



## **A Study on Impact of Digital Marketing on Consumer Purchase behavior in India.**

*<sup>1</sup>Tushar Pradhan, <sup>2</sup>Nandini Mahajan, <sup>3</sup>Akash Singh, <sup>4</sup>Ankit Basu*

<sup>1</sup>Asst. Prof, Parul Institute of Management & Research, Parul University

<sup>2,3,4</sup>Student MBA- Business Analytics, Faculty of Management Studies, Parul University, AT & PO Limda, Waghodiya, Vadodara 391760 Gujarat, India

---

### **ABSTRACT**

The research aims to explore the impact of digital marketing on consumer behavior and the Indian economy. The study will investigate the primary sources of information that individuals use to gather information about services, the percentage of individuals who have made online purchases and the types of products/services purchased, the effectiveness of various forms of advertisement in catching the attention of individuals, and the most influential form of media among individuals in making purchasing decisions. Additionally, the study aims to identify the preferred purchasing method among individuals (online vs. in-store), the factors that influence individuals' decisions to share their purchasing experiences with others, the impact of digital marketing on the growth of the Indian economy, and the most effective digital marketing strategies in promoting products/services. The research will adopt a qualitative approach to data collection, using a structured questionnaire to collect data from individuals across different demographics in India, and the data will be analyzed using statistical software to generate descriptive statistics and inferential analysis. The research findings will provide valuable insights into the impact of digital marketing on consumer behavior and the Indian economy. The purchase behavior of customers is changing at a faster rate in the customer-oriented market.

**Keywords:** Digital marketing, Consumer behavior, Indian economy, Online purchases, purchasing method, Customer satisfaction, E-commerce platforms, Economic growth, Development are some relevant Concept to consider

---

### **INTRODUCTION**

The practice of marketing goods and services to customers through digital platforms is known as digital marketing. Websites, mobile devices, social media, search engines, and other channels are used in this kind of marketing. Digital marketing is frequently seen as a new method for businesses to interact with customers and comprehend their behavior. Both digital and tradition marketing shares same principles. Traditional and digital marketing tactics are frequently combined by businesses. However, it has its own set of difficulties.

Digital Marketing influences consumer behavior in ways Such as Consumers now have the ability to collect all the research they could possibly need, as well as compare brands before making an informed decision followed by a fitting purchase, Another Factor can be word-of-mouth is definitely the important factor that affects consumers behaviour. Digital marketing has made it difficult for consumers to be loyal for a particular brand as we know Before the digital marketing revolution, customers were always partial to a brand choice of their. They often preferred to stick to familiar products and brands. And then there is Boost in Customer engagement. With the increase in technological advances, the consumers have become impatient as their expectations for fast and efficient service have doubled. Due to exposed to online forums and customer reviews, they receive sentimental and real feedback on products and services.

In India, where the internet and mobile penetration rates are rapidly increasing, digital marketing has become a crucial tool for businesses to reach and engage with consumers. Digital Marketing in India is available in almost all business sectors which has applications such as shopping and order tracking, online banking, payment systems, and content management.

Additionally, the study aims to identify the preferred purchasing method among individuals (online vs. in-store), the factors that influence individuals' decisions to share their purchasing experiences with others, the impact of digital marketing on the growth of the Indian economy, and the most effective digital marketing strategies in promoting products/services.

Furthermore, the research seeks to identify the benefits and challenges of using digital marketing for businesses in India and investigate the relationship between income levels and online purchasing behavior among individuals.

The research will adopt a qualitative approach to data collection, using a structured questionnaire to collect data from individuals across different demographics in India. The sample size will be determined through convenience sampling, and the data will be analyzed using statistical software to generate descriptive statistics and inferential analysis

---

## LITERATURE REVIEW

E-commerce is transforming paper transactions into electronic transactions, creating a global digital economy.( Kamlesh K Bajaj, Debjani Nag in their study on E- commerce stated (2016)). E-commerce is a global business platform that increases speed, globalize, increase productivity, and reach new customers in less time.(DR.C.S. RAYUDU in their study on E-Commerce E-Business titled (2016))

Digital market allows customers to compare products and save time, making online shopping safer and more convenient. (P.Sathya S.T.E.T Women's college in their study on A STUDY OF DIGITAL MARKETING AND ITS IMPACT (2015)). People are more attracted to internet and social media, making it an important part of online shopping. Andrew T. Stephen in their study on The role of digital and social media marketing in consumer behaviour titled (2015)

Technology has been a major driver of Internet marketing, with social media playing a key role in capturing attention, motivating search, engaging consumers, and enhancing customer loyalty. (John A. Schibrowsky and Alexander Nill in their study on Consumer behavior in the online context(2013))

## BACKGROUND OF THE STUDY

The findings of this research will provide valuable insights into the impact of digital marketing on consumer behaviour and the Indian economy. The study's results could help businesses optimize their digital marketing strategies to better reach and engage with consumers in India's rapidly evolving market. Additionally, the study's findings could assist policymakers in understanding the role of digital marketing in promoting economic growth and development in India.

---

## RESEARCH METHODOLOGY

### METHODS OF DATA COLLECTION:

1. Primary Information: - Here we have used a survey using Google forms of Questionnaires for Data Collection.
2. Secondary Information: - Secondary Data was gathered from Books, Journals, Magazines and web Logistics.

Descriptive analysis methodology is employed, characteristics of the individuals who are taken for the survey.

1. Survey: Interview of individuals with different age and income categories.
2. Analysis Techniques: Questionnaire
3. Technique in analysis: Percentage analysis
4. Sample Sizes: 213 respondents.
5. Sampling Method: simple random sampling
6. Type of data: primary and secondary
7. Research Method: Qualitative and Quantitative

---

## OBJECTIVE

- To determine the percentage of individuals who have made online purchases and the types of products/services purchased.
- To assess the effectiveness of various forms of advertisement in catching the attention of individuals.
- To determine the most influential form of media among individuals in making purchasing decisions.
- To identify the preferred purchasing method among individuals (online vs. in-store).
- To investigate the factors that influence individuals' decisions to share their purchasing experiences with others.
- To examine the impact of digital marketing on the growth of the Indian economy.
- To determine the most effective digital marketing strategies in promoting products/services.
- To investigate the relationship between income levels and online purchasing behavior among individuals

## HYPOTHESIS

Hypothesis 1: Individuals who receive information about services through online sources are more likely to make online purchases than those who receive information through traditional sources.

Hypothesis 2: The most commonly purchased products/services online are electronic items, followed by apparel, travel products, and health and beauty products.

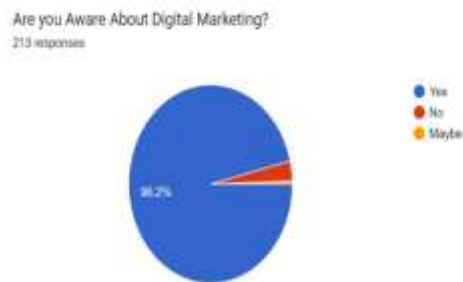
Hypothesis 3: Individuals who notice advertisements are more likely to make a purchase than those who do not notice advertisements.

Hypothesis 4: The most influential factor in individuals' purchasing decisions is the price of the product/service, followed by the product/service quality and brand reputation.

Hypothesis 5: Digital marketing has a significant impact on the growth of the Indian economy

### Data Analysis and Interpretations

#### 1. Are you Aware about Digital Marketing?



**Interpretation 1:** Samples are highly aware about online marketing, 96 % of the samples are aware about digital marketing in Population.

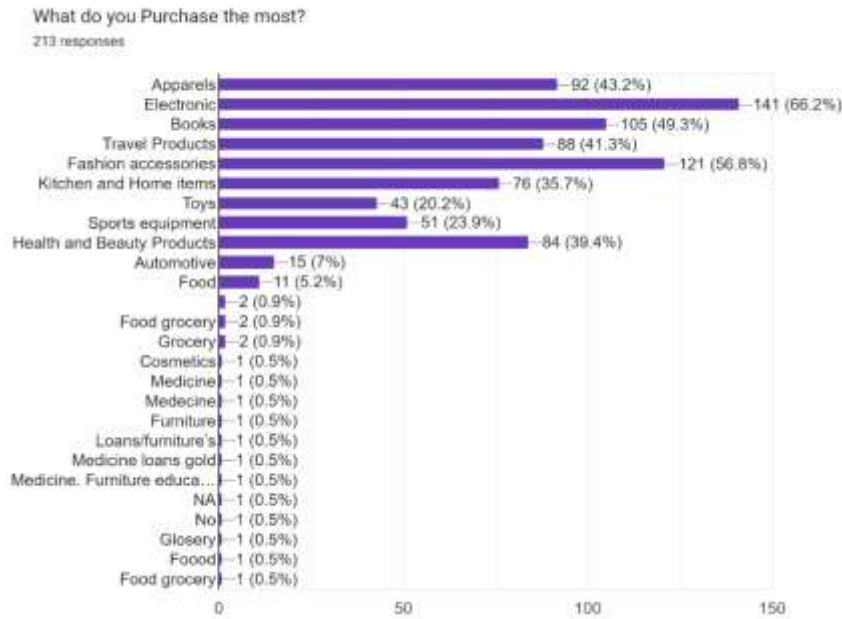
#### 2. Have you ever Purchased online?



#### 3. Do You Prefer Online Shopping?



4. What do you Purchase the most?

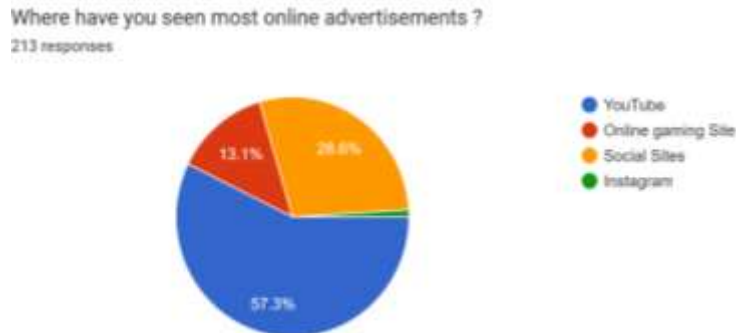


Interpretation of 2-4:

91% of the samples strongly prefer **online shopping** and 94% of the sample did make online purchases and mostly they purchased **electronic products**(66.2%), followed by **books**(49.3%), **fashion apparels and accessories** through online.

Other products were also highly purchased and mentioned by respondents such as food, groceries, financial products, medicines, furniture, etc.

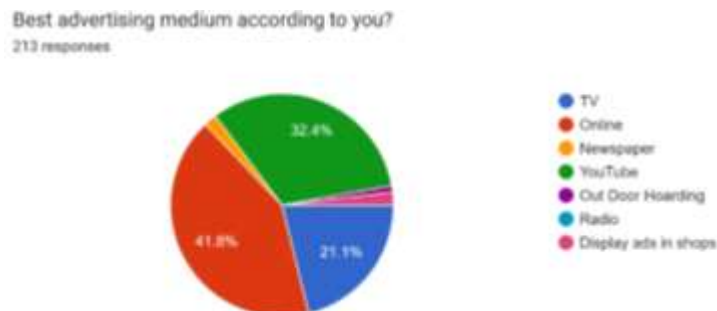
5. Where have you seen most online advertisements?



Interpretation of 5:

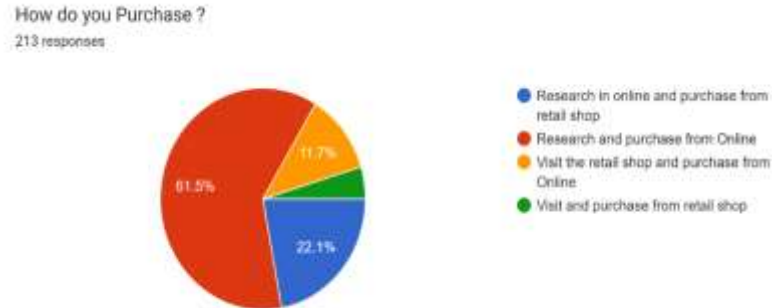
Among the 213 samples 57.3% have mostly seen online advertisements through **YouTube** media and 28.6% on **social sites** and 13.1% samples on **online gaming sites**.

6. Best advertising medium according to you?

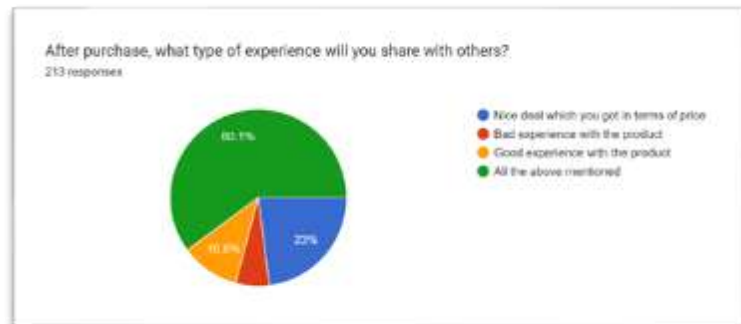


**Interpretation of 6:**

41.8% of the samples are saying Online advertisement method is the best medium of advertisement and 32.4% have trust on YouTube and according to 21.1 % Television is the best advertising medium

**7. How do you Purchase ?****Interpretation of 7:**

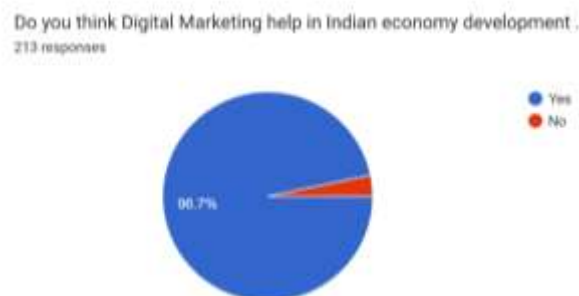
- 61.5% of the samples will do research online and purchase from online shopping.
- 22.1% of samples will do research on online and purchase from retail shop, But 11.7% of the samples will visit the retailer shop and purchase online.
- And 4.7% will directly purchase from retail shops.

**8. After purchase, what type of experience will you share with others?****Interpretation of 8:**

60.1% of the samples will like to express their experience with others; it may be a nice deal, good experience or bad experience with product.

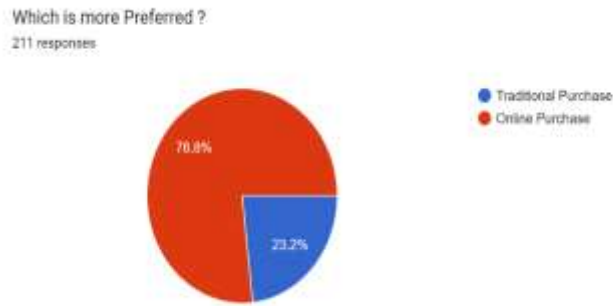
23% will like to express their experience with others as nice deal in terms of price

10.8% have good experience with the product purchased and the 6.1% of the samples shares bad experience of the product

**9. Do you think Digital Marketing help in Indian economy development****Interpretation of 9:**

Mostly all Samples are highly trust that digital marketing helping to boost Indian economy, 96.7% of the sample has believe Digital Marketing help in Indian economy development.

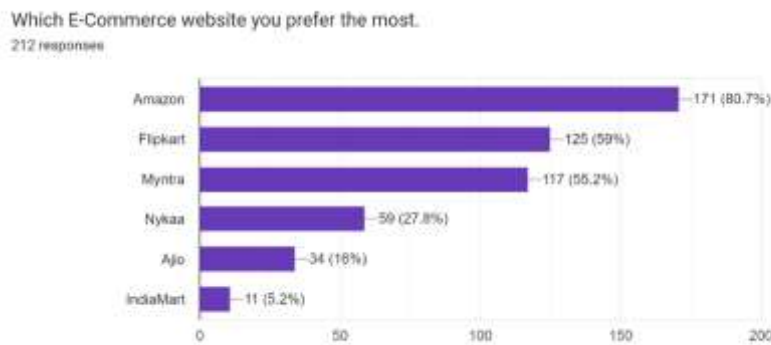
**10. Which is more Preferred**



**Interpretation of 10:**

76.8% of samples preferred digital purchase over traditional purchase.

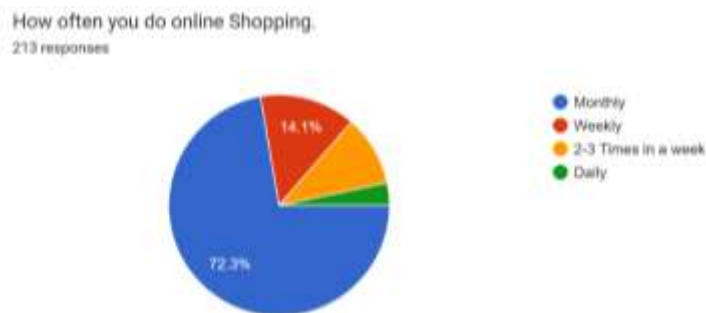
**11. Which E-Commerce website you prefer the most?**



**Interpretation of 11:**

80.7% of the samples prefers Amazon e-commerce website for online purchase while 59% visits Flipkart and 55.2% prefers Myntra followed by Nykaa (27.8%), Ajo (16%) and India mart with (5.2%)

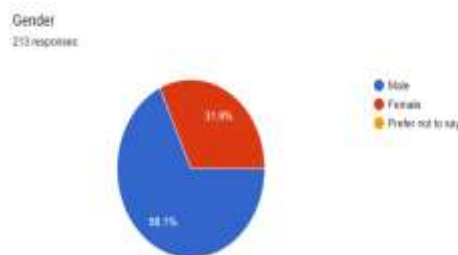
**12. How often you do online Shopping.**



**Interpretation of 12:**

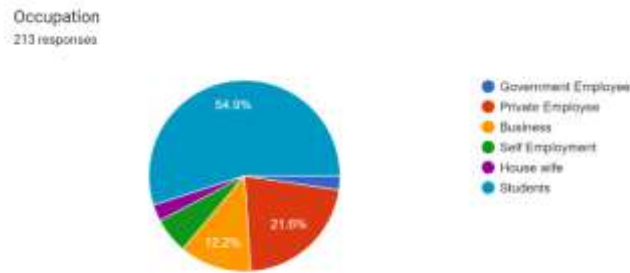
From the samples 72.3% of respondents purchase product online and 14.1% do weekly online shopping

**13. GENDER**



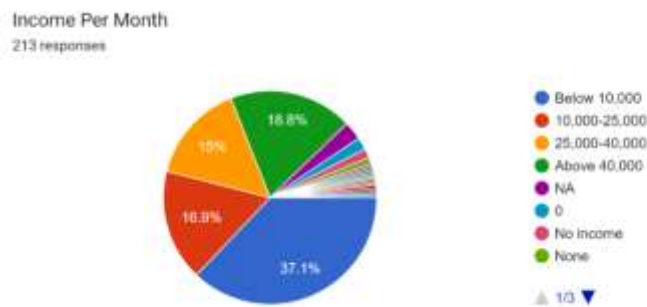
**Interpretation:** 68.1% of the respondents were male and 31.9% were females.

#### 14. OCCUPATION



**Interpretation:** Most of the respondents were students (54.9%) followed by private employees and business owners.

#### 15. INCOME PER MONTH



## Conclusion

Based on the analysis of the provided data, it can be concluded that digital marketing has a significant impact on consumer behavior and preferences. The majority of the respondents are highly aware of digital marketing, online shopping, and online advertisements. They strongly prefer online shopping, with electronic products being the most purchased item, followed by books and fashion apparels and accessories.

YouTube is the most popular medium for online advertising, followed by social media and online gaming sites. Respondents trust online advertisements and consider them to be the best medium for advertising.

The majority of the respondents prefer to research products online before making a purchase and express their experiences with others. They believe that digital marketing can help in the development of the Indian economy.

Amazon is the preferred e-commerce website for online purchases. Most respondents purchase products online and prefer digital purchases over traditional purchases.

The majority of the respondents were male, and most of them were students.

In conclusion, the data suggest that digital marketing is a crucial aspect of modern marketing strategies and has a significant impact on consumer behavior and preferences. Understanding and utilizing digital marketing techniques can help businesses to improve their online presence and increase their revenue.

Service, in order to generate positive word of mouth and attract new customers.

Overall, these findings provide valuable insights for businesses and service providers looking to improve their marketing strategies and better understand their target audience. We can say that Digital marketing has a great impact on consumer purchasing behavior and their preferences, and is very important for marketing strategies.”

## Reference

- [www.consumerbehaviour-online.com](http://www.consumerbehaviour-online.com)
- [www.onlineconsumers.com](http://www.onlineconsumers.com)
- [www.web-onlineconsumers.org](http://www.web-onlineconsumers.org)

- 
- [www.domain-b.com](http://www.domain-b.com)
  - [www.rediff.com](http://www.rediff.com)
  - [www.hungama.com](http://www.hungama.com)
  - [www.fabmart.com](http://www.fabmart.com)
  - [www.ticworks.com](http://www.ticworks.com)
  - [www.yahoo.com](http://www.yahoo.com)
  - [www.altavista.com](http://www.altavista.com)
  - [www.kuldeeponline.com](http://www.kuldeeponline.com)
  - [www.google.com](http://www.google.com)
  - [www.surveys.com](http://www.surveys.com)