



## A Study on the Consumer Buying Behaviour towards Online Marketing

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### ABSTRACT

In this dynamic world every day, we come to acknowledge shift of technologies and adopting different managerial skills, there is a shift of technology in approaching to customer or find its consumer base while this study will be based on as the worlds are shifting there techniques how the customers are responding towards new marketing strategies and leaving behind old formula or traditional marketing. This paper begins with an introduction of online marketing then it highlights the customer dependency on online marketing and end with the pros and cons on the people of online marketing.

Keywords: Online Marketing, Customer Dependency, Consumer Behaviour

### Introduction

Marketing is the process of developing a strategy to deliver information about a product or service to its targeted audience. For connecting to our targeted audience, marketer can opt for various platforms. With the advent of the internet and social media, another platform has taken the front seat. This is the online platform and the marketing done at this platform is the Online Marketing. Hence, one can define Online Marketing as the process by which a company targets its audience using various websites and apps, with the internet acting as an intermediary. Online marketing allows a marketer to reach their targeted audience and communicate about their products through a variety of channels, such as email marketing, social media, websites, e-commerce, and so on.

The world is rapidly adopting the internet. Users are drawn to the internet, and their use of the internet is increasing as their reliance on the internet grows. Trends show that marketers have adopted new strategies to generate leads, attract new customers, and work on customer retention. These online platforms are not just used to attract customers, but also to acquire them as well as retain them.

Before launching any products or services, a marketer can conduct an online survey and collect responses from potential customers, allowing the marketer to launch according to the needs of customers after analysing their responses. Online marketing, also known as internet marketing, is a subset of digital marketing that includes strategies marketer use to market themselves online. To qualify as an Internet marketing strategy, it must require the Internet to work and connect with leads. Internet marketing focuses on building a presence on the web.

Consumer behaviour is a rapidly growing area of study. It is a broader concept that investigates the factors that influence a consumer's decision to buy a product that meets their need (or) desire. Consumer behaviour is defined by the American Marketing Association as "the dynamic interaction of affect and cognition, behaviour, and the environment through which human beings conduct the exchange aspects of their lives." There are various factors that influence consumers' online purchasing behaviour. These are perceived ease of use, perceived risk, perceived usefulness, website design effect, economic factor, product availability, and customer satisfaction. This study aims to understand the buying nature of the consumers towards the online market shopping.

### Growth of Digital Marketing in India Through the Pandemic

The scope of digital marketing has significantly expanded in 2020 and 2021. Despite the fact that the pandemic has affected every aspect of our lives for the second year in a row, growth in the digital space has been strong and surprising. A larger increase is expected in 2023.

India has the world's second-highest number of internet users. In the country, internet penetration is at an all-time high. The number of active Indian internet users is expected to reach 666 million in India and over 5.3 billion globally by 2023. This indicates that more people are moving online, making it prudent and advantageous for retail brands to engage in digital marketing.

Even during the pandemic, the amount of money spent on digital marketing and advertising has increased. Even the largest corporations are reorganising their marketing budgets and shifting their emphasis to digital. Due to the pandemic and multiple lockdowns, statistics show that India's e-commerce market is expected to grow to Rs 7 trillion by 2023. This strongly suggests that digital marketing's growth is accelerating and has a positive impact on both businesses and people's lives.

Digital marketing has a bright and secure future. Any business today must establish itself in the digital world with the assistance of creative, innovative, and modern digital marketers. This growth in digital marketing will continue. With more opportunities on the horizon, meeting new consumer demands is critical. Future generations will be raised in the digital age and will be accustomed to doing everything online. Organizations and businesses must begin digital marketing efforts today in order to serve these future customers.

Data consumption is on the rise. People are increasingly subscribing to various platforms for watching videos and engaging in other internet addictions such as online shopping. This is expected to rise further as a result of the ongoing digital revolution.

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## Literature review

To survive in the market for the longer period of time, every business will have to be customer focused, mark-driven, global in scope and flexible in its ability to deliver superior value to customers whose preferences and expectations change continuously as they are exposed to new product offering and communication about them. Online customers are constantly looking for new products, new attractiveness, and, most importantly, price compatibility with their budget and with these attributes, internet turns out to be the best solution. It's a mode by which consumers can save time and money by shopping online at home or anywhere within their budget. Online shoppers have no restrictions when it comes to online shopping (Bashir, 2013).

According to Adrita Goswami et al. (2013), online marketers should place a greater emphasis on price and after-sale factors. To retain existing customers and attract new customers in this competitive era, all online marketers must focus on customer satisfaction and offer new schemes on a daily basis.

According to Garg and Bansal, 2020, consumer preferences are not permanent. It is constantly evolving, with a diverse range of options, prices, and other factors influencing consumer behaviour. Digital marketing and consumer behaviour are inextricably linked. Consumer purchasing behaviour has been shown to benefit from digital media. Digital marketing generates direct demand for products, assisting businesses in increasing sales.

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## Objectives of the Study

Based on the extensive review of literature the following objectives have been framed for the study:

1. To study the awareness of Online Marketing
2. To Study the impact of Online Marketing on Consumer buying behaviour

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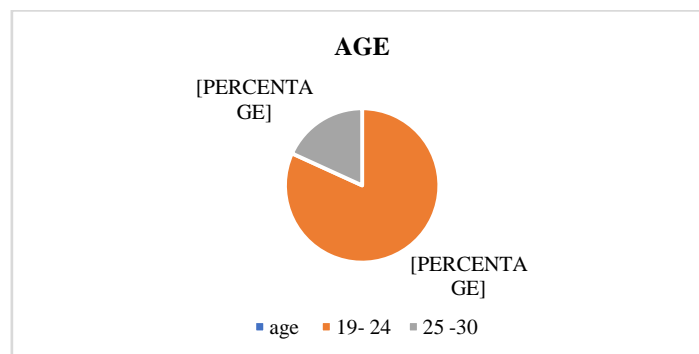
## Research Methodology

The researchers have adopted a descriptive research design for the study, where both primary and secondary data were utilized. To fulfil the objectives of the study responses were collected from a sample size of 100 respondents who were identified by utilizing the convenient sampling method. For the collection of the data, a structured and well-drafted questionnaire was used as a research instrument. Primary data in structured format was collected via direct questioning to respondents, which is direct through survey method. The secondary data was collected through online journals and news articles.

### Data Analysis and Interpretation

For the attainment of the objectives of the study, the researchers have undergone descriptive statistics to analyse the data collected through the respondents. The analysis initiates with the complete description of the respondents and then the analysis of their responses towards online shopping.

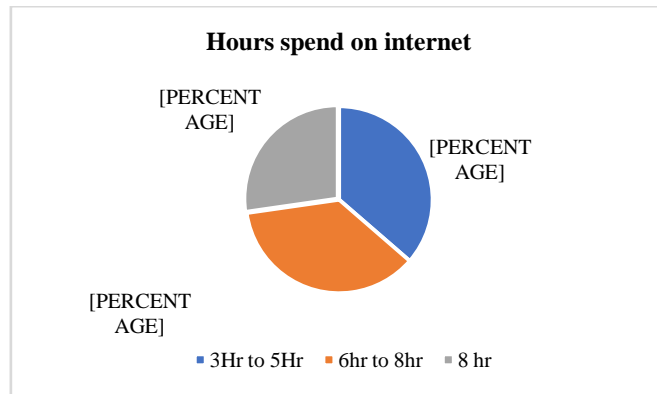
**Respondent Profiling:** In this study the age parameter has been considered as there has been a great difference in the purchasing pattern of the customers based on their age. Hence among the different demographics for this study we have considered age. Age distribution for the research where distributed in below 18, between the age group of 19-24 and age of 25-30 and above 30. After collecting and analysing the data of respondent it is seen that belong to 19-25 age group no respondent were from above the age group of 30.



### Hours spend by the respondent over internet

The present generation have more inclination towards internet and social media and this nature has made the marketers to move towards online

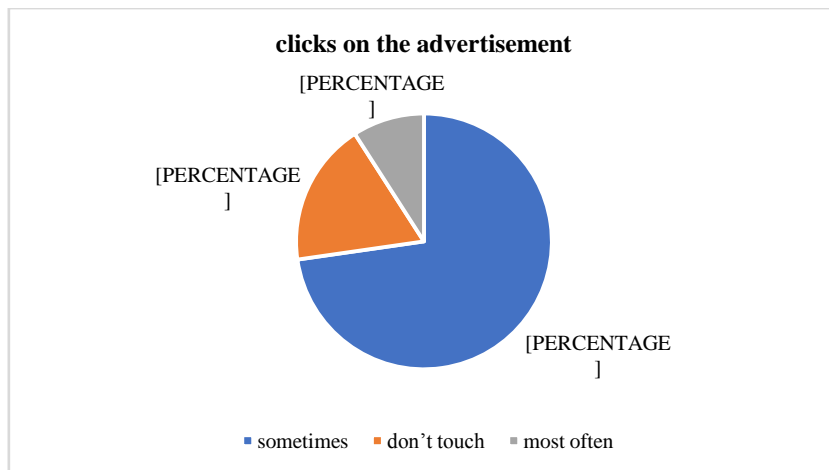
platforms to encounter their customers. The study also highlights the growing usage of the internet by the customers.



There are 27% of respondent who spend their time on internet which more than 8 hours, whereas 37% respondent use internet for 3Hr to 5Hr and is followed by 36% of respondent spend their time on internet around 6hr to 8hr.

**Click on the advertisement displayed**

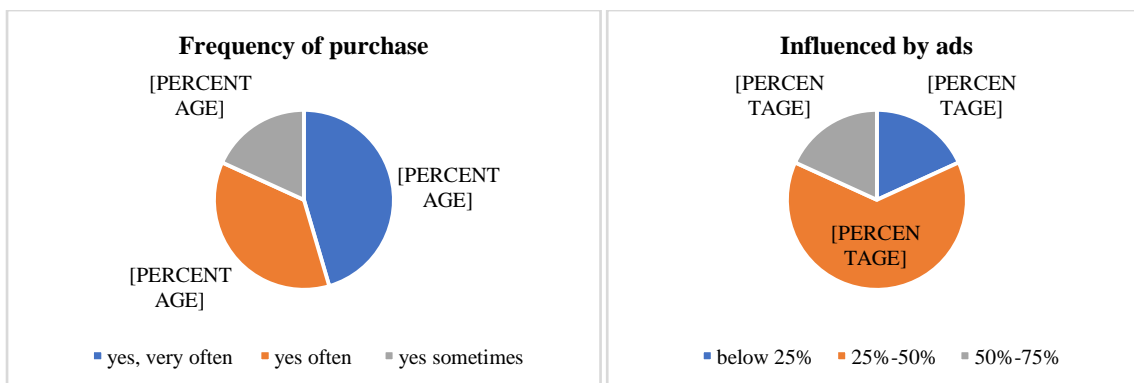
Every now and then the social accounts of the consumers are being bombarded with various advertisements which are influenced by their interests and preferences which are highlighted by their searches and limes and shares. The consumes end up clicking on these ads and finally they select their preferred products. The following figure highlights the tendency of the consumers towards the clicking of these advertisements.



To analyse the visits on advertisement we have given the options to choose from sometimes they visit, don't touch, most often. According to the data received we found that 73% people sometimes visit the websites or click for the information, 18% respondent don't touch the ads whereas, 9% of internet users visit most often.

**Purchase followed by Online Advertisements**

Once the ad appears on the screen, the first challenge for the marketer is that whether the customer is going to click on the ad or not which depends on how attractive, and alluring is the content of the ad. But the next biggest challenge is whether the ad was able to convert the interest of the customer into a purchase or not. This second challenge is highlighted in the following figure.

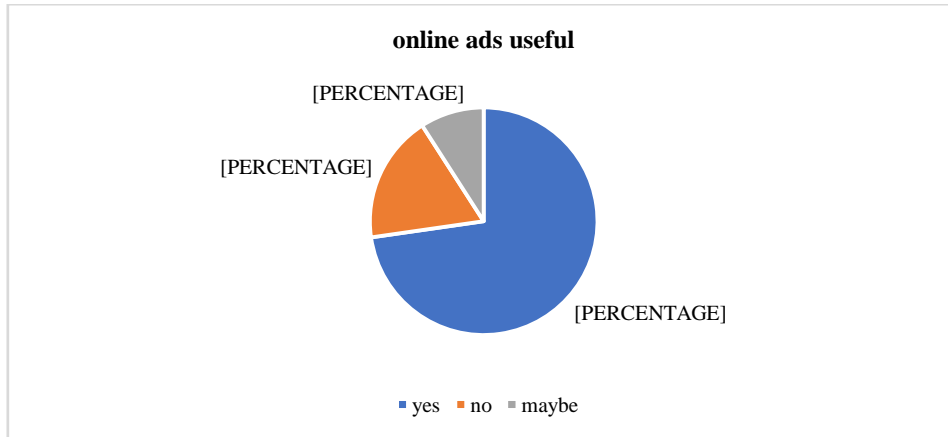


When respondent was asked about the frequency of purchase it was found that a majority of the respondents have agreed to go for a purchase once they click on the advertisement which has triggered their interest.

In that response, we found around 64% of respondent purchase a product due to the influence of 25% to 50% of digital marketing whereas 36% of respondents are influenced by the 25% of digital marketing and highly influenced by 75% of digital marketing.

**Significance of Online ads**

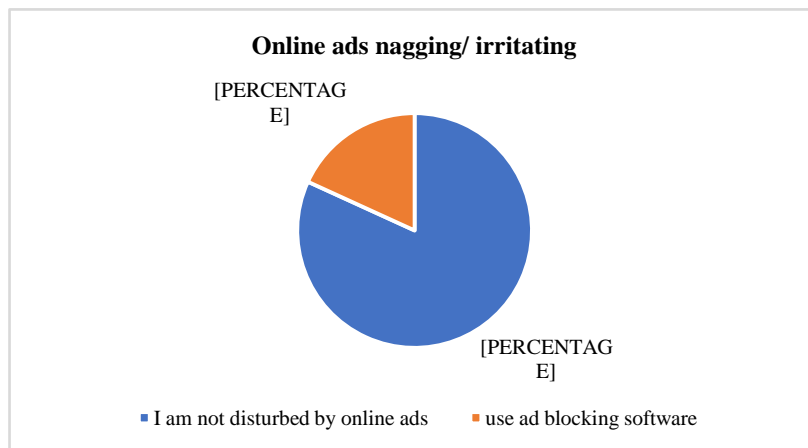
As the target customers are mostly on the online platform, so now the market spaces have turned out to be the major transaction spot where the buyer and seller meet. So on one side if the marketers get their prospective customers on this platform, the customers also get a chance to get the desired products which has the capacity of fulfilling their demands. The following figure has attempted to highlight the significance of these online ads.



In response to this 73% which is majority of the respondents said it is useful to them where as 18% of respondent don't find useful and 9% of sample size sometime they find useful and sometime not.

**Attitude towards the Online Ads**

To identify the effects of online advertisement on respondents which are displayed over the websites and apps whether are nagging or irritating while visiting the website.



As the graph suggest in response 82% of respondent use ads blocking software whereas 18% of aren't bothered by ads. After collecting the data we found that they are 82% respondent not bothered by the advertisement shown on websites where as 18% said they use ad blocking software.

**Results and Findings**

This study shows a significant association between age and digital marketing awareness. Analysing the data collected from the respondents, it was found that customers are satisfied with their online shopping experience and prefer online shopping to traditional store shopping. The frequency of online purchases is influenced by digital channels such as e-commerce websites, blogs, social media and email. The research shows an association between digital channels and purchase frequency. Product descriptions, blogs, websites, and product reviews have been shown to influence e customers' online purchasing decisions. This study provides evidence that there is a significant relation between the age bracket and the frequency of online purchases. The most active age group for online shopping is 18-30 years old.

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## Conclusion

Digital marketing is one of the most effective and cost-effective marketing techniques. With the right digital marketing implementation, your business can reach new heights. For proper implementation, the company needs to understand the purchasing behaviour of their customers. The study was primarily conducted to understand the impact of digital advertising, social media, blogs and websites on consumer buying habits.

The study focuses on customers who rely on online shopping and their customers who rely on traditional purchases. The availability of e-commerce platforms, digital channels, social media, etc has an influence on their purchasing pattern. Through our research, we observed that social media and e-commerce platforms have a significant impact on consumer purchasing decisions. Customers tend to shop more through online portals during sales, clearance sales, and holidays. Through this research, it was observed that customers believe in the reliability of product information available online and verify it before purchasing a product.

They are satisfied with both their online shopping experience and the products they have purchase on the onlineplatformand this satisfaction is driving a shift in their preference from traditional shopping to online shopping. Effectiveadvertising, information, promotion through social media, blogs, and websites can help a business increase company sale.

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