filing responses that will be analyzed. The responses were screened and organised then coded and tabulated for easy interpretation after collection. Mainly descriptive statistical methods were adopted in analysing the information collected. The frequency analysis was used to find the number of respondents who selected a particular category of answers and the percentage analysis was aimed at the determination of the relative percentages of the respondents who selected the different category of answers as well as highlight the major trend. Responses were organized around a table, and organized in a clear, understandable format, (organized in a table to make the responses more easily understood, meaningful comparisons more easily made between different response categories). Representation of results in a graphical format (using bar charts and pie charts) were suggested to make the results attractive and understandable by others. The method of the research was taken into consideration regarding reliability and validity. For reliability, standard form was used in the questionnaire and its wording was kept simple with no question that could be misunderstood, thereby increasing the consistency of answers. Validity check was done through the same process, that is, items of the questionnaire were related to objectives of the research and key variables in the literature search. Followed were also issues that are related to ethics in research. The involvement was totally voluntary and it was explained to the participants that the information collected was for academic use only. No attempt was made to personally identify the information provided by respondents and confidentiality was respected. During a research process, it was carried out in an honest, transparent and professional manner to show that the findings were credible. However, some of these appeared, although methodological rigour was attempted, to be limitation. In the case of the

respondents, there were 60 respondents that felt confident enough thus it may be limitation in generalizing the study. Also, the consumers' perceptions and experience were subjective and may include personal biases. However, the methodology followed in this study ensured a wide circle in the analysis of the impact of Digital marketing on consumer buying behaviors and there were considerable findings shown in the influence of the digital platform in Consumer Engagement and Marketing Communication with purchasing intentions in Indian market.

IV. RESULTS AND DISCUSSION

The data collected from the respondents (60) is analysed and interpreted in this chapter on effect of Digital Marketing Strategy on Consumer buying behaviour in India. The class frequencies and percentages were used as techniques to analyse the data gathered from the structured questionnaire. The results provide insights into customers' demographics, their digital preferences, and the impact of digital marketing strategies on their buying behaviors. Outcome will be represented in tables and detailed interpretation will be given.

Table 4.1. Age Group of Respondents

Respondents Percentage (%)		
Below 20 Years	8	13.3
20–30 Years	28	46.7
31–40 Years	14	23.3
41–50 Years	7	11.7
Above 50 Years	3	5.0
Total	60	100

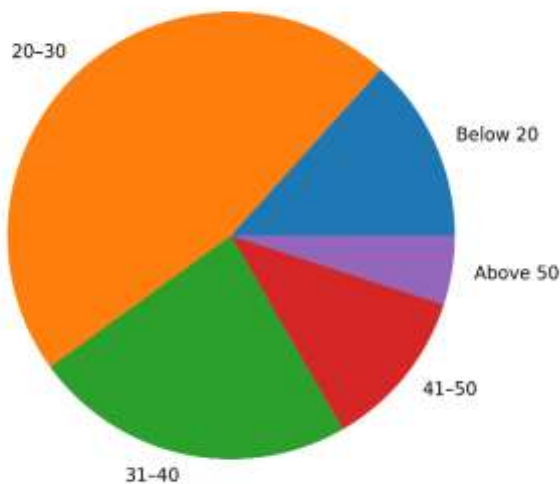


Fig. 4.1. Age Group of Respondents (Pie Chart)

Interpretation: The highest proportion of respondents sampled (46.7%) is in the age 20-30 followed by age 31-40 (23.3%). Just 5% of the respondents were aged 50 or older. The outcome is that the younger generation is more active with respect to the digital platform and hence more accessible in terms of digital marketing activities. This age group is a definite target market for any organisation that applies any digital marketing strategies. The high levels of younger respondents

reflects the use of internet technology at a higher rate among younger people, as well as highlighting the significance of internet usage in the modern online environment.

Table 4.2. Frequency of Internet Usage

Respondents Percentage (%)		
Less than 1 Hour	4	6.7
1–3 Hours	12	20.0
4–6 Hours	20	33.3
More than 6 Hours	24	40.0
Total	60	100

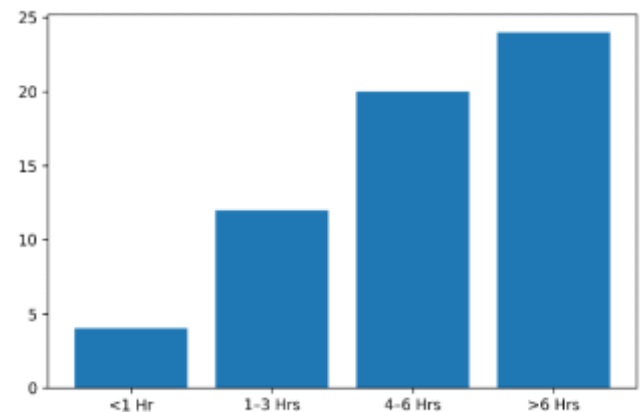


Fig. 4.2. Frequency of Internet Usage (Bar Chart)

Interpretation: It can be concluded that from the findings obtained, most of the respondents that is 40 % spend more than 6 hours per day online while 33.3 % spend 4-6 hours per day online. A few of the respondents use the Internet less than 1 hour per day. Based from the facts above, it can be concluded that digital platforms are a part of everyday consumers' lives according to the authors. The more you use the internet means more ads, social media-marketings, influencing etc. you see. This means that businesses have more chances to make contact with customers digitally, and affect their buying by continuing the dialogue online.

Table 4.3. Most Influential Digital Platform

Respondents Percentage (%)		
Social Media	24	40.0
Search Engines	10	16.7
E-commerce Websites	16	26.7
Email Marketing	4	6.6
Online Videos	6	10.0
Total	60	100

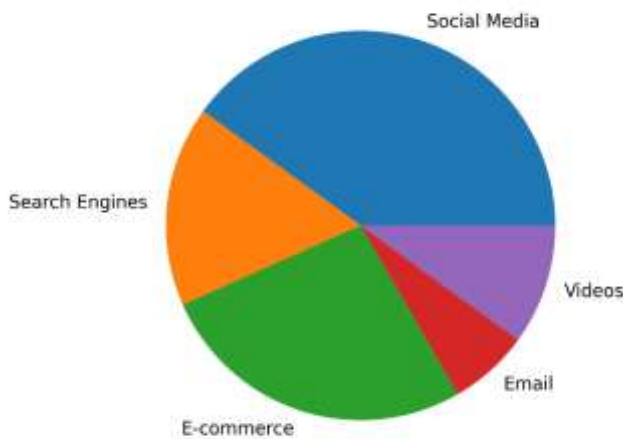


Fig. 4.3. Most Influential Digital Platform (Pie Chart)

The entire social media side was singled out as the most important digital side (for 40% of respondents' preferences). Ecommerce sites placed second (26.7%) while search engines followed at 16.7%. The least influential platform was identified as e-mail marketing. It was seen that influence of the social media was increasing on the attitude, preferred choice and purchase decisions of consumers. Social networks are giving digital businesses the opportunity to establish environments that are customer-facing and interactive, where customers are in touch with advertising, the ability to influence content, reviews and brand communication.

Table 4.4. Overall Impact of Digital Marketing on Consumer Buying Behavior

	Respondents Percentage (%)	
Strongly Agree	22	36.7
Agree	24	40.0
Neutral	8	13.3
Disagree	4	6.7
Strongly Disagree	2	3.3
Total	60	100

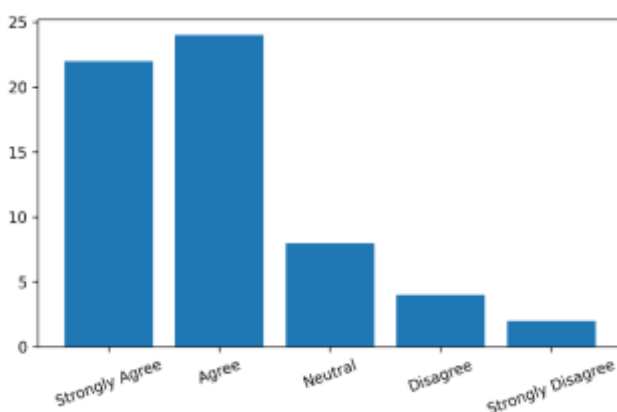


Fig. 4.4. Overall Impact of Digital Marketing on Consumer Buying Behavior (Bar Chart)

As per this agreement and strong agreement, 76.7% of the results from the respondents may be seen as agreeing about the influence the actual impact of digital marketing has on the buying behavior. A minority (10%) was disagree and even smaller minority (13.3%) was neutral. It's an indicator that digital marketing certainly makes a difference to the consumer's buying. Digital ads, online reviews, social media/personalized promotions and influencers are all contributing increasingly to consumer influence. The positive ratings illustrate that digital marketing has now become a part and parcel of decision making process with consumers. By leveraging and utilizing digital marketing effectively, businesses can connect with their customer and build a successful brand and affect their purchasing behavior.

In conclusion, it can be seen that there's a strong influence of digital marketing on the consumer buying behaviour in India. The because the younger are more concentrated on the internet and less on older age groups, the data indicates that younger people are increasingly turning to the internet as one way to get information, and engage in communication. Social Media emerged to be the most influential Digital media platform which is a part of the new marketing communication today. They consume their content on digital media, check out information online and use it as a basis for making their purchases. This very high agreement also confirms the importance of using the Internet for product promotion towards the awareness, preferences and buying intensions of consumers. The findings, however, have proven that it's the consistency of purpose and digital marketing tools that has been a big differentiator in the Indian digital marketplace.

V. CONCLUSION AND FUTURE WORK

The objective of the current study is to gain a better understanding about "Digital Marketing and its impact on buying behaviour in India." The results of the study indicate that, overall, digital marketing has emerged as anything but a small player in consumer awareness creation, product evaluation, purchase intention and purchase decision. Consumer consumption habits have undergone a dramatic transformation in recent years, as people consume around the internet, their social media accounts, smartphones and ease of online shopping; their interaction with brands and information they search for prior to purchase. They discovered that there is a lot of time that user can spend on digital platforms and they're often served with lots of different kinds of digital marketing content. social Media was found to be most influential platform that influenced the purchasing behaviour of consumers followed by eCommerce website and search engine platform. The results further showed that digital marketing tools such as internet advertising, word-of-mouth by the influential, customer reviews, personalised messages and digital media play an important role in the attitudes and preferences of the consumers. The majority of the respondents understood the potential for digital marketing to influence their buying process and the importance of this in today's business world. The study confirms that digital information is becoming more important pre-purchase, providing the consumer with information about a product, comparing alternatives and assessing product quality. In managerial perspective, it is concluded that it is crucial to focus in innovative and customer centric digital marketing to boost the brand touches, customer interactions, and the competitiveness of

any organization. A company can engage with benchmarks and directly communicate with their clientele, and use a range of social media marketing tools to help build a much stronger link and modify their marketing approach when appropriate. The study provides a valuable insights into the consumer behaviour in the Indian digital marketplace, but some limitations are worth noting: Sample size is comparatively low, and answers have been self-reported. Future study may be increased the respondents and it can be conducted in different geographical locations and can look for Digital Marketing application in each sector. Additional research could be conducted on how new technologies such as artificial intelligence, machine learning, augmented reality, virtual reality and predictive analytics affect consumer decisions. This kind of research will help to refine the understanding of changes in digital marketing tactics and their lasting effects upon customer purchase behaviour in the technology-rich world.

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