A STUDY ON

 IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF

 CONSUMER IN VIYAYAWADA

**A Study on impact Of Digital Marketing On Consumer Buying behaviour in Vijayawada.**

***p. sirisha,*** *Roll No:22481E0040, Department of Business and Management*

*, SR Gudlavalleru Engineering College.*

**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.

**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 thepromotion 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. igital 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 customersTo understand consumer respondents' perceptions towards digital marketing advertisements.

**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.

 **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.

 **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 showsa 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 showscustomer 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 showsquality 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.

**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.

**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.

**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.

**REFERENCES:**

1. Nagakumari, M. Y., & Pujitha, M. C. N. (2021). Employee Welfare Measures in Manufacturing Industry. The International journal of analytical and experimental modal analysis, 13(8), 1153-1162.
2. Susmitha, K., Kumari, Y. V., & Surekha, G. (2021). Training and Development Program and its Benefits to Employee and Organization. Training and Development Program and its Benefits to Employee and Organization (August 7, 2021). Journal of Interdisciplinary Cycle Research, 13, 712-715.
3. Kumari, Y. V. N., Kamal, G., & Bhavani, N. D. (2021). Competency Mapping. JAC: A Journal of Composition Theory, 14(8), 59-67.
4. Mutyala, V., Kumari, Y. N., Kumar, T. H., Lakshmi, B. P., Manikanta, K. C., Kusumadhar, P., & Charan, G. S. (2022). A Study on Effectiveness of Training and Development in the Soft Drink Industry. NeuroQuantology, 20(10), 1641.
5. Kumar, T. H., Kumari, Y. N., Rao, A. N., Kumari, C. L. M., Janaki, G., Lakshmi, P. A., & Krishna, J. S. S. (2022). HR Analytics as a ModeratingRole in Effective Employee Engagement and its Outcomes. NeuroQuantology, 20(8), 4913.
6. Kumari, M. Y. N., & Leelavati, M. T. GREEN HUMAN RESOURCE MANAGEMENT PRACTICES AND IMPLEMENTATION IN ORGANISATIONS.
7. Raju, P. V. M., PrudhviRaj, K., Madhavi, S., & Nagakumari, Y. V. Sustainable Entrepreneurship Innovation and its challenges in India.
8. Kumari, M. Y. N., & Chalam, G. V. ROLE OF JOB PORTALS AND SOCIAL NETWORKING SITES IN E-RECRUITMENT: AN ANALYSIS.
9. Kumar K., Rao N., Kamal G., Vinod M., Leelavathi T., Sripathi M., Kumari N. (2023) The role of organizational citizenship behavior as an intervening variable in the relationship between employee engagement and gig workers’ productivity in India. *Organizational Psychology*, vol. 13, no 4, pp. 183-198.
10. Hemanth Kumar, T., Naga Kumari, Y.V., Narasimha Rao, A. (2024). Child Sexual Abuse in India: Understanding the Problem, Responding to the Challenges, and Charting a Way Forward. In: Shaik, A., Thota, S.L., Atmakuri, L.R. (eds) Child Sexual Abuse. Springer, Singapore. <https://doi.org/10.1007/978-981-99-8745-0_5>
11. G.Kamal, A Study on Financial Performance using Ratios of KCP Sugars and I C Limited, Andhra Pradesh”. The International Journal of Analytical and Experimental Model Analysis. Volume XIII, Issue VIII, August/2021, pp 1356-1363, ISSN: 0886-9367.
12. G.Kamal, A Study on Funds Flow Statement in and Organization using Data Analysis” Journal of Education: Rabindrabharati University, Vol.: XXIII, No. : 7, 2020– 2021, pp 187-192, ISSN: 0972-7175.
13. G. Kamal and Kumar, T. Hemanth and Susmitha, K., Linkage of Indian Equity Market with Developed Economies Equity Markets (September 14, 2022). Available at SSRN: [https://ssrn.com/abstract=4218617](https://ssrn.com/abstract%3D4218617) or <http://dx.doi.org/10.2139/ssrn.4218617>.
14. G.Kamal, Role of SHGs in Empowering Women in Marine Fishing Community, International Journal of Emerging Technologies and Innovative Research ([www.jetir.org](http://www.jetir.org/)), ISSN:2349-5162, Vol.5, Issue:9, page no. 169-173, September-2018.
15. J. N. V. R. Swarup Kumar, G.Kamal, A Mobile App For Age And Gender Identification Using Deep Learning Technique, International Conference on Intelligent Systems for Communication, IOT and Security, 2023, FEBRUARY 09, 2023 to FEBRUARY 11, 2023 International Conference on Intelligent Systems for Communication, IoT and Security (ICISCoIS) ,979-8-3503-3583-5/23/$31.00 ©2023 IEEE , DOI: 10.1109/ICISCOIS56541.2023.10100432 (Scopus).
16. TS Leelavati, S Madhavi, G Kamal, PVM Raju, K Susmitha, M Vinod, Shaik Aminabee, Revolutionizing Healthcare Delivery: Telemedicine's Influence on Access and Patient Satisfaction, International Journal of Chemical and Biochemical Sciences, Vol.: 24, No. : 5, 2023, pp 106-115, ISSN 2226-9614.
17. G.Kamal, Prof. T.Umamaheswara Rao,Credit Issues Encountered by Women in Marine Fishing Community in Coastal Districts of Andhra Pradesh”. The International Journal of Analytical and Experimental Modal Analysis, Volume XII, Issue X, October/2020, pp: 296:301, ISSN: 0886-9367.
18. Vinod, M., & Kamal, G. Employee Welfare Measures Towards Productivity-A Study of Selected Jute Units in West Godavari District, Andhra Pradesh.
19. Leelavati, T. S., Madhavi, S., Hemanth, K. T., & Susmitha, K. (2022). Is Ai The Next Big Thing In Human Resources?. *Academy of Marketing Studies Journal*, *26*(4).
20. Rao, A. N. INTERRELATION BETWEEN EMPLOYEE ENGAGEMENT AND INTERNAL BRANDING AND ITS OUTCOMES (A study with reference to Employees from IT sector).
21. Kamal, G., Kumar, T. H., & Susmitha, K. (2022). Linkage of Indian Equity Market with Developed Economies Equity Markets.
22. Rao, Narasimha & Tummalapalli, Hemanth. (2020). Effects of Employee Engagement on Tourism and Hospitality Industry A case study of selected hotels of Andhra Pradesh. Journal of Interdisciplinary Cycle Research. 7. 1181-1197.
23. Tummalapalli, Hemanth & Mutyala, Vinod. (2021). HR ANALYTICS AND METRICS.
24. Mutyala, Vinod & Tummalapalli, Hemanth. (2018). Challenges of Recruitment and Selection in Indian Healthcare Industry. 4. 232-234. 10.18231/2454-9150.2018.0615.
25. Kumar, H. (2017). The fourth industrial revolution: the digital strom impact on employment. *Int. J. Res. Comput. Appl. Manag*, *7*(8), 44-46.
26. Tummalapalli, Hemanth. (2016). Boosting India’s Growth Role of Salary Hikes in 2015. International Journal of Engineering and Management Research. 6.