



Impact of Digital Marketing on Consumer Purchasing Behavior in Pune District

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ABSTRACT:

In today's digital age, the landscape of marketing has undergone a significant transformation with the rise of digital marketing channels. This research paper aims to explore the profound impact of digital marketing on consumer behavior. Through an extensive literature review and empirical analysis, the study investigates the ways in which digital marketing strategies influence consumer perceptions, preferences, and purchasing decisions. It investigates how these digital marketing strategies influence consumer perceptions, attitudes, and purchasing behavior. Additionally, the paper examines the role of factors such as trust, credibility, and personalization in shaping consumer responses to digital marketing initiatives. The research is conducted through a survey revolving around 100 respondents where the respondents were handed a well-structured questionnaire. Analysis and interpretation is performed only on the responses acquired through the questionnaire.

Keyword – Digital Marketing, Consumer Behavior, Digital Channal

INTRODUCTION:

In today's digitally driven world, the landscape of marketing has undergone a profound transformation. With the advent of digital technologies, businesses have gained unprecedented opportunities to connect with consumers on a global scale, reshape their marketing strategies, and influence consumer behavior. Among the various facets of this digital revolution, digital marketing has emerged as a pivotal force driving organizational growth and consumer engagement. The purpose of this research paper is to delve into the intricate relationship between digital marketing and consumer behavior. As digital platforms continue to proliferate and consumer habits evolve, understanding how digital marketing initiatives impact consumer perceptions, attitudes, and purchasing decisions has become imperative for businesses seeking to thrive in competitive markets. Digital marketing encompasses a wide array of strategies and techniques aimed at reaching and engaging target audiences through online channels. From social media marketing and search engine optimization to email campaigns and influencer collaborations, digital marketing offers businesses diverse avenues to connect with consumers across multiple touchpoints. These digital channels not only enable real-time interaction but also provide valuable insights into consumer preferences and behaviors, thus facilitating more targeted and personalized marketing efforts. The significance of digital marketing in shaping consumer behavior cannot be overstated. With the rise of social media platforms and online communities, consumers are increasingly turning to digital channels for product research, recommendations, and peer reviews. As a result, digital marketing has become instrumental in shaping brand perceptions, influencing purchase decisions, and driving consumer loyalty. Furthermore, the accessibility and affordability of digital marketing platforms have leveled the playing field for businesses of all sizes, allowing even small enterprises to compete with industry giants on a global scale. This democratization of marketing has empowered businesses to reach niche audiences, tailor their messaging, and measure the effectiveness of their campaigns with unprecedented precision. However, amidst the opportunities presented by digital marketing, challenges also abound. The fast-paced nature of digital channels necessitates agility and adaptability on the part of businesses, as consumer preferences and trends evolve rapidly. Moreover, concerns surrounding privacy, data security, and ad saturation have sparked debates about the ethical implications of digital marketing practices, underscoring the need for transparency and accountability in the digital sphere.

In light of these considerations, this research paper seeks to explore the multifaceted impact of digital marketing on consumer behavior. By synthesizing existing literature, analyzing empirical evidence, and offering insights into emerging trends and best practices, this paper aims to provide a comprehensive understanding of how digital marketing influences consumer perceptions, attitudes, and purchasing decisions. In doing so, this research paper aims to equip businesses with the knowledge and insights needed to navigate the complexities of the digital marketing landscape, harness its potential for driving consumer engagement and loyalty, and ultimately, achieve sustainable business growth in the digital age. This paper focuses on certain aspects of consumer behavior such as awareness, frequency, preference of shopping, etc.

LITERATURE REVIEW:

Rohit Mehta (march 2020). The changing preferences of the present day customer effects the purchasing pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing customer behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to come up with the innovative way of selling due to the pressure of the present generation's purchasing behaviour.

Sayani Saha (August-2021) Digital marketing is one of the methods of marketing goods, services and ideas through a digital/online platform. Digital marketing is an over-arching and omnipresent phenomenon that has presence and utilization in all business sectors With the world bowing to digital ways of transaction specially due to the pandemic there is no iota of doubt that in the future digital marketing may over take traditional means of marketing.

Shruti Gulve (2021) Digital Marketing influences consumer buying behaviour to a great extent. It even has the power to alter consumer's purchasing decisions. Digital channels such as websites, blogs, social media play an important role in increasing the sales of a firm and improving its relationships with the customers. Hence, it is important to understand how and in what aspect these channels influence the consumers

Dr. Komal Nagrani , B.V.D.S Sai Pavan Kumar (2021) Marketing Activities includes advertising, promoting, selling and delivering the product and service to end-user and other business too. The use of technology in Marketing helps marketers to precisely know the customer preferences, their behaviour and a purchasing trend which ultimately helps to design the most effective marketing strategy to target them. It also helps to reach the prospects and existing customers to market the products and services through the combination of digital marketing channels. Digital marketing is also known as e-marketing, web-marketing and online-marketing. It helps to identify the right prospects for their products and service. Digital marketing includes the promotion of product and service by using various forms of the electronic medium. The main purpose of digital marketing is to attract the prospects and existing customers and also allow them to interact with the brand through digital media.

Mr. Neelapala Venkat (2023). The study aims to analyse the effects of digital marketing on consumer purchasing behaviour and determine whether consumers should be aware of digital marketing and how it affects their purchasing decisions. According to the survey's findings, the majority of people are familiar with digital marketing They accept digital marketing, and it has influenced their decision to make online purchases. In order to increase the number of customers for online businesses and increase the amount of goods and services they sell.

RESEARCH METHODOLOGY:

Data Sources:

Research methodology encompasses the strategies, techniques, and procedures used to conduct research. Data sources play a critical role in this process, providing the foundation for analysis and interpretation. These sources can include primary data collected through methods like surveys, interviews, and observations, as well as secondary data obtained from existing literature, databases, and archival records. Here, the secondary data is obtained through various online resources, magazines, books, journals, etc.

Data Usage:

Only the data collected through questionnaire is taken into the consideration. Primary data is crucial for empirical research and analysis in many fields.

Sample Size:

The sample size of the survey is 100. While giving out the survey questionnaires, the respondents were given detailed information regarding the survey and Digital Marketing.

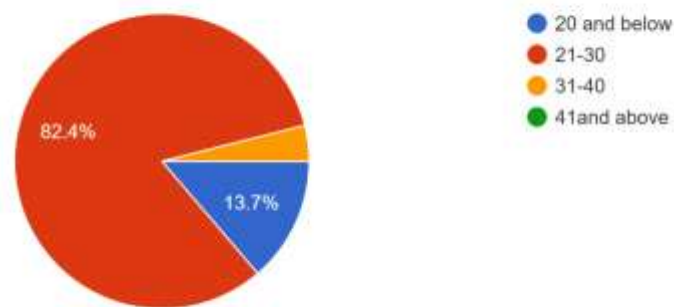
DATA ANALYSIS:

Question: Consumer Age

- 20 and below
- 21-30
- 31-40
- 41 and above

Age

51 responses



The chart indicates that the most of the consumers buying products are amongst age categorized 21-30 (82.4%).

Question: Monthly income

- 20,000 or below
- 21,000-40,000
- 41,000-60,000
- 61,000 and above

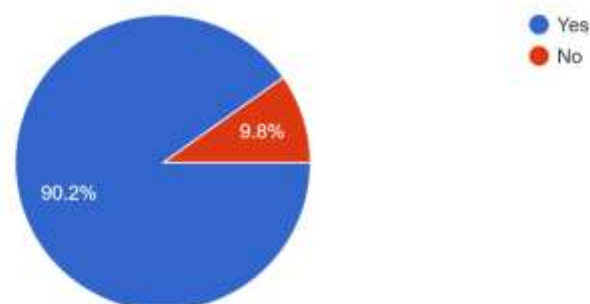
As the charts says that the highest number of consumers are from the category who has the monthly income 20,000 or below are adopting this technology. All the other group also purchase online or at least visit sites.

Question: Awareness of the concept of digital marketing

- Yes
- No

Are you aware of the concept of digital marketing?

51 responses



The chart indicates the (90.2%) of consumers are aware of the concept of digital marketing.

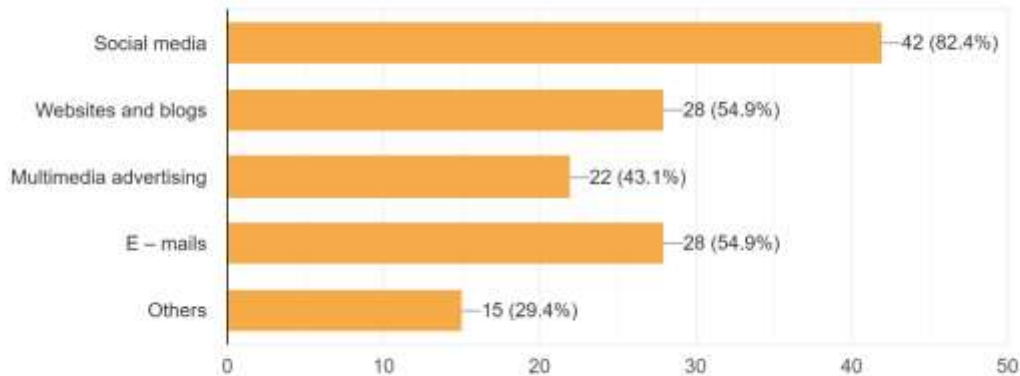
Question: Awareness of digital channels

- Social media
- Websites and blogs
- Multimedia advertising

- E- mails
- Others

Which of the following digital channels are you aware of?

51 responses



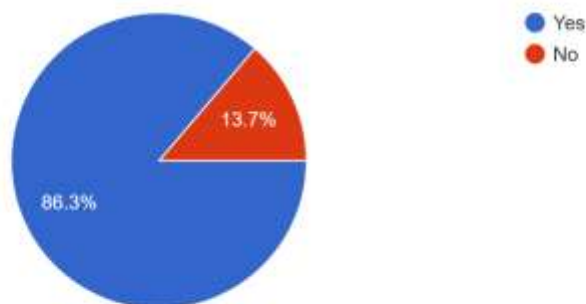
The diagram depicts that maximum respondents are familiar with social media platforms (82.4%).

Question: Experience in buying products through internet

- Yes
- No

you have any experience in buying products through internet?

51 responses



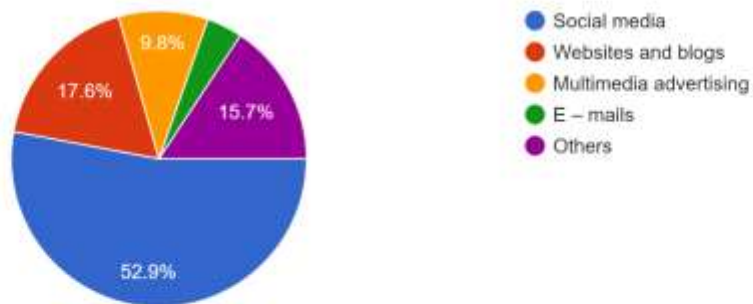
The chart says that the (86.3%) consumers are buying products through internet.

Question: which digital channel influences to consumer

- Social media
- Websites and blogs
- Multimedia advertising
- E-mails
- Others

Which digital channel influences you to buy more?

51 responses



The chart indicates that the (52.9%) consumers influence by social media platforms. And (17.6%) consumers are influence by websites and blogs.

Question: which procedures follow to buy online products

- Make purchases online after assessing the provided information.
- Research online and engage in discussions to gather insights.
- Utilize online information, validate details through physical visits, then make informed purchases either online or locally.
- Gather information online but prioritize purchasing from local dealers or shops.

When you buy products online which of the procedures do you follow?

51 responses



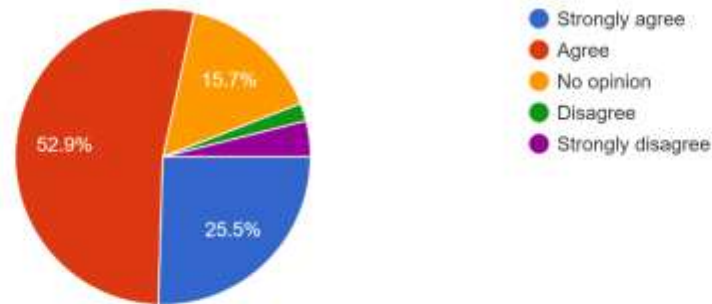
Consumers are majorly taking information from the internet, visit shops to verify the products and place the order online, this procedure follow.

Question: consumers opinion towards buying decision

- Strongly agree
- Agree
- No opinion
- Disagree
- Strongly disagree

Do digital channels change your opinion towards your buying decisions?

51 responses



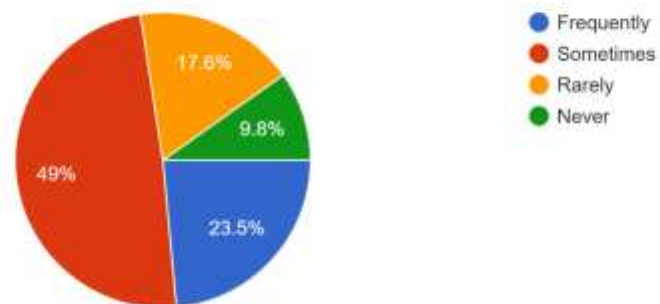
The chart indicates the (52.9%) consumers are agreeing and (25.5%) consumers are strongly agreeing to digital channels change their opinion towards buying decisions.

Question: How often do you buy products using digital channel

- Frequently
- Sometimes
- Rarely
- Never

How often do you buy products using digital channels?

51 responses



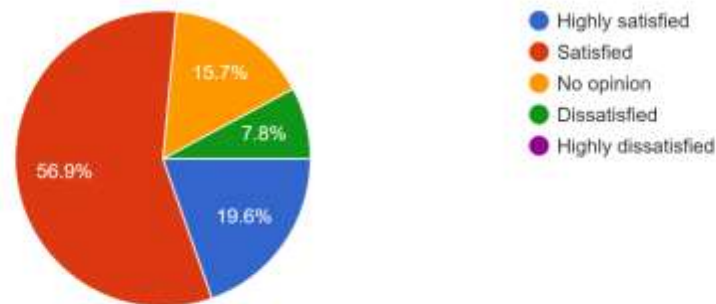
The chart indicates (49%) consumers are sometime buy products using digital marketing. And (23.5%) consumers are frequently buy products using digital marketing.

Question: Consumer satisfied by the products buying using digital marketing

- Highly satisfied
- Satisfied
- No opinion
- Dissatisfied
- Highly dissatisfied

Are you satisfied with the products you bought using digital channels?

51 responses



The chart indicates (56.9%) consumers are satisfied by buying their products online. And (19.6%) consumers are highly satisfied by buying their products using digital marketing.

CONCLUSION:

1. Digital marketing is one of most effective and cost friendly marketing technique. A company can reach new heights with proper implementation of digital marketing
2. Through various channels and tactics, digital marketing influences consumers' purchasing decisions, brand perceptions, and engagement levels.
3. the majority of consumers are aware of digital marketing concepts, with social media being the most influential channel, followed by websites and blogs.
4. A significant percentage of consumers (86.3%) have experience in buying products through the internet, highlighting the adoption of online shopping.
5. Consumers typically gather information online, visit physical shops to verify details, and then proceed to make purchases online
6. A majority of consumers agree or strongly agree that digital channels influence their buying decisions.
7. Overall, the majority of consumers are satisfied with their online purchasing experiences

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