



A STUDY ON IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

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ABSTRACT :

This research project delves into the profound impact of digital marketing on consumer behavior, focusing on key elements such as personalized messaging, targeted advertising, and social media engagement. Through a meticulous blend of quantitative analysis and literature review, the study aims to unveil the intricate dynamics between these digital marketing strategies and consumer perceptions, preferences, and purchasing decisions.

The research endeavors to offer actionable insights and recommendations customized for organizations seeking to optimize their digital marketing endeavors. Drawing from theoretical frameworks and industry best practices, these suggestions aim to bolster the efficacy of digital marketing strategies in shaping consumer behavior effectively.

Furthermore, the study provides a concise overview of digital marketing strategies, delineating their objectives, target audience, and key performance indicators.

In conclusion, this research project aspires to contribute significant insights to the marketing domain by elucidating the nuanced relationship between digital marketing and consumer behavior. By employing a rigorous methodology and furnishing practical recommendations, the study aims to empower organizations to leverage their digital marketing initiatives for heightened consumer engagement and loyalty.

INTRODUCTION :

Digital marketing profoundly influences consumer behavior through personalized content, targeted ads, and social proof from influencers. The convenience of e-commerce and mobile platforms fosters impulse buying and shorter decision-making cycles. Two-way communication via digital channels builds brand loyalty and advocacy. Data analytics provide valuable insights for optimizing marketing strategies and understanding customer journeys. Online research and reviews have altered the traditional path to purchase. Digital branding plays a key role in shaping brand awareness and perception. In essence, digital marketing has revolutionized consumer interactions and purchase behaviors in the modern era.

WHAT IS DIGITAL MARKETING?

Digital marketing is a form of marketing that leverages the internet and digital technologies, such as computers and mobile devices, to connect with customers. More than running a sponsored Instagram ad to drive sales, it's a set of practices that interacts with customers at every stage of the buying journey.

CONSUMER BEHAVIOUR:

Consumer behavior refers to the study of factors influencing individuals' purchasing decisions, including environmental, psychological, and societal aspects. Marketers use data to understand the thought processes, emotions, and motivations behind consumer choices, enabling them to create highly targeted advertising campaigns tailored to their audience's interests.

DIGITAL MARKETING IN INDIA

Digital marketing in India has experienced rapid growth and transformation in recent years, driven by factors such as increasing internet penetration, smartphone adoption, and the government's Digital India initiatives. The landscape of digital marketing in India encompasses a wide range of strategies and platforms, including social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, email marketing, and influencer marketing.

Key trends and developments in digital marketing in India include:

1. **Mobile-first approach:** With a significant portion of internet users accessing content through mobile devices, digital marketers in India are focusing on mobile-friendly strategies such as mobile apps, responsive websites, and SMS marketing.
2. **Social media dominance:** Platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube play a crucial role in digital marketing strategies, with brands leveraging these platforms for brand awareness, engagement, and customer acquisition.
3. **E-commerce boom:** The rise of e-commerce platforms like Flipkart, Amazon, and Paytm Mall has led to increased investment in digital marketing by online retailers, including targeted ads, affiliate marketing, and customer retention strategies.
4. **Regional content and languages:** To reach diverse audiences across India, digital marketers are creating content in regional languages and tailoring campaigns to cater to regional preferences and cultural nuances.

OBJECTIVES OF THE STUDY

1. To determine the key influencers of purchase decisions and assess digital marketing exposure frequency during online browsing.
2. To explore consumer usage patterns of digital platforms for product research and discovery via social media.
1. 3.To evaluate the impact of online ads on purchase desire and consumer knowledge of digital marketing strategies.
2. 4.To identify influential digital channels in purchasing decisions and analyse impulse buying tendencies from digital campaigns.
5. To examine the influence of personalized digital marketing on purchasing, loyalty, and preferences, alongside attitudes towards targeted advertising and content personalization preferences.

REVIEW OF LITERATURE

- Rand Fishkin (2016) (A study on Impact of Information Accessibility and Social Proof on Consumer Buying Decisions in Digital Marketing).
- Jay Baer (2018) (A study on Delivering Contextually Relevant Experiences in Digital Marketing: The Role of AI and Automation).
- Jay Baer (2018) (A study on Delivering Contextually Relevant Experiences in Digital Marketing: The Role of AI and Automation).

HYPOTHESIS OF THE STUDY

To Investigate Gender Differences in the Impact of Online Advertisements on Intense Desire to Purchase the Concerned Product.

Null Hypothesis (H0): There is no significant difference in the intensity of desire to buy the concerned product between male and female consumers after exposure to online advertisements.

Alternative Hypothesis (H1): There is a significant difference in the intensity of desire to buy the concerned product between male and female consumers after exposure to online advertisements.

SOURCES OF DATA

The data collected from both primary and secondary data:

- **Primary data:** The questionnaire was designed for social media users and consumers, and we received responses from 111 individuals.
- **Secondary data:** Collected from online journals, websites & review of literature from published articles.

SAMPLING PLAN

Convenience Sampling: Participants are selected based on their availability and willingness to participate. This method is often used in online surveys by sharing the survey link through social media platforms, email lists, or website pop-ups

TOOLS AND TECHNIQUES

The study utilized a questionnaire as its research instrument for data collection. This questionnaire was designed in alignment with the study's objectives and was administered to consumers to gather their perspectives. The information was collected using a meticulously structured questionnaire.

ANALYSIS TOOL

PERCENTAGE ANALYSIS: Percentage analysis involves breaking down data into proportions or percentages to better understand its composition or contribution to a whole. It's commonly used in financial analysis, marketing, and various other fields to compare different elements within a dataset or to track changes over time. This method allows for a clearer interpretation of trends, patterns, and relationships within the data.

STATISTICAL TOOLS

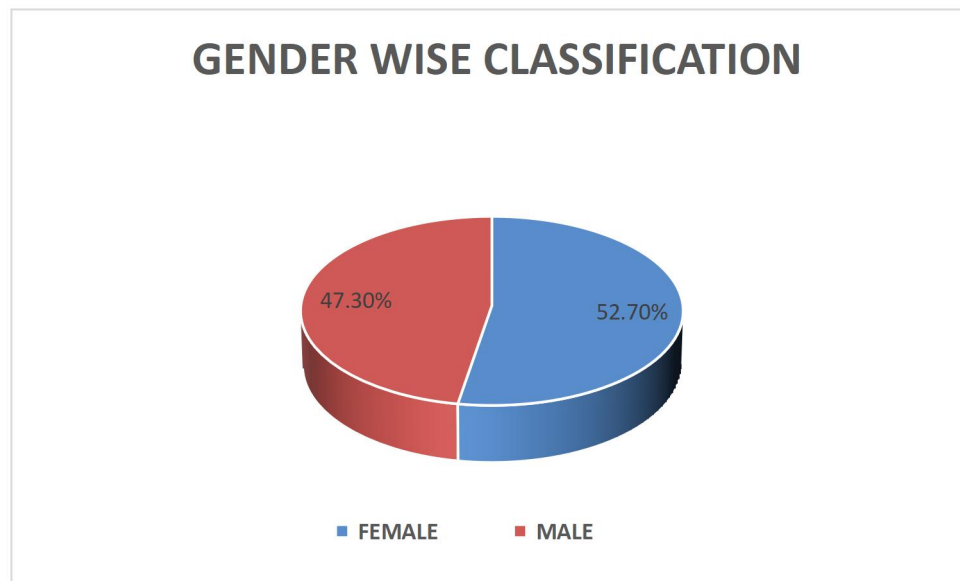
CHI-SQUARE: The chi-square test is used to analyse categorical data and determine whether there is a significant association between two categorical variables. It is commonly used to test for independence in contingency tables and to compare observed frequencies with expected frequencies.

ANALYSIS AND INTERPRETATION OF DATA

TABLE 3.1
GENDER WISE CLASSIFICATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
FEMALE	59	52.7%
MALE	52	47.3%
TOTAL	111	100%

CHART NO 3.1



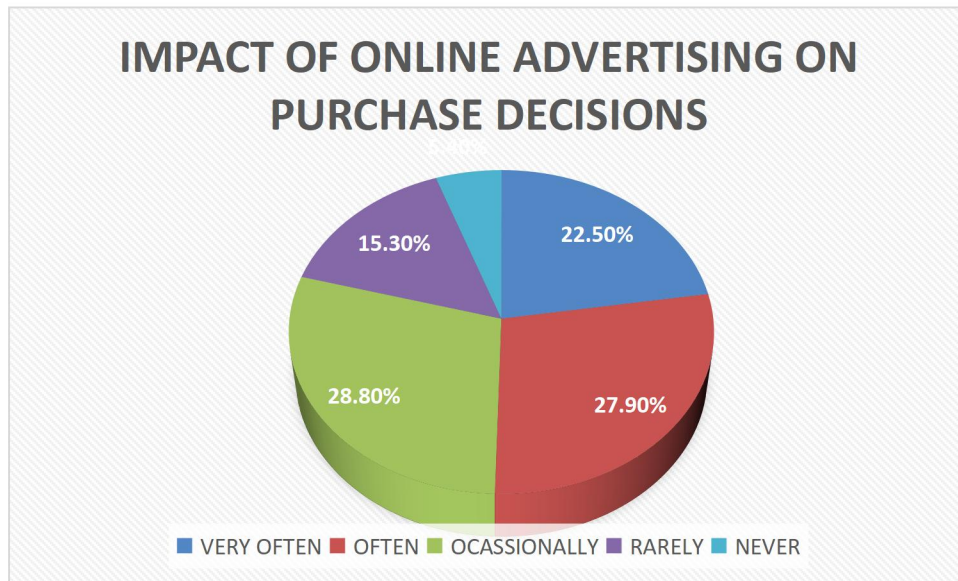
INTERPRETATIONS:

The data indicates that 52.7% of respondents identify as female, while 47.3% identify as male.

TABLE 3.8
IMPACT OF ONLINE ADVERTISING ON PURCHASE DECISIONS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
STRONGLY AGREE	24	21.6%
AGREE	24	21.6%
NEUTRAL	35	31.5%
DISAGREE	16	14.4%
STRONGLY DISAGREE	24	10.8%
TOTAL	111	100%

CHART NO 3.2



INTERPRETATIONS:

Online advertisements often generate a strong desire to purchase the advertised product, as indicated by 21.6% of respondents who strongly agree and another 21.6% who agree with this statement. However, a significant portion, 31.5%, remain neutral on the matter. Conversely, 14.4% of respondents disagree with the idea, while 10.8% strongly disagree that online advertisements create intense purchase desire.

CHI- SQUARE

PARTICULARS	MALE	FEMALE	TOTAL
STRONGLY AGREE	13	11	24
AGREE	13	11	24
NEUTRAL	17	18	35
DISAGREE	5	11	16
STRONGLY DISAGREE	4	8	12
TOTAL	52	59	111

O	E	O-E	(O-E) ²	(O-E) ² /E
13	11.243	1.756757	3.086194	0.274493
13	11.243	1.756757	3.086194	0.274493
17	16.396	0.603604	0.364337	0.022221
5	7.4955	-2.4955	6.227498	0.830832
4	5.6216	-1.62162	2.629657	0.467775
11	12.75676	-1.75676	3.086194	0.241926
11	12.75676	-1.75676	3.086194	0.241926
18	18.6036	-0.6036	0.364337	0.019584
11	8.504505	2.495495	6.227498	0.732259

8	6.378378	1.621622	2.629657	0.412277
TOTAL				3.517787

Calculated value: **3.517787**

DEGREE OF FREEDOM:

$d.f = (r-1) (c-1)$

$= (5-1) (2-1)$

$= 4*1$

$= 4$

Level of significance: 0.05 Table value: 9.488

INFERENCES

Therefore, calculated value is 3.517787 is less than the table value 9.488 So, accept H_0 .

Hence proved that there is no significant difference in the intensity of desire to buy the concerned product between male and female consumers after exposure to online advertisements

KEY FINDINGS

- Online advertisements frequently stimulate a desire to purchase the advertised product, with many remaining neutral.
- Young women exhibit the highest response to digital marketing, significantly influencing consumer behavior.
- Online advertisements play a significant role in influencing purchase decisions.

CONCLUSION

In conclusion, the impact of digital marketing on consumer behaviour highlights the importance of targeted strategies. Effective campaigns should focus on young women and optimize online advertisements for diverse demographics. Enhancing user-friendly digital platforms and utilizing social media channels are crucial for product discovery and consumer engagement. Addressing neutral responses to ads, educating consumers about digital marketing, and collaborating with influencers maximize impact. These strategies collectively drive engagement, influence purchasing decisions, and contribute to organizational success in the digital era.

REFERENCE :

REFERENCE BOOKS AND ARTICLE:

1. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick.
2. Digital Marketing: Strategy, Implementation, and Practice" by Deepak Kanakaraju.
3. Soh, K. Y., & Saxton, G. D., The digital marketing matrix: A framework for developing dynamic digital marketing strategies, Journal of Marketing Theory and Practice.
4. Statistics for Business and Economics" by Paul Newbold, William L. Carlson, and Betty Thorne.

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2. <http://www.reliablesoft.net>
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