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A Study of Student's Purchasing Behavior in Response to Digital Marketing Algorithm in Nashik City

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ABSTRACT:

Today we are living in a very wonderful time. all the smartphone-users students too are getting bombarded with tremendous amount of information and advertisement about many products and various services. Hence customer targeting becomes very crucial and it is treated as a weapon in the stockpile of the marketer's army. You are bound to hire digital marketing services. Because they have industrial level of expertise, they have strategic approach and, they have extensive data which helps in customer targeting. They often use or utilize multi-channel targeting in successfully establishing connections to the target audiences. With continuous improvement in their technologies digital marketers always do agile optimization in digital marketing. Therefore the local businesses and particularly the startups, new entrants can give a very tough competition with the established brands with the help of the digital marketing companies. Laser-focused customer targeting is the key in order to get success in today's era of tremendous competition in online purchase activities

Keywords: Digital Marketing, Smartphones, Purchasing Behavior, Algorithm

Introduction:

Many researchers have already researched about online shopping and the factors which affect buying behavior of the consumers. Previously the offline consumers buying behavior were also got researched in past. But after going through many of those literatures researcher have not found literature available in the context of Nashik city. Not to forget that, this type of studies are mainly carried out in non-Indian countries and therefore they lack Indian-touch. Researcher has selected a narrow yet important market segment called Students who use smartphones regularly. The psychology of Indian smartphone-user students particularly the residence of Nashik city is different than that of the Westerners. Here the researcher wants to study and smartphone-user student's experience with technological proximity, after sales services, cash on delivery policies, product returning policies of the companies. If the customer gets the counterfeit or non-working or defected products, then such issues need to be addressed in due time by the online marketers. Many students in Nashik city just see the advertisements and forget about it. But many smartphone-user students actually click on those continuous advertisements which are bombarded over internet. Many of such students don't get puzzled about why only they are seeing a particular brand or why they are not seeing a brand they are supposed to purchase or needed in actuality. They are not aware about some digital marketing algorithms are targeted towards them and they blindly click on the advertisements. Many times they get directed to some fishing websites, counterfeit product's websites, many times and their data gets stolen. So digital marketing has going through a very difficult time-phase in the mindset of the customers. Many websites offer very good quality products at very cheaper price but due to the some ongoing activities of digital frauds and fishing websites, the customers particularly the smartphone-user students, visiting those website, doesn't take the Purchase Decision at all in anticipation of fraud or hacking. The one of many aim of this study is to research out why the particular websites are given preferences and why other websites though presenting a very good quality products, are not given. Which results in not getting the required number of orders? This research will definitely curtail this disparity to some extent is researcher's objective.

What is the Digital Marketing?

Digital marketing deals with the use of digital channels, platforms, and technologies to promote goods and services to consumers and businesses. Unlike traditional marketing, which used to deal with offline strategies like print ads, radio jingles, billboards, television commercials etc. digital marketing takes full advantages of online technologies such as search engines, social media, email, websites, and mobile apps to connect and engage target audiences.

Key Concepts of Digital Marketing

These are important key concepts of digital marketing citations are provided in the last of this document

1. Search Engine Optimization (SEO): Krantz (2020) defines SEO as "the process of improving the visibility and ranking of a website in search engine results pages (SERPs) through various techniques, including keyword research, on-page optimization, and link building" (p. 12).
2. Social Media Marketing: Kaplan and Haenlein (2010) describe social media marketing as "the use of social media platforms to promote a product, service, or brand, and to engage with customers and potential customers" (p. 61).
3. Conversion Rate Optimization (CRO): Krug (2010) describes CRO as "the process of increasing the percentage of website visitors who complete a desired action, such as filling out a form, making a purchase, or subscribing to a newsletter" (p. 15).
4. Influencer Marketing: Freberg et al. (2011) define influencer marketing as "a form of marketing where brands partner with influential individuals to promote their products or services to the influencer's followers" (p. 91).
5. Mobile Marketing: Kaplan (2012) describes mobile marketing as "a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network" (p. 130).
6. Customer Journey Mapping: Lemon and Verhoef (2016) define customer journey mapping as "a visual representation of the customer's experience across all touch points and stages of interaction with a brand" (p. 71).

Salient Pros of Digital Marketing

1. Better Engagement: which Engage with customers via social media, email etc
2. Wider Reach: Connect with global audiences.
3. Measurable Results: Track performance through analytics tools.
4. Targeted Advertising: Use data and AI to personalize campaigns.
5. Cost-Effective: Lower cost compared to traditional marketing.

Thus, Digital marketing is a powerful strategy which leverage startups & established businesses talk with global customers but in the digital connection. With the help AI and message automation, digital marketing is evolving at extreme torque, making it essential for businesses to stay updated with the latest trends and technologies.

Research Methodology:

Type of research: Descriptive Research

Study Area: Nashik City.

Sampling Method: Convenience sampling method, Data collected from the smartphones- user students in Nashik City

Sample Size: 200 students, who use smartphones.

Primary Data:

Primary data was collected by the researcher in form of a survey. In this survey data was collected with help of paper questionnaire and a goggle form. In sampling design "snowball sampling" method was used to collect the data from targeted audience.

Sources of primary data: interviews & Whatsapp video calls

Instrument: Paper Questionnaire & Google form

• Source of secondary data: online journals and articles.

Limitations:

1. Sample size was limited to 200 students only
2. Students may or may not be genuine while responding
3. Geographical area restricted to Nashik city only

Objectives of Study

1. To study the impact of smartphones in Digital Marketing.
2. To understand applicability of smartphones in Digital Marketing.
3. To analyze the influence of repeating targeted online ads on purchasing Decisions of smartphone-user students.

Hypotheses:

Smartphone-user students in Nashik City are Concerned about the hidden digital marketing algorithm is applied towards them

H_0 : Smartphone-user students in Nashik city are not concerned about the hidden digital marketing algorithm is applied towards them

H_1 : Smartphone-user students in Nashik City are concerned about the hidden digital marketing algorithm is applied towards them

Q.Knowledge about Why I am seeing Online Ads of only selected particular brand

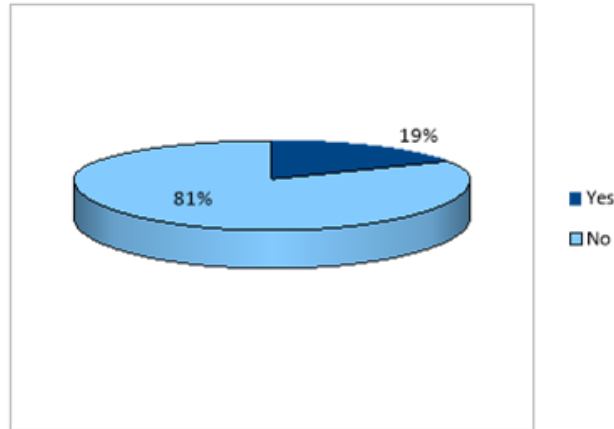


Illustration 1: Knowledge about Why I am seeing Online Ads

Q. Are you Concerned about Hidden Digital Marketing Algorithm?

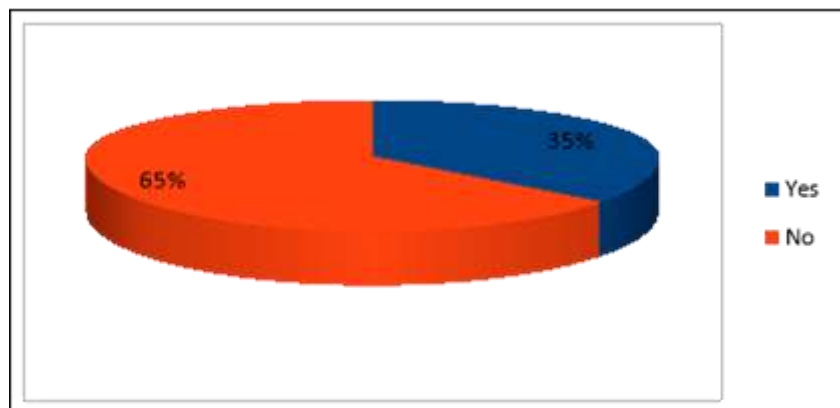


Illustration 2: Are you Concerned about Hidden Digital Marketing Algorithm?

Q. Do you purchase Online?

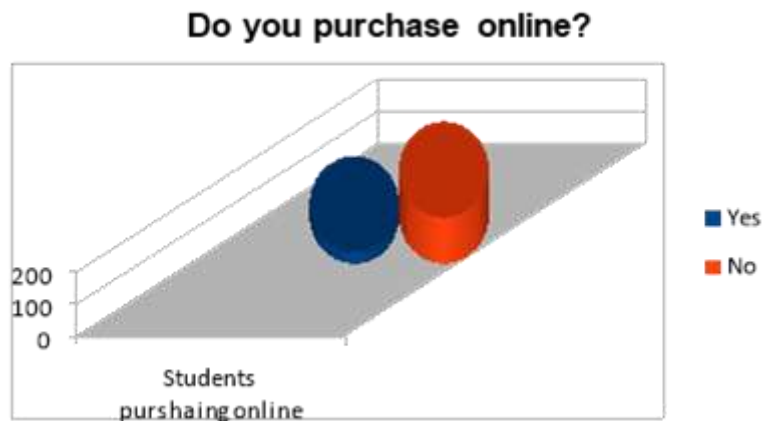


Illustration 3: Do you purchase online?

Results:

1. 88% of the smartphone-user students having purchased goods and services online don't know the details of why they have been exposed to particular digital ads online of only particular brands.
2. Digital Marketing from the digital marketing companies using various digital marketing strategies have a significant impact on consumers buying decision
3. 80% smartphone-user students are not CONCERNED about the hidden digital marketing algorithm is applied towards them.

From the above data analysis, researcher has concluded that the Null Hypotheses

“Smartphone-user students in Nashik city are not CONCERNED about the hidden digital marketing algorithm is applied towards them “ is implied.

Conclusion

From above Study and Research we can conclude that most of the smartphone-user students like 88% have not concerned and nothing to do with the doubts like after all why they only are being targeted. They are not aware about the digital algorithm was already applied on them. Let alone they know about many instances of online hacking are happening everywhere. But the reason they still purchase online, because they get pride about big companies are coming to their ground by the means of the indoor delivery. They prefer it as they don't have to go in the market & spend their expenses on vehicle fuel, rickshaw/bus/taxi/train traveling fare Giving preference to this very easy method to get their products at their home without spending too much money on other unnecessary things.

Many smartphone-user students are delighted about the fact that online digital marketers offer handsome discount on many products which are available in local market at Higher prices. so this tendency of Indian students particularly the students in the Nashik have motivated the digital marketing firms to market their products online with the marketing strategy in mind which is known as 'lower the price strategy'. This pricing strategy is found to be very successful in attracting more customers and increasing the sales volume.

Therefore, this research would surely be useful for Digital marketing companies leverage the power of targeted advertising to maximize return on investment. Through sophisticated ad targeting techniques, such as demographic, geographic, and psychographic targeting, businesses can focus their advertising spend on reaching the most relevant audience. By eliminating wasted impressions and clicks, targeted advertising not only increases the likelihood of conversions but also optimizes marketing budgets, driving efficiency and profitability.

Limitations of this research and prospect for the future research

This research was carried out in the city called Nashik in Maharashtra. The questionnaires were circulated among 332 UG, PG students but only 200 among them were actually filled that questionnaires. most of the students very professional in there Outlook towards this research but there opinions and responses may have been influenced by their peers, friends, teachers, parents etc. Though, this research had a geographical constraint of Nashik city it showed a plausible interrelation between variables. Therefore similar research studies can be also conducted in various cities of India and after that it will give the clear picture of this phenomenon. And with that efforts stock of a new reservoir of knowledge and information will be found. which will guide further researches in digital marketing.

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