

A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR IN VIJAYAWADA

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ABSTRACT

In the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. Today digital marketing have a greater scope of expanding their business in the future as customers are much more satisfied by doing online shopping as they find digital marketing much more safer than traditional marketing. Digital marketing provide opportunity to the customers to have a look on the information of the product provided by the company and can able to do comparison accordingly, so that they are able to enjoy right to choice and can place order at any time 24*7 at any place. With the updated technologies and increase in the usage of internet engagement, interconnectivity of consumers is increasing day by day as a result of which consumer behaviour changed and organization should understand the behaviour of consumer. This research study analyse the impact of digital marketing on consumer buying behaviour. As a result digital marketing have positive impact on consumer buying behaviour, traditional marketing soon should be shifted to digital marketing.

1. INTRODUCTION

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. Your morning tea, your newspaper, your breakfast, the dress you put on for the day, the vehicle you drive, the mobile in your pocket, the quick lunch you have at the fast food joint, the PC at your desk, your internet connection, your e-mail ID almost everything that you use and everything that is around you, has been touched by 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. DM 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. Digital Marketing refers to online marketing, internet marketing. Digital Marketing not only essential for grabbing wide area for marketing but it also equally essential for customers as it provide number of opportunity to talk directly with customers To understand consumer respondents' perceptions towards digital marketing advertisements.

2. OBJECTIVES OF THE STUDY

1. To know the consumer satisfaction levels with various online payment methods and their influence on purchase decisions.
2. To analyze the impact of digital marketing trends and access the factors that impact and consumer buying behaviour.
3. To measure the impact of user reviews and ratings on the purchasing decisions and overall trust in the product.

3. RESEARCH METHODOLOGY

Source of Data: Primary as well as secondary data has been collected to meet the objectives of the study.

- **Primary Data:** Primary data means the unique data that has been collected specifically for the determination in mind. It is the first-hand data collected. Primary data can be collected through questionnaire, interviews, observations, etc. For the purpose of the present study an organized questionnaire was prepared and circulated to the customers who have a prior experience in online shopping.
- **Secondary Data:** Secondary data denotes to the data that was composed by somebody other than the researcher or the handler of that data. It is the second-hand data which is already collected. Common sources of secondary data are magazines, company websites, published articles, etc.

Sample Design

A self designed questionnaire was developed and given to general public in Vijayawada.

Sample Population

The population of the study is general public in Vijayawada.

Sample Size

The sample size of the study is 100.

Sampling Technique.

The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

4. ANALYSSIS OF DATA

1. Age

S. No	Parameters	Responses	Percentage (%)
1	18-24	83	83%
2	25-34	10	10%
3	35-44	6	6%
4	45 and above	1	1%
Total		100	100%

Interpretation: The above graph shows data skews heavily towards younger demographics, with 83% falling within the 18-24 age range. Those aged 25-34 constitute 10%, while individuals aged 35-44 make up 6%, and only 1% are 45 and above.

2.What is the gender distribution for purchasing products in digital marketing?

S. No	Parameters	Responses	Percentage (%)
1	Male	35	35%
2	Female	65	65%
3	others	0	0%
Total		100	100%

Interpretation: The above graph shows, the gender distribution for purchasing products in digital marketing shows that 35% are male, while 65% are female. Understanding this distribution helps tailor marketing strategies to effectively target different demographic groups.

3. What are some occupations that involve using digital marketing?

S. No	Parameters	Responses	Percentage (%)
1	Student	56	56%
2	Employed	25	25%
3	Self-employed	4	4%
4	Unemployed	15	15%
Total		100	100%

Interpretation: The above graph shows occupations involving digital marketing span diverse sectors. The majority, 56%, are students, leveraging digital platforms for academic or personal pursuits. Employed individuals, comprising 25%, utilize digital marketing in professional roles to engage with audiences. Unemployed individuals, accounting for 15%, may explore digital marketing for skill development or job opportunities. Self-employed individuals make up 4%, likely incorporating digital marketing into their entrepreneurial endeavours.

4. How many hours do you spend on the internet daily?

S.no	Parameters	Responses	Percentage (%)
1	Less than 1 hour	8	8%
2	1-2 hours	32	32%
3	3-4 hours	50	50%
4	5-6 hours	5	5%
5	More than 6 hours	4	4%
6	Others	1	1%
Total		100	100%

Interpretation: The above graph shows the majority of respondents, 50%, spend 3-4 hours on the internet daily, reflecting significant digital engagement. Following closely, 32% allocate 1-2 hours, while 8% spend less than 1 hour online. A smaller percentage, 5%, dedicate 5-6 hours, and 4% spend more than 6 hours online. Understanding these usage patterns helps businesses tailor their online strategies to reach their target audience effectively.

5. How often do you make purchases online?

S. No	parameters	Responses	Percentage (%)
1	Once a week	14	14%
2	2-3 times a month	23	23%
3	Monthly once	41	41%
4	Rarely	22	22%
Total		100	100%

Interpretation: Online purchasing frequency varies widely among consumers. With 14% buying weekly, 23% 2-3 times monthly, 41% monthly, and 22% rarely, it's evident that preferences span a spectrum. Understanding these patterns helps businesses tailor strategies to meet diverse needs and drive engagement.

6. Which devices do you primarily use to access the internet?

S. No	Parameters	Responses	Percentage (%)
1	Smart phone	67	67%
2	Tablet	3	3%
3	Laptop	20	20%
4	Desktop	10	10%
Total		100	100%

Interpretation: The above graph shows the majority of respondents, 67%, primarily use smart phones to access the internet, highlighting the dominance of mobile devices. Laptops follow at 20%, indicating their continued relevance for internet browsing. Desktops account for 10% of usage, while only 3% primarily use tablets. Understanding these device preferences is crucial for optimizing website and content design for different screen sizes and platforms.

7. Do you prefer to purchase products online or in physical stores?

S. No	Parameters	Responses	Percentage (%)
1	Online	11	11%
2	Physical store	28	28%

3	Not preference	11	11%
4	Depend on the product	50	50%
Total		100	100%

Interpretation: The above graph shows a significant majority, 50%, have no preference between purchasing online or in physical stores, highlighting the flexibility in consumer behaviour. Meanwhile, 28% prefer physical stores, while only 11% prefer online shopping. For 11%, the choice depends on the product, reflecting the nuanced considerations in shopping habits

8. What type of digital marketing influences your buying decisions the most?

S. No	Parameters	Responses	Percentage %
1	Social media ads	68	68%
2	Email marketing ads	4	4%
3	Search engine ads	8	8%
4	Influencer endorsement	20	20%
Total		100	100%

Interpretation: The above graph shows social media ads are the most influential digital marketing channel, impacting buying decisions for 68% of respondents. Influencer endorsements follow closely behind, influencing 20% of purchasing decisions, highlighting the power of social influence. Search engine ads and email marketing ads have a smaller impact, at 8% and 4% respectively. Understanding these preferences allows businesses to allocate resources effectively and tailor their marketing strategies to meet consumer needs.

9. What type of online content influences your buying decisions the most?

S. No	Parameters	Responses	Percentage (%)
1	Customer reviews	66	66%
2	Social media ads	10	10%
3	Brand websites	15	15%
4	Online ads	9	9%
Total		100	100%

Interpretation: The above graph shows customer reviews exert the most influence over buying decisions, with a significant 66% of respondents indicating their impact. Brand websites follow, influencing 15% of purchasing decisions, highlighting the importance of curated brand content. Meanwhile, online ads and social media ads hold sway over 9% and 10% of consumers, respectively. Understanding these preferences enables businesses to craft targeted content strategies to drive engagement and conversions effectively.

10. Which factor is most important to you when making an online purchase?

S. No	Parameters	Responses	Percentage (%)
1	Price	23	23%
2	Quality	55	55%
3	Brand reputation	15	15%
4	Reviews	7	7%
Total		100	100%

Interpretation: The above graph shows quality emerges as the top priority for online shoppers, with 55% considering it the most important factor. Price follows at 23%, highlighting the significance of value for money. Brand reputation holds

sway for 15% of consumers, while reviews influence 7% in their decision-making process. Understanding these preferences helps businesses tailor their offerings to meet consumer needs effectively.

11. What factors influence your decision to shop online?

S. No	Parameters	Responses	Percentage (%)
1	Convenience	14	14%
2	Wide selection of product	39	39%
3	Competitive price	23	23%
4	User reviews and ratings	24	24%
Total		100	100%

Interpretation: The above graph shows online shopping decisions are influenced by various factors, with a significant 39% citing the availability of a wide selection of products as a key motivator. Following closely behind, 24% prioritize user reviews and ratings, indicating the importance of social proof in purchasing decisions. Additionally, 23% consider competitive pricing pivotal, while 14% value the convenience of online shopping.

5. FINDINGS

- The majority of respondents (83%) fall within the 18-24 age range, indicating that digital marketing primarily influences a young demographic in Vijayawada.
- Smart-phones are the primary device for internet access, with 67% of respondents using them to engage with digital marketing content.
- Students form the largest group involved in digital marketing, making up 56% of the respondents.
- Online reviews and ratings significantly influence purchase decisions:
- Clothing is the most purchased product category influenced by digital marketing, with 48% of respondents reporting purchases in this category.
- The majority of respondents (50%) spend 3-4 hours daily on the internet, indicating substantial exposure to digital marketing.
- 41% of respondents find personalized product recommendations helpful.
- An additional 40% are open to personalized recommendations sometimes.

6. SUGGESTIONS

- Maintain a balance between online and physical store presence to cater to varying consumer preferences.
- Provide diverse payment options, including credit/debit cards, digital wallets, and buy now, pay later services, to cater to different preferences.
- Encourage and highlight customer reviews to build trust and credibility, which are crucial factors in online purchasing decisions.
- Maintain transparency in marketing communications and uphold authenticity in brand messaging to build trust and credibility with consumers, leading to stronger brand affinity and loyalty.
- Offer responsive and personalized customer service across digital channels to address inquiries, concerns, and feedback promptly, contributing to positive brand experiences.
- Regularly monitor consumer trends and preferences to adapt marketing strategies accordingly and stay competitive in the digital landscape.
- Optimize websites and content for mobile devices to accommodate the majority of users accessing the internet via smartphones.

7. 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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