



Digital Marketing and its Impact on Consumers Purchases

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ABSTRACT

Digital marketing has penetrated in the consumer buying process and plays a critical role in influencing purchases. It's gaining popularity amongst the tier 1 cities and now further reaching to tier 2 and tier 3 cities. Furthermore, it is relevant to understand what's causing consumers' attitudes toward digital marketing. Initially, digital marketing started with a few websites with displays of product information and offers. Now, due to the latest advancements in tech, digital marketing can connect with the buyer as per their likes, occupation, choices, preferences and many more to influence in buying the products and services. It's not just a paid ad but a strategic channel to help and make buyers aware about the offerings. Post pandemic has seen a surge in demand growth of buying products online compared with offline. Advertisers took the advantage of users spending maximum time on their phones and how businesses can leverage it for their product push and eventually convert these into the customers. It's imperative to deep-dive on the rising spikes and intentions of these purchases that assists advertisers to make it effective.

Keywords: Digital marketing, Consumer purchasing behaviour, advertising.

1. Introduction

Digital marketing is the robust and measurable function in the process. It gives an opportunity to identify the target audiences using technological advanced tools to be a part in consumers' buying journey and influence. Digital marketing is replacing the traditional marketing practices due to cost effectiveness, and channel selection to execute the initiatives. It helps to promote

your business across global regions depending upon your industry and business area to target

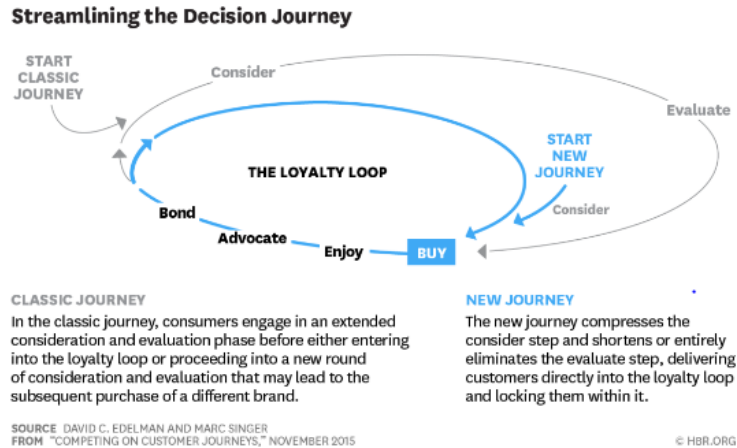
customers. To understand it in detail, we can take an example of an E-commerce customer who's often an impulse buyer. These customers need proper awareness and guidance before purchasing any product. It's possible to guide and inform through digital marketing and track the results almost real-time. This dramatic change in the approach has added significant value to the various stakeholders in the company to further focus on digital marketing initiatives and drive business. Digital Marketing consists of Search Engine Marketing, Social Media Marketing, Email Marketing, Mobile Marketing and so on. Users are spending maximum time on various apps and businesses using technology to reach these customers at the right time and right app. Similarly, when they are searching for any result on search engines, the businesses are taking advantage of it through conquering target them to display their product and services. These are just a few examples to help how digital marketing has become an integral part of the user's life.

1.1. The study aims to address the following objectives

To analyse consumers' buying behaviour towards digital advertising and its impact on their decision-making process

To understand how digital marketing has affected the consumers, especially post pandemic events.

As per studies by HBR [1], retailers and service providers have analysed data to develop analytics capabilities in order to understand their customers using the best technology.



2. Research Methodology

Given the descriptive nature of study, the researcher selected primary and secondary data that is interacting with the customers by questionnaire methods. The secondary data was collected from the existing online sources, such as whitepapers, reports, interviews, blurbs, etc.

For the research study purpose, a simple random sampling technique has been adopted. 25 respondents who have experience in the digital marketing domain were given the questionnaire for the study.

2.1. Analysis and challenges

In this study, the researcher studied and analysed the demographic factors of the respondents such as Gender, Age to measure the effectiveness of the digital marketing. The key challenges researcher observed during the study are as follows:

- Consumers are often misguided on pricing and offers
- Repetitive advertising display on various such as YouTube leads consumers towards frustration and irritation
- Consumers are not provided excellent service as they promise through digital marketing
- Consumers ignore ads due to many ads shown to them that results in no returns on investments for the businesses
- Consumers wants to buy eco-friendly products and many companies are not understanding this growing demand

Let's understand the primary data collected using online survey methodology with structured questionnaires analyzed and interpreted below.

2.2. Age wise distribution of respondents

One of the key factors that influences the buying decisions is Age! By which buyers can make appropriate decisions during purchases.

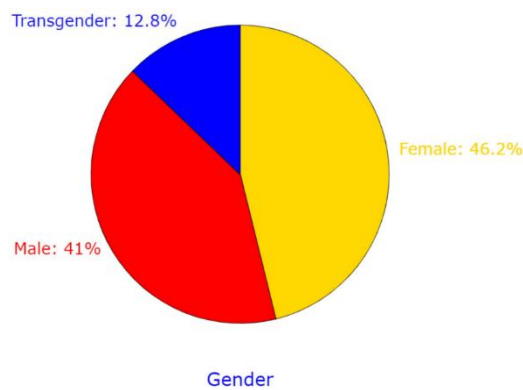
Table 1: Age wise distribution of the respondents

Age	No. of Respondents	Percentage
18- 29 years	15	50%
30 - 44 years	5	16%
Above 45 years	4	10%

Table 1 shows that, 50% percent respondents belong to the age group of 18 to 29 years, 16% percent of the respondents belong to the age group of 30 to 44 years, 10% percent of the respondents belong to the age group of above 45 years and 50% percent of the respondents belong to the age group between 18 - 29 years. The study reveals that majority (30.0 percent) of the respondents belong to the age group of 30 to 40 years.

2.3. Gender wise distribution of respondents

Pie chart: Gender wise distribution of the respondents



Pie chart shows that 46.2% percent respondents are female, 41% percent of the respondents are male, 12.8% percent of the respondents are transgenders. As per this data, we can understand that the majority of the respondents are female.

2.4. Opinion analysis of the consumer with regard to the digital marketing

The overall outcome of this Digital marketing influence on consumers has been expressed through analysis and suggestions.

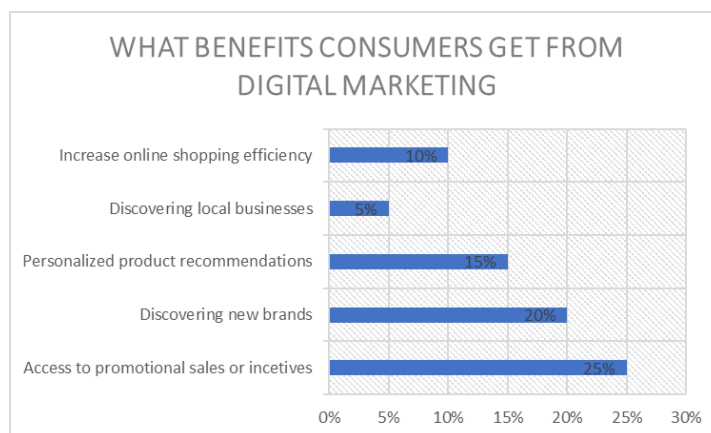


Chart 3 shows Digital marketing 25 percent of the respondents are highly impacted in digital marketing for access to offers. 15 percent of the respondents like tailored advertisements. 5 percent of the respondents felt that the advertisement was the discovery of local business. The chart shows that 20 percent of respondents watch advertisements are helping them find new products

Suggestions

- Accurate Digital Marketing Messages to win trust.
- Total Ads Control for the consumers to avoid repetitions.
- Apply DND option for the consumers who don't want to be bothered with false digital marketing.
- In digital marketing their should be a mechanism to avoid misleading of people.
- Developing an effective Digital Marketing strategy.
- Adapting the changing of trends.
- Support consumer on making the right choice for purchases.

3. Conclusion

Concluding the entire topic with the findings and analysis, digital marketing is now critical and part of the consumer's digital life. Consumers can't outrun it. Therefore, it's imperative for businesses to be ethical and professional to address the consumer needs in the purchasing process so that they get the right product. Use of technology will help to track preferences of consumers and make them aware of the offers to help them save their money as a reward. Additionally, it will act as a motivation to buy online through digital marketing. It is a win-win situation and an amazing opportunity for the consumers as well as businesses to take the advantage and grow.

References

- <https://hbr.org/2015/11/competing-on-customer-journeys>