



IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF YOUTH

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ABSTRACT

The goal of this study is to find out the role of digital marketing in purchasing decisions of youth and how digital platforms influence their buying decisions. Also, this paper studied the significance and impact of digital marketing on youth's buying behavior. In the age of customer-oriented market, marketing is changing at a faster rate than ever before. Consumer purchase patterns are constantly evolving. Consumer behavior is considered different when it comes to products, features, quality, pricing, packaging, and buying behavior. When it comes to the youth, they are the most complex demography to correlate with. The changing preferences of the youth have the most impact on buying patterns as they are considered to be up-to-date with today's trends and constant development of fashion according to changing time. Thus, marketers spend huge amount of money on researching the changing youth behavior to detect and predict the markets. The study concluded that the customers are more aware of digital marketing than ever and they prefer to buy clothing and electronic goods through digital platforms in their purchase behavior.

Keywords: Digital marketing, Youth, Buying Behavior, Social Media, Consumer

1. INTRODUCTION

Due to the rise in the number of middle-class consumers in India, the mobile market is expected to reach millions of users in the future decade. As a result, study into digital channel advertising would have a significant impact on how businesses are conducted. The invention and widespread application of the internet has changed the way society communicated in both their personal and professional lives. This massive transformation can be seen because of the emergence of new communication tools. New communication tools are being constantly developed. And these tools that are being developed with advanced technologies are called 'Digital Marketing'. Platforms like Facebook, Twitter, Instagram and other similar media platforms that are utilized online and on virtual platform like websites. Digital Marketing is regarded as the best means to cut through the clutter and to directly interact with the customer. 'Traditional communication tools' is term that is now being used to describe communication tools. Traditional methods are being phased out. Communication means that are printed (newspapers, journals, etc.), visual (film, television, etc.) and audio (radio).

A strong global digital marketing system is designed to produce personalized interactive commercial business messages wherever we are. It is emerging as one of the main characteristics of the internet era. Advertisers and marketers around the globe are collaborating to improve what they are calling the 'media and marketing selling ecosystem'. Harnessing these interactive capacities of social networks, broadband, TV channels, mobile services, virtual worlds, and video games, marketers, not surprisingly concentrating more of their attention on the children and youth. For example in UK, the issues are being raised related to the advertising. Whether it be products that are related to youth obesity epidemic are now regularly advertised through digital advertisement, with food and beverages playing a big role in developing the new marketing picture. Beyond junk food, certainly, young and old consumers will increasingly experience the dizzying array of intelligent pitches presented to their own computers, smartphones and televisions. As the world grows rapidly in technology and innovation, brands and marketers are embracing modern content marketing strategies to allure potential client's ad improve their sales. The rising competition in the marketing field is encouraging content marketers to be more creative, productive and to create real-time content using behavioral patterns and make it visually appealing with the help of advanced technologies e.g. AI, virtual reality etc. made content marketing and advertising to hit a whole new level. Before we dive in, let's first define what we mean when we talk about AL. In the context of digital marketing, AL is closely tied to machine learning, where computer systems are capable of learning and improving performance through data analysis without human intervention. (Porter, A., May. 2018).

2. LITERATURE REVIEW

(Darshana Bhagowati & Dev Malya Dutta, 2018) The study provided an overview of the numerous pieces of literature on digital marketing and the factors that influence it. The purpose of this research was to fill the gaps between existing digital marketing literature and factors influencing digital marketing, notably in the education sector. According to this study, the world of digital marketing always changing to meet both rising and falling tides. The amount of e-users and the most recent innovation that are being developed on a daily basis.

(Omkar Dastane, 2020) This study explore the impact of digital marketing on Malaysian e-commerce consumers online purchase intent. In addition, the mediating effect of customer relationship management (CRM) between online purchase and digital marketing was investigated because it had not been explored previously. According to the findings, digital marketing had a considerable beneficial impact on online purchase intent. CRM, on the other

hand was discovered to have a negligible mediating effect. The study added to the literature by developing a structural model of digital marketing and buy the intention that could be used to assess the impact of digital marketing on online purchase intent in Malaysian e-commerce. The suggestions, limitations, and future research possibilities were examined in the paper.

(Dr. Madhu Bala, Mr. Deepak Verma, 2018) This study discusses some present and future marketing trends. The information is based on current research and events in the business sector. According to the findings of this study, knowing which social media sites a company's target market uses is another important component in ensuring that online marketing is successful. The effect of internet marketing and its impacts with respect to business environment is analysed in this study. The research further expanded to compare internet marketing approaches that are specific to different types of firms.

(Alok Kumar Pal, Dr. Bharti Shukla, 2020) This study discusses how customer buying behaviour is evolving at a much faster rate in the client situated market conditions. Moreover, because of the weight of the more youth purchasing behaviour, computerised advertising has created several challenges to advertisers who are pressured to present the inventive way of marketing. Because the purchasing behaviour, the effect of digital marketing on buyer purchasing behaviour is examined as the central topic in this study. This study found out that how the majority of today's youth approach the digital awareness in their daily lives.

Objectives:

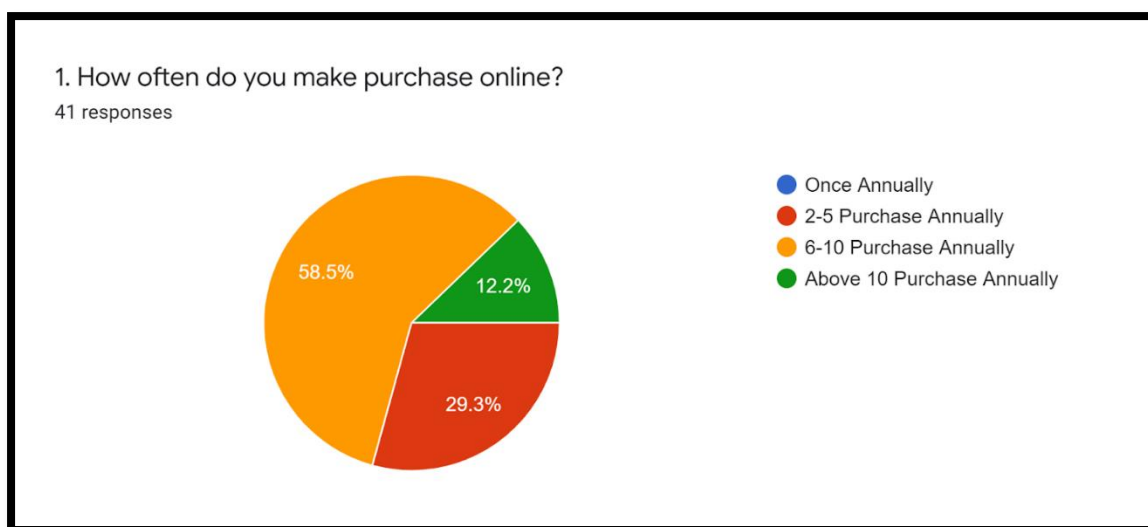
- 1) To find out consumer awareness of digital marketing in India.
- 2) To examine what factors influence youth in their purchase decisions.
- 3) To analyse the significance and how buying behaviour habits of youth are changing.
- 4) To investigate the role of digital marketing in purchasing decisions.

3. RESEARCH METHODOLOGY

This paper analysis the impact that digital marketing has on youth. The research was conducted by using both primary and secondary data. The primary was gathered through google questionnaire form specifically targeting the youth. The sample size taken for this study is of 41 people and are taken into consideration to analyse the on how they use digital platform and how digital advertising have impact on them. However the data collected from respondents were not limited by any particular demography. The samples were taken and considered as convenience sampling method which is also a type of non-probability sampling method. The data was collected by random sampling. The survey was also not limited to a particular area. For the research, the respondents were requested to fill out a google form on their own. The various aspects of the survey were also explained before filling out the questionnaire. The survey questions were pre-determined containing open and closed ended questions. The questions are interpreted in mostly qualitative manner. However, few are in quantitative method. For interpretation and analysis, only the survey from google form is taken into consideration. For secondary method, the data is collected through books, articles, research papers, journals, case studies and websites.

4. DATA INTERPRETATION

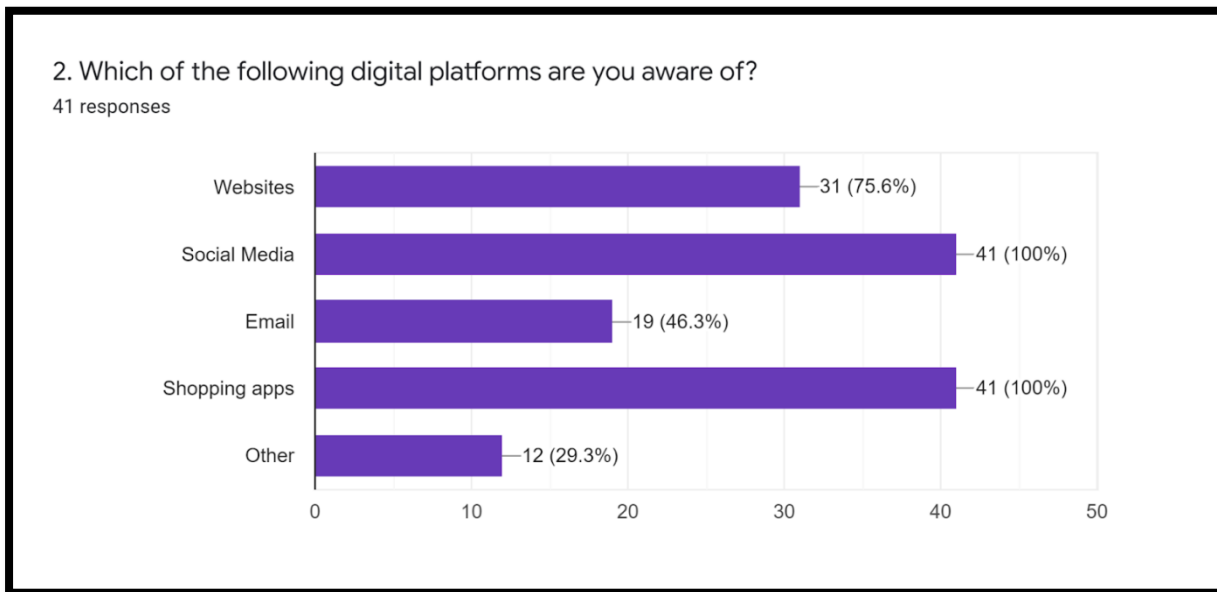
Graph 1:- How often people make purchase online?



In the above fig. about 58.5% people responded with 6-10 purchases which they shop online around 6-10 times a year which makes 24 people among 41 people in the survey. 29.3% people which makes 12 people responded that they order online around 2-5 times annually. 12.2% of the respondents

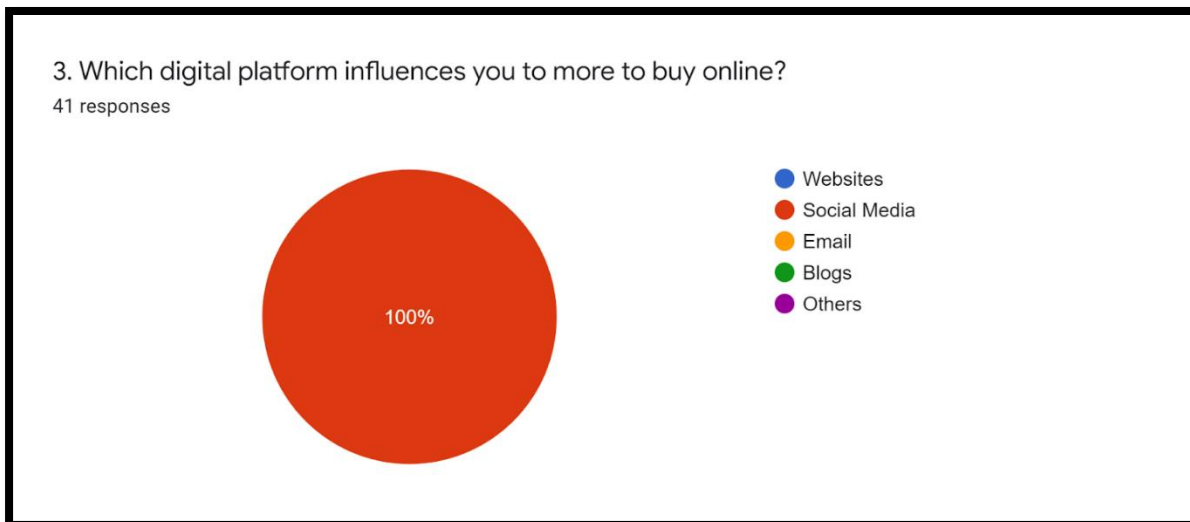
which makes 5 people answered that they make purchases online more than 10 times a year. And lastly, none of the responders made only 1 purchase a year. As above mentioned every respondents make more than 1 purchase a year.

Graph 2:- Which of the following digital platforms are people aware of?



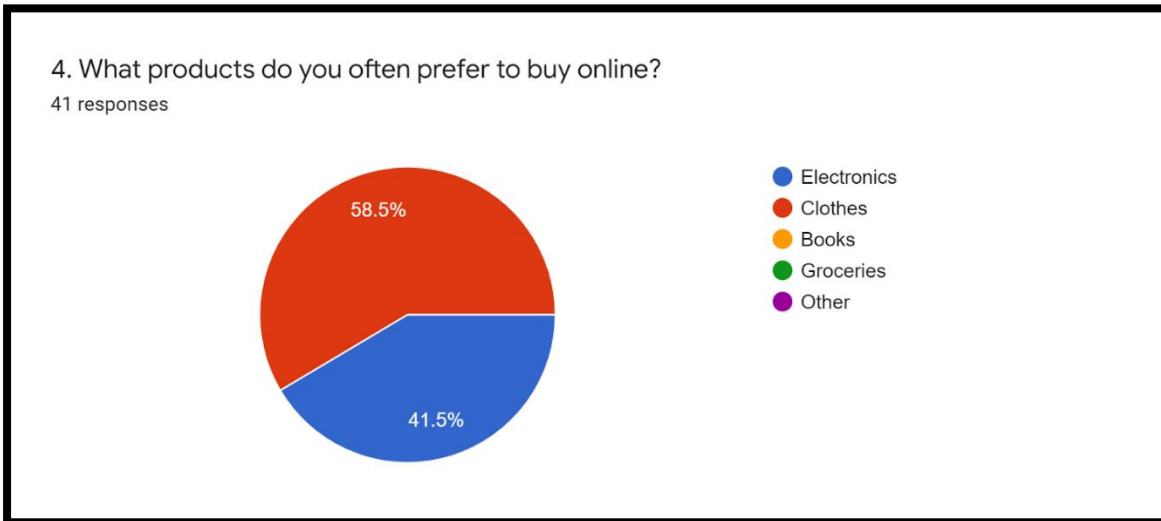
In the above fig. the people were asked how many digital platforms are they familiar with. Around 75.6% which makes 31 people among 41 people are aware of website online shopping platform. Around 100% of people which makes total of 41 people are known to social media. Around 46.35% which makes 19 respondents are aware of email as the digital platform. People awareness about the shopping apps stands at 100% which is as mentioned above makes 41 people. 12 around 29.3% people are aware of other digital platforms other than the options mentioned in the query asked.

Graph 3:- Which digital platform influences you to more to buy online?



As shown in the above figure, all the respondents (41 responses) answered that social media platform has the most effect on them in terms of the products they buy online. Websites, email, blogs, others were the other options given in the query. While people are aware of these choices too, consumer purchase behaviour and the decisions they make are influenced by social media after seeing images and video content of the product.

Graph 4:- What products do people often prefer to buy online?



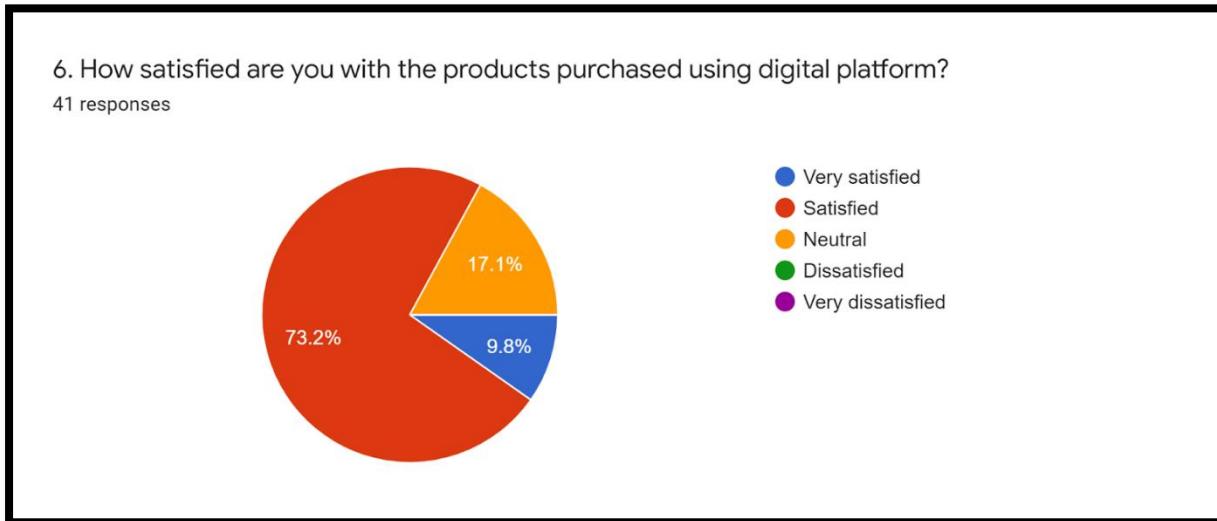
Around 58.5% (24 people) answered that they most prefer to purchase clothes on a digital platform. At the same time around 41.5% (17 people) prefer to purchase electronic products on digital platform. According to the data, Electronics and clothes are the most preferred products by customers on digital platform.

Graph 5:- Which of the following online store people have visited?



As per the data, 100% of the respondents (41 people) have visited the website Amazon. Similarly, 100% of the respondents (41 people) have visited Flipkart. Around 85.4% (35 people) have visited Myntra. The website Ebay is visited by 26.8% (11) people. Percentage of the people that visited Meesho comes at 85.4% (35 people). Ajio is visited by 73.2% which makes 30 people. 29.3% (12 people) visited Alibaba. And lastly, Bewakoof is visited by 2.4% (1) person.

Graph 6:- How satisfied are the people with the products purchased using digital platform?



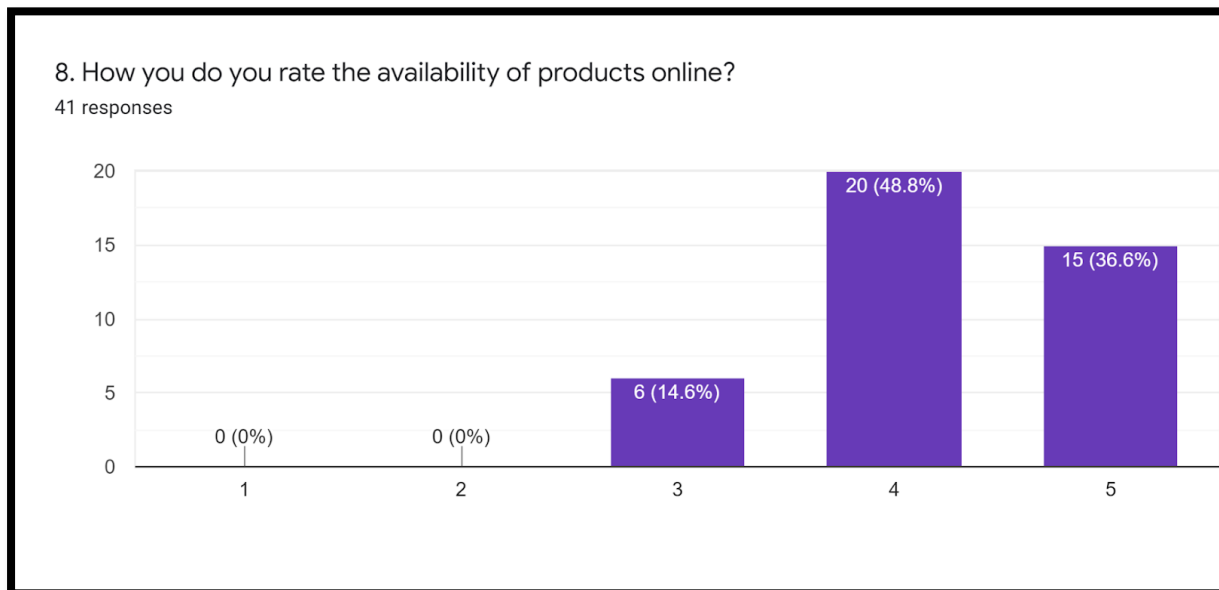
As per the data, 73.2% (30 people) are satisfied with the products they buy using digital platform. 17.1% (7 people) are neutral about the purchase they make online. Around 9.8% (4 people) are very satisfied with the digital platform they make purchase from.

Graph 7:- According to people, what is the reason for shopping online?



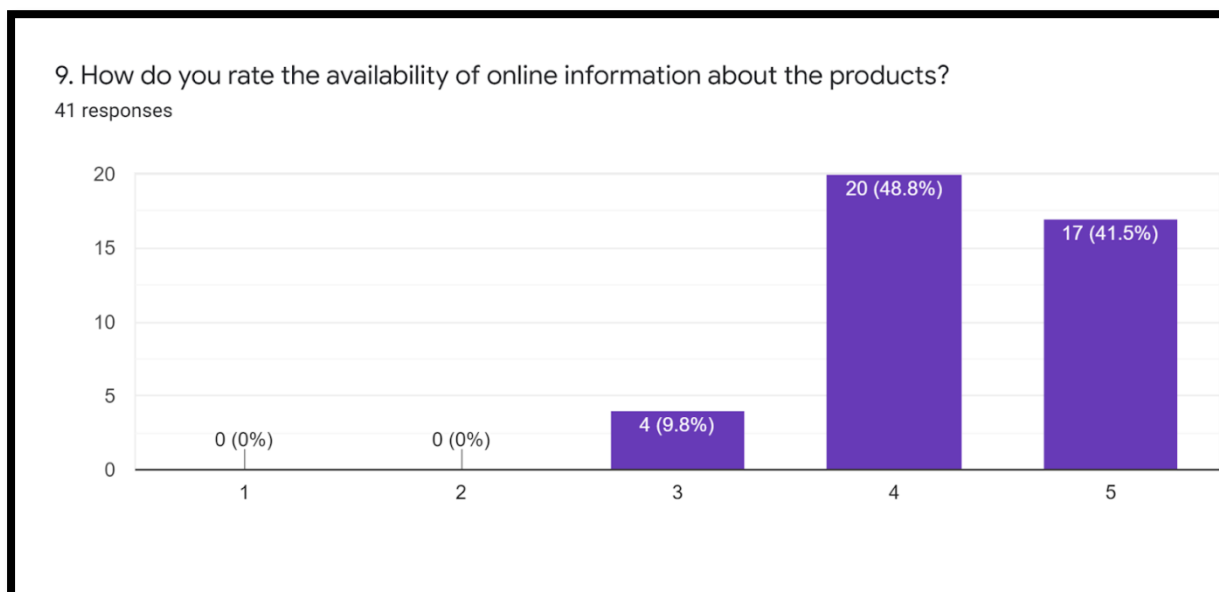
As per the data, 43.9% (18 people) prefer to purchase online because of the variety of products offered by digital platforms. 39% (16 people) make purchase online because of the lower prices of the preferred products. 17.7% (7 people) answered that they make purchase online because of the easy buying options.

Graph 8:- How do people rate the availability of products online?



As per the data, 48.8% (20 people) rate 4 out of 5 in terms of the availability of the products on digital platforms. 36.6% (15 people) rated digital platforms 5 out of 5 in terms of the availability. 14.6% (6 people) rated availability of products 3 out of 5.

Graph 9:- How do you rate the availability of online information about the products?



As per the data, 48.8% (20 people) rated digital platforms 4 out of 5 in terms of the information about the products. 41.5% (17 people) rated 5 out of 5 in terms of the availability of the information of the products. And lastly, 9.8% (4 people) rated 3 out of 5.

5. CONCLUSION

To conclude, the awareness of the product and buying behaviour have a strong impact on individual and family. According to the Current National Youth Policy, there are around 261 million youth in India between the ages of 15 to 29. They account for a major percentage of the Indian market. The use of smartphone internet, among other factors, contributes to India's rapidly expanding digital marketing sector. The data reveals that customers choose digital platforms to purchase products regardless of their educational qualification. The salary of the customer and the price of product plays a significant role in deciding which product to buy through digital platforms. Most individuals prefer to buy clothes and electronic products through digital channels. The study also shows that there is a prominent rise in convenience of products. The customers are attracted to digital platforms because of the variety of products shopping platforms offers with tip of the finger. Customers are happy and satisfied with the products they bought through digital platforms, which is a good sign for the rise of digital platforms in customer purchase decisions. The current data reveals that the

influence of digital platforms does not affect the consumer opinions to purchase a product. However, social media comes first in terms of influencing customers to buy the products.

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