

DIGITAL MARKETING'S AND IT'S EFFECT ON YOUTH

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Abstract :

In a market environment that is focused on the needs of the customer, consumer purchasing patterns are changing more quickly. Although consumer behaviour varies depending on the product, price, features, quality, packaging, buying habits, customer status, generation, and age, among other factors, youth is the hardest demographic to communicate with. Because they tend to follow the rhythm of fashion and taste according to the changing times, the shifting preferences of today's young have an impact on the buying pattern. Because of this, marketers spend a lot of time and money conducting market research each year to identify and forecast the changing behaviours of young people. The marketer in the retail sector is currently facing numerous issues as a result of digital marketing. The modern generation is more intrigued by online shopping than by traditional retail. Due to the pressure of the younger generation's purchasing habits, marketers are compelled to use the new style of selling. Young people's buying habits and behavioural patterns have a bigger impact on consumer behaviour, hence the study's central concern is how digital marketing affects young people's purchase decisions. The study finds that although the majority of today's youth have access to digital media, they are not always aware of how to use it to its full potential.

Keywords- Digital, Marketing, Youth, Impact, Purchase Decision, behavior of young

INTRODUCTION

Information, goods, and services are purchased and sold using computer networks or the internet under the definition of digital marketing. The entire economy is evolving as a result of internet and electronic commerce technologies, which are also altering business structures, income streams, customerele, and supply chains. Every sector of the New Economy is experiencing the emergence of new business models. The previous ten years have seen a dramatic change in the travel business and ticketing. According to one estimate, the Indian net commerce as a whole is contributed by the online travel sector to the tune of 76%. Nowadays, purchasing tickets can be done on airline or third-party websites. Customers are thrilled with the quick delivery and flawless payment methods offered by online retailers, increasing customer confidence. Even online classifieds have successfully migrated to the internet, with employment and marriage-related listings dominating.

Online retailers are currently promoting more product categories, including white goods and electronics. Intangible assets like relationships, information, people, brands, and systems are gaining centre stage in these new business models. Although the internet is a disruptive technological advancement, customers are starting to realize how convenient online shopping can be. Many firms are shifting the channels they use to offer their goods and services as a result of the dramatic influence on retailing. While the e-marketplace predominates in various regions of the world, retailers have been fast to build their own distinctively branded e-commerce stores there.

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Digital Marketing Scenario in India

The third-largest internet user population is found in India. With the growth of the Internet, marketing tactics have changed drastically for interacting with the public. No other method can equal the incredible growth that digital marketing has demonstrated. Looking at the Indian population today, it is clear that they are not only familiar with the Internet but also use it for a variety of daily activities. As a result, India's online marketing sector is flourishing. Digital marketing adoption in India is being driven by social media. Both online and offline, the Indian retail industry is flourishing. India joined the internet shopping revolution somewhat late, but it is anticipated that in the next years, online sales would increase by 50% annually. With over 120 million internet users, the nation is now the third-largest nation in the world. The increasing adoption of mobile commerce is expected to push that number up to over 330 million by 2015. Digital marketing is advancing thanks in part to social media. Young, financially secure consumers who are adept at using the internet are spending more time and money online, which has an impact on market trends. Online shoppers frequently purchase books, consumer electronics, travel, financial services, clothing, and cosmetic products. The majority of online purchasing occurs in large urban areas, with Mumbai serving as the primary hub, followed by Delhi and Kolkata. Online marketplaces like Snapdeal, which was established in 2010, are where a significant share of sales are made. Although the internet only contributes a small fraction of India's GDP at the moment, many believe that retailers will soon experience an internet boom. Indian adolescents are expected to adhere to stringent moral and family values and devote all of their time and focus to their studies and careers. Therefore, a student's only goal must be their career and education. The market's most influential group, the youth of India, influences producers to provide what they desire. This study assesses the degree to which youth influence marketing strategy. The study will be helpful to the marketer in developing marketing plans to appeal to the current and potential youth market for the products being researched. The National Youth Policy-2014 states that the survey will include all youth between the ages of 15 and 29, who make up 27.5% of the population as per the Census-2011, that is about 33 crore people.

Buying Behaviour of Youth

Consumer behaviour in general, and that of young people in particular, is heavily influenced by an individual's purchasing habits. The technique of connecting products on the market with certain buying behaviour groups is known as buying behaviour marketing. In order to increase the market value of the offered product, it is necessary to segment the market based on factors related to buying behaviour, position the product in a way that appeals to the behaviours, interests, and viewpoints of the target market, and launch targeted promotional campaigns that take advantage of these factors. The age of the internet in India is about 20 years. With 145 million users, India is one of the top 3 internet user populations worldwide. 3–4% of organized retailing is accounted for by internet marketing. This demonstrates that some factors are impeding the growth of online marketing in India. One of them is the risk that Indian adolescents sense. Due to the large number of young people in India, online shopping is extremely successful there. Government spending on internet infrastructure is significant. Online merchants locate their customers in cities and villages all over India, whereas organized retailing finds it difficult to reach India's rural areas.

LITERATURE REVIEW

According to Ratchford et al. (2014), consumers can evaluate products between suppliers at a reasonable cost and get knowledge about products in any way possible through the Internet. They can also efficiently evaluate the available options and quickly find a low price for a certain product.

Anjali (June 2017): According to the report, educated people are more familiar with digital media and prefer using digital channels to purchase various goods. Through investigation, it was discovered that a person's monthly income significantly influences their decision to purchase various things through a digital channel. Viewing adverts on websites and blogs has a greater influence on consumers. The perception of customers regarding purchasing decisions was significantly altered by digital channels. The majority of customers are happy with the things they buy online. People prefer to shop for their needs and are increasingly purchasing convenience items online. This research was done in a specific area. Future research will examine the effects of digital channels on consumer purchasing behaviour across a wider geographic area to obtain more accurate results.

Sadia Afzal et al., (January 2015): This study demonstrates that neither conventional nor online advertising has a significant direct impact on consumer purchasing decisions for branded clothing, but both have significant indirect effects due to the advertising elements and consumer attitudes that act as mediators and have a significant mediating impact. Consumer purchasing behaviour is significantly influenced by both ad attributes and attitude.

Statistical examination of customer attitudes reveals that among the three aspects of attitude (loyalty, prior purchasing experience, and word-of-mouth), loyalty and prior purchasing experience are the most important influences on consumer purchasing behaviour.

STATEMENT OF THE PROBLEM

Today's innovations in science and technology are rendered obsolete tomorrow. The consumer's tastes and preferences are likewise evolving quickly. It's challenging for marketers to keep up with customers' shifting needs. Customers' expectations are changing for a variety of reasons, but one of the primary causes is shifting consumer behaviour. Younger youngsters and older persons exhibit changing purchasing behaviours less frequently than do younger children and adults. The purchasing habits of the younger generation affect not only their own individual purchasing habits but also the purchasing habits of the family. The shifting demands of the consumer must be understood by marketers in order to provide goods and services that meet those needs.

NEED OF THE STUDY

The manner that a product is marketed and how people purchase it have undergone astounding changes as a result of digital marketing. Individuals' purchasing patterns affect a variety of variables, and these variables necessarily have an impact on marketers' efforts to cater to the demands of consumers in general and young people in particular. So it becomes clear that research on digital marketing and its influence on young people's purchasing habits are necessary.

OBJECTIVES OF THE STUDY

The research study's goals are as follows:

- To pinpoint the elements affecting young people's shifting purchasing patterns.
- To investigate how a young person's shifting purchasing habits are affecting digital marketing.
- To inform Indian marketers on the evolving purchasing habits of young people and the factors influencing such habits.

RESEARCH METHODOLOGY

Sources of Data

Researchers employ both primary and secondary data for the current investigation. The survey is used to gather primary data. These secondary sources are taken from published publications, research papers, census data, general reports that have been published, sources on linked websites, etc.

Sample Design

The current study is one that is focused on research. For this study, researchers combine primary and secondary data. The sample was chosen by researchers using a straightforward random sampling procedure in the Aurangabad District.

Sample size

Researchers choose 100 kids from the Aurangabad District at random to fulfil the study's goals.

DATA ANALYSIS AND DISCUSSION

Analyzing the data and talking about the results is one of the crucial tasks. The empirical results from this study will be discussed in this section by the researchers. The data analysis mostly focuses on primary data that was gathered by distributing questionnaires to young people in the Aurangabad district. The frequency of the respondent's agreement with statements is shown in the table below. Each statement is treated as a separate module.

Modules	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	Total Weights	Rank
Ease	Frequency						
By shopping online, I receive my package on time.	20(100)	15(60)	20(60)	30(60)	15(15)	295	<i>XI</i>
Information in detail is provided while shopping online.	25(125)	20(80)	15(45)	25(50)	15(15)	315	<i>VIII</i>
When I shop online, I may purchase the goods whenever I want, every day.	40(200)	25(100)	20(60)	10(20)	05(05)	385	<i>I</i>
While buying online, it is simple to choose a product and compare it to others.	30(150)	25(100)	20(60)	05(10)	20(20)	340	<i>IV</i>
Website Design/Features							
The layout of the website makes it simple for me to find things.	20(100)	10(40)	30(90)	30(60)	10(10)	300	<i>X</i>
When shopping online, I prefer to choose a website that offers security, order, and ease of navigation.	15(75)	20(80)	25(75)	24(48)	16(16)	294	<i>XII</i>
When buying online, the website's design facilitates my search for and selection of the appropriate item.	30(150)	25(100)	30(90)	10(20)	05(05)	365	<i>III</i>
I think familiarising yourself with the website before making a purchase would help to lessen the risk of doing any online buying.	20(100)	25(100)	20(60)	15(30)	20(20)	310	<i>IX</i>
I prefer to make purchases from websites that offer me quality information.	27(135)	22(84)	18(54)	18(36)	15(15)	324	<i>VII</i>
Time Saving							
Online purchases can be made more quickly.	35(175)	20(80)	30(90)	10(20)	05(05)	370	<i>II</i>
No time is wasted when purchasing online.	29(145)	20(80)	18(54)	18(36)	15(15)	330	<i>VI</i>
I believe that purchasing online saves time on product evaluation and decision-making.	32(160)	17(68)	18(54)	16(32)	17(17)	331	<i>V</i>
Security							
While shopping online, I feel protected and secure.	10(50)	20(80)	30(90)	30(60)	10(10)	290	<i>XIII</i>
My security is protected when I shop online.	05(25)	10(40)	42(126)	38(76)	05(05)	272	<i>XV</i>
I prefer to buy things online from reliable stores.	12(60)	20(80)	25(75)	30(60)	13(13)	288	<i>XIV</i>

FINDINGS OF THE STUDY

The investigation came to the following significant conclusions:

In terms of YouTube users, India is the fifth-largest country. Indians spend 14 hours online on average per week, far more than they do watching television.

The Indian online advertising sector is expanding quickly, at a rate of 50% annually, and is expected to reach \$1 billion in sales in 2020. The lifestyle, ability to attract the opposite sex, purchasing power, family background, the youth's employment situation, the influence of Western culture, educational background, etc. are all elements that commonly affect the purchase behaviour of young people. India has around 950 million mobile customers, at least half of whom have devices with internet access. India has more than 90 million websites, whereas there are more than 500 million Facebook profiles there. Whatsapp users send more than 8 million inbound and 12 billion outgoing messages per day. Additionally, online retail is growing in India as 60% of the population uses the internet. The study finds that although the majority of today's youth have access to digital media, they are not always aware of how to use it to its full potential.

Utilizing mobile internet and numerous other variables are responsible for India's expanding digital marketing sector. The digital marketing sector is thriving with a 30% growth rate while all other industries in India are battling with 10 to 12%. India still has a shortage of experts in digital marketing despite having such a fantastic chance. India needs skilled digital marketers who can take advantage of this chance to start a revolution. Due to India's resources, both the current and future situations will improve. The talent only has to be refined. The marketplaces of today also conduct extensive study to comprehend youngsters and their purchasing patterns, in order to fulfil the needs of the youth segment. A shifting aspect, and one that is changing more swiftly, is consumer behaviour. As a result, the majority of recently invented products become outdated far too quickly. Innovation suffocates it. What is an innovation today becomes outdated tomorrow due to advancing technology. The marketers have various difficulties because of this. The majority of respondents believe that online shopping is convenient at any time. According to respondents, shoppers spend extremely little time making purchases.

SUGGESTIONS OF THE STUDY

The report made the following key recommendations.

1. Before introducing any product online, marketers must be aware of the youth market's access to digital facilities.
2. Marketers should carry out pre-market research to determine consumer needs, particularly in relation to digital marketing.
3. Consumers must be made properly aware of digital marketing, and this requires adequate awareness creation.
4. Because the majority of research showed that customers are risk averse, it is necessary to teach them how to manage the risk connected with digital marketing.
5. The report concludes by advising readers and users to be aware of all digital marketing platforms and utilise them to the fullest extent possible.

CONCLUSION

To sum up, youth, their shopping habits, purchasing power, product awareness, etc., have a bigger impact on individual and family purchase habits. According to the current National Youth Policy, there are around 33 crore young people in India who are between the ages of 15 and 29. They account for a sizable percentage of the Indian market. To succeed as a marketer in the future in the cutthroat economy, every marketer needs to understand the psychology of this youth demographic. The digital revolution in marketing and the economy as a whole has created several threats and difficulties for marketers in this cutthroat environment. The need for marketers to comprehend young people in a changing marketplace. In order to develop effective marketing strategies to retain the present and to seize the potential market, marketers must have a better understanding of young people. Only then will the market be able to transition from traditional customer-oriented marketing to technological customer-oriented marketing in the near future.

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