

## A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

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### ABSTRACT

Digital marketing has become the most common method employed by marketers to communicate products or services to consumers since the evolution of digital technology. This necessitated the need to understand the impact of digital marketing on consumers in order to maximize value creation. This paper was aimed to explore qualitatively the impact of digital marketing on consumers buying behaviour. The study's conclusions showed that consumers thought digital marketing helped them achieve their goals, specifically to obtain better prices on the goods and services they had planned to purchase. The study found potential problems, like privacy concerns, that might prevent this type of marketing from being widely used. Visually appealing commercials are viewed favorably by consumers, and they frequently respond to them.

### 1. INTRODUCTION

#### INTRODUCTION OF MARKETING:

Marketing is an ancient art and has, since the day of Adam and Eve, been practiced in one form or the other. In the modern world, Marketing is everywhere; most of the task we do and most of the things we handle are linked to marketing. Marketing is an activity. Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products. Almost everything you use and everything around you has been impacted by marketing, including your morning tea, newspaper, breakfast, outfit for the day, car you drive, phone in your pocket, fast food restaurant lunch, computer at your desk, internet connection, and email address. Marketing has its imprint on them all depending on the product and the context/experience the imprint may be visible or subtle. But it is very much there. The majority of your everyday activities include marketing. Marketing is a ubiquitous phenomenon. Customers are the focus of marketing. It involves making a profit while providing client happiness. Marketing's dual objectives are to retain existing clients by providing satisfaction and to draw in new ones by offering better value.

#### MEANING OF MARKET:

A Market is any such person, group or organization which has existing or potential exchange relationship. Customers are the beginning and the conclusion of it. The foundation of modern marketing is the creation of outstanding customer value and the provision of high levels of customer satisfaction. Businesses nowadays must comprehend client wants, conduct thorough research, create and provide exceptional value at a fair price, and make the product easily accessible to customers. Only then will their goods be in high demand and steadily sell out.

#### DEFINITION OF MARKET:

**Kotler** defined market as "A set of all actual and potential buyers of a product."

**Kohl's and Uhl** characterized market as "an arena, wherein all buyers and sellers were highly sensitive to each other's transactions, and where what one did affected the other."

**According to Cochrane**, "A market is some sphere or space, where certain physical and institutional arrangements could be seen, and the forces of demand and supply are at work to determine prices with a view of transferring the ownership of some quantity of good or service."

#### MEANING OF MARKETING:

Marketing refers to the various groups of activities that take place in a market. These activities are either planned or spontaneous. For example, production, assembling, distribution and storage could be planned, consumption is often spontaneous.

#### DEFINITION OF MARKETING:

The American Marketing association defined marketing as "Market is an organizational function and a set of process for creating, communicating value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

Kotler says "Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."

#### CORE MARKETING CONCEPTS:

The important or core marketing concepts consist of needs, wants, and demands; marketing offers (products, services, and experiences); value and satisfaction; exchanges, transactions, and relationships; and markets. All these core marketing concepts are linked to one another, with each concept building on the one before it.

➤ **Needs:**

The concept of human needs is the fundamental concept underlying all marketing activities. Human needs are states of felt deprivation. They are biogenic in origin and include physiological needs for food, clothing, warmth, shelter and safety. Social needs are craving for belonging and affection. Knowledge and self-expression are the other individual needs of human beings. All these needs are basic requirements of any individual, and are not a creation by marketing people.

➤ **Wants:**

Wants are the forms human needs take as they are shaped by culture and individual personality characteristics. When an American needs food, he may want a McDonald burger, or steak, French fries, and a Coke; whereas, if an Indian needs food, he may want a dosa, chapattis or rice, and coffee or tea. Wants are shaped by the society in which one lives and are described in terms of products that will satisfy needs. The only other difference between needs and wants is that while human needs are limited, wants are unlimited.

➤ **Demand:**

When human wants are backed by purchasing power and willingness to buy, they become demands. Based on their needs, wants and buying capacity, consumers ask for or demand products which they feel will give them maximum value and satisfaction. Most of the marketing companies take pains to study and understand their customers' needs, wants, and demands, based on which they plan their strategies for products and promotions. Consumer behaviour studies and consumer research are primarily for identifying and analyzing consumer needs, wants and the related buying behaviour.

**MARKETING MANAGEMENT:**

According to Philip Kotler, "Marketing management is the art and science of choosing target markets and building profitable relationship with them. This involves getting, keeping and growing customers through creating, delivering, and communicating superior value." Thus, marketing management involves managing demand, which in turn, involves managing customer relationships.

**2. REVIEW OF LITRATURE**

- **Lamba et al., (2015)** explained that how consumer behaviour and demands are changing, and will continue to do so. It is possible to outstrip rivals, and even upcoming competition, if brands are able to understand these changes. Other intangible factors, such as experience and word of mouth, do not only play a role in customers' purchasing decisions. There is a decline in consumer tolerance. Influencers or friends and followers lead them with their social opinions. Due to the ease of switching brands, they are less loyal. Data is collected through secondary sources. Digital technology has increased people's awareness and informed themselves. As a result, the study emphasizes that the digital lifestyle has created a profound impact on how people behave in traditional ways in a more rational manner.
- **Journal (2014)** concluded that in response to increased communication avenues, consumers have adapted to and responded in a distinctive way. Several social media tactics have been taken into account in order to change consumer behaviour. Online customer reviews were one way to use word of mouth - word of mouth was taken as a tactic. Through social media, people could use online recommendations to make purchases. As a matter of attention and interaction, consumer engagement helps a brand stay competitive as an endorsement.
- **Gulati & Pal (2014)** examined that in rural India, which was supposed to be media dark and devoid of basic infrastructure and technology, mobile marketing has created a revolution of sorts. Due to frequent power cuts, rural Indians rely heavily on their mobile phones for entertainment. By attracting these rural consumers to their mobile phones, HUL created a masterpiece by finding an opportunity. Mobile phones became more popular due to the entertainment provided by the radio station. Descriptive research design has been used and data has been collected through secondary sources.
- **Lamba et al., (2014)** in their study social media marketing practices are perceived positively by customers. Therefore, since it relies on websites, publications, and recommendations, it has become an integral part of everyone's life. In addition to allowing consumers to express their opinions in an open and honest manner, social media networks have become a valuable tool in our everyday lives as their content has spread quickly. Data is collected through secondary sources and descriptive statistics has been used.

- **Singh (2014)** in his study smartphone usage has led to a change in the way people shop and make purchase decisions, since the use of smart phones and feature phones have become more prevalent. Over half of the digital time that consumers spend on their cell devices is spent on tablets, iPads and smart phones, etc., which are known as mobile devices. Users demand great experiences on their devices, and they value great experiences very highly. As per Google, of the consumers who visited mobile sites, more than half are more likely to make a purchase if they had a positive experience, but some would leave if they were not able to find what they wanted right away.
- **Kadian et al., (2013)** described that how Dove's video/web film transformed how people viewed themselves when it came to their perception of beauty and beauty - as well as how the brand connection led to a high recall value for Dove and increased affinity towards them. After a month since its release, the campaign and More than 114 million people have watched the video, making it the most popular ever.

### 3. OBJECTIVES OF THE STUDY

- To study the concept of Consumer buying behaviour.
- To know the importance of Digital Marketing.
- To know the Impact of Digital Marketing on consumer buying behaviour.

#### CONSUMER BUYING BEHAVIOR:

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

#### Factors that affect Consumer Buying behavior:

A variety of factors go into the consumer buyer behavior process, including cultural, social, personal, and psychological factors. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Let's take a closer look at each of these factors:-

- **Cultural Factors** - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.
- **Social Factors** - Elements in a person's environment that impact the way they see products.
- **Personal Factors** - These may include someone's age, marital status, budget, personal beliefs, values, and morals.
- **Psychological Factors** - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

#### TYPES OF BUYERS:

It's hard to distill something as complex as consumer buying behavior into four neat and tidy categories. Most people will find they are a combination of these types of consumer buying behavior. To better understand this behavior, it's important to understand the stages involved in the consumer buying process:

- **The Amiable Buyer** - Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.
- **The Analytical Buyer** - Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
- **The Expressive Buyer** - Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.
- **The Driver Buyer** - Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.

#### ❖ Stages of the Consumer Buying Process:

There are five stages of the consumer buying process: finding a problem, gathering information, finding solutions, making a purchase, and reviewing the purchase.

- **Find a Problem** - In this stage, the consumer first notices when they have a problem they want to solve. This could be anything from wanting an outfit for an upcoming event to needing a leaky pipe in their house fixed.
- **Gather Information** - Next, consumers will want to figure out what might be causing their problem and how to fix their problem. They might turn to the internet for recommendations or more information about what might be

causing their problem. For examples, the person shopping for a new outfit might search for the best fabrics to wear to an outdoor wedding. The person with a leaky pipe might look into what causes a leaky pipe to see if they can fix the problem on their own.

- **Find Solutions** - Once the consumer has finished gathering information, they will look for more specifics on how to fix their problem. They will start comparing brands and looking at reviews from others to help them decide on a solution. The person shopping might look for places with the nicest formal wear at the lowest prices. The person with the leaky pipe might look at reviews for the best plumbers in their area.
- **Make a Purchase** - This is where the consumer will make a decision and spend money on a solution. For our examples, that would mean buying a new outfit and hiring a plumber.
- **Review the Purchase** - Some consumers may leave a review on your website, some don't. In either case, the consumer will personally review the product or service they received and determine whether they would recommend it to others or purchase from their chosen business again.

#### 4. INTRODUCTION OF DIGITAL MARKETING:

Digital marketing is the new method of marketing commodities using-digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. The development of digital marketing has altered the method companies use technology for promotion, as digital podiums are progressively changed into advertising plans, as individuals use digit campaigns like mobile, computer/laptop and tablet instead of visiting physical market. Digital-marketing elements like search engine-optimizing is also called as organic method of ranking the website, pay per click or SEM, content-marketing, email-marketing, social

media, social-media optimization, show promotion besides e-commerce marketing are becoming more common in advertising technology.

#### 5. CONCEPT OF DIGITAL MARKETING

It involves sum total of marketing work that usage of an electric component and internet, Businesses leverages various digital-ways-like-search engine, -social medias, -email, website in addition offline marketing such as SMS and MMS to attach with present and potential customers. Digital marketing is also stated as online-or internet-marketing.

Digital Marketing is the-promotion of-business organization or brand by means of various channels such like the Internet, mobile devices, TV, radio in addition to consuming different online advertising, podcasts, video and other such approaches to communicate message. Internet promotion in specific plays a vital share in somewhat promotional plan and it is fetching the basis of numerous establishments' complete promotional policies.

##### Digitalization in Marketing:

Digitalization is changing business unprecedentedly fast; new business models, products and services are being created. Online reservations, online discount coupons, automation of order processing and multiple other digital aspects must be taken into consideration, when aiming to operate successful company these days. Remote work, more intense competition and completely new business models are consequences of constantly digitalizing world of business.

Possibilities of digital marketing Digital technologies have made creating, publishing, reaching and consuming information fast and easy. Digital channels offer a possibility to carry out marketing efficiently on a smaller budget. On social media, it is usually cheaper and easier to target the customers, than on the traditional marketing channels, such as television, radio and newspapers.

Another useful benefit of digital marketing is the possibility to measure the results of the marketing by analyzing the collected data, it is easy to figure out if the marketing actions are creating sales or not. Social media also offers a possibility for efficient networking and creating partnerships, collecting customer feedback, and engaging the potential customers to company's product or service. Strong and reliable brand has become the key to success in the middle of intense competition. Brands have become more humane, which has brought the brands closer to customers, and the customers have become more and more loyal to their favorite brands. Communication on the internet and social media is becoming faster, and people are becoming more and more impatient with consuming content. First impression is everything, and the customer's attention must be drawn in a few seconds.

Sales are an essential part of business growth. By receiving better brand awareness, opening to the new opportunities, and exposing the company to desirable target customers, social media is a useful

tool to generate more sales. The potency of the sales funnel has augmented and increased by using social media as a part of business strategies. Strong relationships with the target consumers can be reached by familiarizing with their



preferences and improving the services based on them, and also engaging and connecting with the customers. Through different social media platforms, entrepreneurs can even engage the customers into the development and improvement of new products and services. Developing an efficient digital strategy requires understanding of a complex, competitive and diverse buying environment. The three main types of media channels to consider are paid media, owned media and earned media. Paid media refers to more traditional media, such as print and TV advertising, and direct mail. Concerning the paid media, there is an investment made to buy for the visitors. The media owned by the brand includes company's website, blogs, mobile apps and social media profiles. These channels are useful investments in addition to more traditional alternatives. Earned media refers to word of mouth, conversations in social media, and other publicity generated by PR. Using different partners, such as bloggers and other influencers can increase the brand awareness significantly.

#### **Digital Channels to reach Consumers:**

Combining these three types of media can offer effective marketing results. Content marketing is the core of all digital marketing. It can be text, pictures, info graphics or video, and it offers endless possibilities for increasing brand awareness and website traffic, and also educating and converting customers. Efficient content marketing is compelling, valuable, relevant and consistent, finally leading to profitable customer action. Although the concept of content marketing is perceived as quite a new phenomenon, different brands have been telling stories to obtain and retain customers for centuries. Contents have been used to educate and entertain the audiences, yet the forms of publishing have been quite different before the era of digitalization.

While creating content for an organization, making a thorough content strategy is evidential. All the content published should have a clear purpose and objective, and it should be in line with the company's mission and values. Influencer marketing during the latest years, the usage of influencers in online marketing has been increasing rapidly.

#### **Influencer Marketing:**

The impact of influencers' recommendations about brands or products has become more powerful than the companies' own messages. Social media influencer is roughly defined as an individual who is active on social media, and who has a large following. The two factors combining all the influencers are credibility and niche. However, influencer is a quite broad term, since the follower amounts, reaches and engagement rates can vary a lot among different influencers. That is why influencers can be shared into three different categories based on their power of influence: micro-influencers, macro-influencers, and mega-influencers. The limits of these groups are quite subjective, but these shows that even with smaller amounts of followers, the term influencer can be used.

#### **How digital marketing influences consumer behavior:**

Consumers never make a purchase prior to conducting online research. Consumers now have the ability to collect all the research they could possibly need, as well as compare brands before making an informed decision followed by a fitting purchase. The consumer's decision regarding which product to purchase is heavily impacted by all the information they find while researching about the product. This makes it absolutely crucial for brands and businesses to have a strong online presence, as this is what consumers judge them on.

#### **The impact of Digital Marketing on Consumer Buying behaviour:**

This impacts consumer behaviour since today, brand presence is a combination of associations, such as values, products and ideals, made by consumers after they have interacted with your business. An online presence is also a means to communicate directly with customers; this translates to a one-on-one communication medium with both happy and dissatisfied customers.

- A brand's online presence can communicate its message more clearly and accurately considering it's the business that controls the information placed online. Nowadays, we can see a very steep decline in print advertising. It is estimated that the print advertising revenue from newspapers will decrease to 5.3 billion dollars by 2024 in comparison to the estimated 25.20 billion dollar revenue it procured in 2012.
- This makes an online presence crucial as it is the first point of communication between a brand and a customer, a brand's response to both praise and criticism is done through digital platforms, making a brand's digital presence crucial to its survival.
- The powerful tool of digital word-of-mouth a dependable way to get recommendations is through digital word-of-mouth, also called influencer marketing. Digital word-of-mouth, also known as influencer marketing is a dependable method of recommendation.

- Consumers today seek recommendations from peers or look for endorsements from their role models. In addition to customer reviews, influencer marketing, testimonials, and comments, other types of recommendations can also assist brands in establishing trust with consumers.
- Customers are more likely to trust a brand if it has a good digital word of mouth. Businesses have also been able to maintain a presence online through this. Word-mouth can have a huge impact on any brand's sales.
- Furthermore, it is safe to assume that digital marketing has placed consumers in control. Unreliable clientele loyalty prior to the digitalization of the marketing world, customers were more prone to staying partial to their brand of choice. They chose to stick to the brand they are already familiar with; this was a result of low exposure to the different available products on the market.
- Today, customers actively search for different products that cost the same but provide them with increased value. Customers now feel less hesitation when replacing their go-to brands with brand new ones, this is because customers are now able to judge a product based on a range of different criteria including sales and discounts, value, and customer support. Since customers are able to research everything they need to know, if they find a better deal they are more likely to take it.
- Consumers exhibit a lower level of patience nowadays, consumers demand fast responses to their questions and concerns. Digital marketing makes this possible. You can easily share customer queries and thoughts on social media for a large audience. Positive and negative customer reviews greatly influence consumers.
- By empowering customers and giving them tailored experiences, digital marketing allows brands to establish transparent and stronger relationships with them. Consequently, digital marketing is a strong motivator for consumers. Impulse buying is driven by digital marketing through digital media allows brands to promote their products at the right time and in the right place where consumers are most likely to make spontaneous or impulsive purchases.
- Deals, discounts, and offers from brands are used to entice customers to buy their products. It's highly unlikely to happen in an offline setting, but it can be used by marketers as a marketing tactic. Provides consumers with a more customized shopping experience Digital marketing allow consumers to tailor their shopping experiences. It has been observed that customers prefer instant gratification to researching new products. A brand's digital content can be crafted and modified to offer tailored shopping experiences. This will have a significant impact on consumer purchases.

## 6. CONCLUSION

From this study we can conclude that the Digital Marketing isn't just concerned around putting advertisements in entrances, it includes of incorporated managements & coordinated stations. Promoters are essential to use these segments in a successful manner to arrive at objective meetings and to manufacture a product. In this computerized period promoter isn't the concierge for a product, persons who are related over the advanced phases are the supervisors. Products are essential to manufacture their excellence over progressive stage, in light of the fact that customers have high fondness to electronic media than additional media.

Additional than that customers are profoundly information rescuers & electronic media is the key phase for dual way communication amongst products & customers. Advanced broadcasting is the finest phase to alteration ended an article to a product. Meanwhile it is savior and it gives tract of trace emphases to promoter. Products can prepare to attach with their impartial meeting in a feasible way finished progressive phases. Progressive media isn't just for promise, products can shape their customers or they can grasp their present customers. Electronic phases assistance to shape the result of product appraisal in impartial meetings.

The examination focused on the purchaser buying behavior proves that, Indian customers are deeply information seeker & they will do look into about an item beforehand setting off to a merchandizing plant. So products need to offer phases to customers to understand their item or to get a truthfully texture of that product. Therefore digital marketing heavily impact the consumer's buying decisions.

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