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Impact of Digital Marketing on the Buying behaviour of Consumer

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Introduction of the topic:

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering. Advertising is defined by Richard F. Taffinger as —Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Advantages of Digital Marketing

Ever since humans learned how to trade, marketing has been in place. Marketing is all about connecting with your audience at the right place and time. With the rise of the Internet, this means that you can connect with your audience easily on the internet through digital marketing. But what exactly are the advantages of digital marketing?

- 1.Easy to Learn
- 2.Lower Cos

Literature Review

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centred networking and social interaction". The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so" (Campbell et al. 2011, 87). Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbell et al. 2011). According to AMA (American Marketing Association 2013) it is defined as such: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The twofold goal of marketing is to attract new customers and keep and grow current customers by delivering satisfaction. It is a process by which companies create value for their customers and build long-lasting and strong customer relationship.

In order gain value for customers in return. (Armstrong 2012: 8). Scott states (2010: 6) that the web has created a huge opportunity to reach niche buyers directly with targeted information that costs a fraction of what big-budget advertising costs. As such, smaller companies can even reach their target market via digital marketing without necessitating huge marketing budgets. They only have to find the best and more suitable digital marketing tools such as newsletters, social media, online banners, blogs, and pay-per-click marketing. Only problem is that digital marketing requires innovation, since it can reach millions of people with well-planned marketing, or only few. Creative campaigns usually get the most attention and sometimes even have to be a bit bold and annoy the public. According to Garbey's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies' marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere. Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

Online retail firms buy products and resell them online. Physical products are delivered by using traditional transportation methods and digital products, such as software and music, can be delivered via the Internet. (Strauss and Frost 2009: 33). According to Kril online shopping can be considered to be a

sub-category of ecommerce as it strongly refers to business-to-consumer transactions such as online retail or online auctions. Online shopping also refers to online purchases from bricks and-mortar retailers or from online retailing corporations. Online shopping has increased significantly in recent years and therefore many traditional department stores have expanded to include online sales. In addition, some new companies have concentrated on selling only through online store. Ryan and Jones state in their book (2011: 14) that the shift towards social media is perhaps the most significant recent development in online marketing. It can be seen that social media represents a great opportunity for companies and brands to gain positive favour with consumers.

Research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. Its purpose is to find out answer to questions through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the application and utilization of data.

Objectives of the study

Primary objective

The main objective of the study is to understand the impact of Digital Marketing on the consumer buying behaviour.

Secondary objectives

To know affinity in customers for collecting information before purchase.

To understand the media consumption of Indians.

To figure out how Indian will purchase a product.

To understand post purchase behaviour of Indian

SCOPE

This study is useful for determining the consumer buying behaviour of Indians. It will also help brands to reach their target group through appropriate media. It will present an idea to brands, based on where to invest to achieve their marketing objectives.

FINDINGS

Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.

Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders.

Indian consumers have high tendency to go for online purchase. They have high affinity to go online for electronic products and apparels.

One of the current trends in Indian youth and young Indians are watching the T.V programs via online portals. May be the main reason is convenience of time, they can watch programs which they had skipped due to some reasons.

The same thing is happening for the newspaper also, people have more affinity towards online news portals. Here's the reason may be they can get news updates very early; they don't need to wait for daily newspapers.

CONCLUSIONS

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the consumer buying behaviour shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

I conclude my research by quoting again that —Brands can't sustain without digital presence.