

## **A STUDY ON THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOUR**

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### ***Abstract***

*The study's goal is to determine how digital marketing has affected consumer purchasing patterns. One strategy for promoting products, services, and concepts online is called digital marketing. Digital marketing is a pervasive phenomenon that affects all business sectors and is used in them all. There is no shadow of a doubt that in the future, with the world embracing digital methods of transaction, particularly in light of the pandemic, digital marketing may surpass conventional methods of marketing. This study focuses mostly on how digital marketing is changing how companies are promoted globally, as well as on better understanding consumer preferences and consumer behaviour patterns.*

**Key words:** *Digital shopping, Consumer Behaviour, Digital marketing, Social media, Buying behaviour*

### **INTRODUCTION OF THE PAPER**

One type of advertising that is frequently used to promote goods or services and reach customers through digital channels is advanced advertising. Beyond web advertising, computerized advertising can be shown on networks that don't use the Internet. It includes mobile devices [including both SMS and MMS], online life showcasing, show promotion, web crawler advertising, and many other various forms of computerized media. The most obvious marketing tactic is conventional advertising. A traditional marketing plan uses non-computerized methods to advertise a business' products or services. Contrarily, intelligent advertising involves promoting products or services to consumers using digital media. Modern marketing advances enable customers to continue using the verified information (Gangeshwer, 2013). Nowadays, a large number of customers may use the internet whenever they want, and businesses are constantly updating information about their products or services. Customers are aware of how to visit an organization's website, browse the products, make online purchases, and control the input cost. Customers receive comprehensive information about the products or services (Gregory Karp, 2014). They are able to connect with other relevant goods. Computerized marketing allows for customer purchases to be made 24 hours a day. Costs in the computerized exhibiting are clear (Yulhasri, 2011).

Since its inception in 1990, digital marketing has transformed, which has altered how businesses are now generally marketed. Digital platforms including context marketing, email marketing, social media marketing, Pay per Click (PPC), Search Engine Optimization (SEO), and others are all included in the broad field of digital marketing. In the twenty-first century, there have been significant changes in how people work, live, and communicate. We are all experiencing the digital revolution day by day (digital Kranti). Students, professionals, businesspeople, and every individual are surrounded by a digital environment in the idea of the global community of today. Transportation made the world smaller, while quickening communication made it easier to communicate. Everyone is communicating intelligently now thanks to smart phones.

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Consumer behaviour is a rapidly growing area of study. It is a more comprehensive idea that looks into what influences a consumer's choice to buy a product that satisfies their need (or want). Consumer behaviour is "the dynamic combination of affect and cognition, behaviour, and environment by which human beings conduct the exchange portions of their life," according to the American Marketing Association. There are several things to take into account while analyzing consumer behaviour.

## **LITERATURE REVIEW**

Peter S.H. Leeflang et al. [2014] Web usage is always expanding, with computers becoming an inexorably important source of advantage. There has been a lot of focus on the enormous opportunities that sophisticated advertising offers, but little attention has been paid to the actual challenges that businesses are facing as they transition to computers. Based on findings from a study among an accommodation test of 777 advertising administrators worldwide, we describe these challenges in this analysis.

Anjali Vachhani et al. [2016] At that point, the current investigation considers the benefits of web-encouraged intuitive environments on encouraging activity. The promotional openings for this new product become shorter after its introduction, and virtual space becomes the next hub for thought. The analysis continues with challenges that are emerging in the sphere of advanced displaying, such as security and protection concerns.

Amit Singh Rathore et al. [2017] The enormous Indian market is quickly changing. Web access is becoming more commonplace among professionals, and mobile device usage is rising. The volume and quality of advanced directs are continuously increasing, and the rate of progress is quickening. People in India are regularly spending more time online, and the modern resources and settings they utilise are becoming increasingly important in their daily lives. Smart marketers monitor the pace of change and ensure that their touch points and marketing techniques correspond with the areas in which consumers are focusing their attention. These comments provide a sense of the magnitude of the development we have witnessed thus far and hint at the magnitude of what is to come.

## **OBJECTIVES OF THE STUDY**

1. To evaluate the impact of digital marketing in buying pattern of consumers.
2. To identify customer first choice just before digital channels.
3. To scrutinize the result of digital advertising in purchase decision.

## **NEED OF THE STUDY**

The method that a marketer markets a product and the way that customers purchase it have undergone astounding changes as a result of digital platforms. Consumer purchasing behaviour affects a variety of variables, and these variables invariably have an impact on marketers' efforts to cater to the needs of consumers in general and young people in particular. Therefore, it is acknowledged that it is necessary to analyze Digital Marketing and its effects on young people's purchasing patterns.

## **HYPOTHESIS**

H1: A significant relationship exists between decision factors of purchase and promotional activities.

H2: There is no significant relationship between age of the respondents and time spends on social media to purchase online products.

## **RESEARCH METHODOLOGY**

To analyze consumer behaviour in the Jodhpur district with regard to several aspects of digital marketing. A structured survey for collecting first-hand information for primary data, a total of 130 persons was surveyed. The Jodhpur district provided the respondents. A direct through survey method called direct questioning of respondents was employed to collect primary data in a structured fashion. There are 130 internet shoppers who made purchases for this survey. Statistical tools like the chi-square test were used to analyze the data and evaluate the hypothesis.

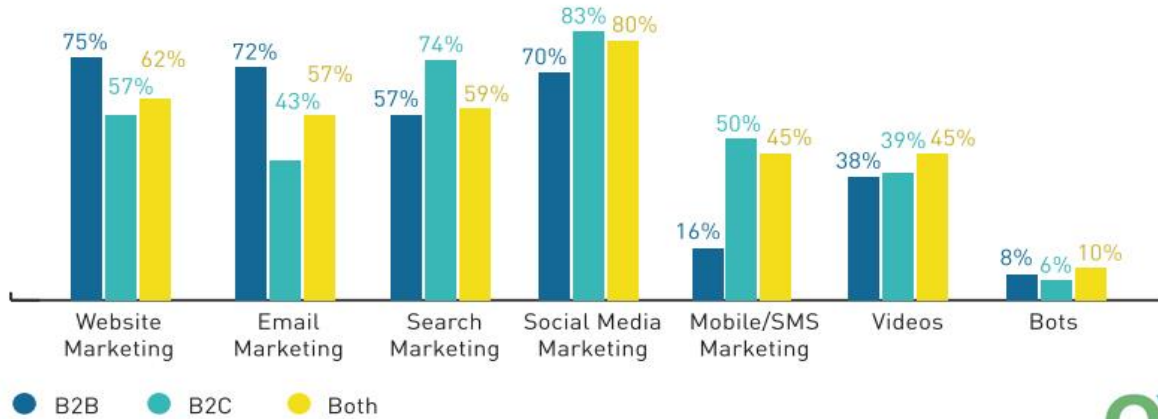
## **SIGNIFICANCE OF DIGITAL MARKETING**

With the advent of digitalization, consumers may expect to receive high-quality goods at their doorsteps, customized to their preferences and accessibility from anywhere in the nation. It is the foundation of competitiveness, which strengthens an organization's capacity to dominate markets abroad. Digital marketing offers both B2B and B2C marketer's new opportunities to market their brands on a variety of platforms, including websites, email, social media, organic search, paid search, mobile, and display ads. However, before developing a successful digital marketing strategy, marketers must first understand the various channels, including their benefits and drawbacks.

Look at the top internet channels used by Indian B2B and B2C marketers in 2018:

- B2B marketers reported using website marketing as their primary online marketing channel 75% of the time in 2018, while B2C marketers reported using social media marketing as their primary online marketing channel 83% of the time.
- In 2018, B2B marketers selected email marketing as their second-most used online marketing channel, with a rate of 72%, while B2C marketers said search marketing was their second-most used online marketing channel, with a rate of 74%.
- With an 80% usage rate, social media marketing was the main online marketing medium for both B2B and B2C marketers.

**Which of the following were your primary online marketing channels in 2018?**



**A Graph Shows The Indian Marketers Online Marketing Channels in 2018.**

**ANALYSIS AND INTERPRETATION OF DATA**

**TABLE 1-RESPONDENTS' AGE**

S.NO	AGE	FREQUENCY	PERCENTAGE
1	Below 25 Years	18	12
2	26-30	32	21.33
3	31-35	47	31.33
4	36-40	53	35.33
	TOTAL	150	100

Interpretations- According to the aforementioned figure, 42.7 percent of respondents are between the ages of 26 and 30 years, and 1.3 percent is between the ages of 31 and 35 years.

**TABLE 2- INFORMATION SOURCE FOR PRODUCTS/SERVICES**

S.NO	OPTIONS	FREQUENCY	PERCENTAGE
1	Social media	93	62
2	Advertisement	18	12
3	Website	29	26
	TOTAL	150	100

Interpretation- It can be deduced from the above table that 62 percent of respondents get their information from social media, 12 percent from advertisements, and 26 percent from websites.

**TABLE NO.3-CHOICE OF HOW TO OBTAIN THE INFORMATION**

S.NO	OPTIONS	FREQUENCY	PERCENTAGE
1	Social media	67	44.67
2	E-mails	45	30
3	Advertisement	16	10.67
4	Website	10	6.67
5	Stores	12	8
	TOTAL	150	100

Interpretation- It can be deduced from the above table that 44.67% of respondents prefer social media to websites for informational purposes, while 6.67% prefer websites to social media.

**TABLE NO.4-CONNECTION BETWEEN CONSUMER BUYING DECISIONS AND PROMOTION STRATEGIES**

	[Frequently]		[Non-frequently]	
	Regression coefficient	t-value	Regression coefficient	t-value
Coupons	0.053	1.13	- 0.076	- 1.65
Free gift	-0.114	-1.67	0.132	2.01
Discount	0.110	1.48	- 0.047	- 0.74
Contests	-0.002	-0.089	0.018	.38

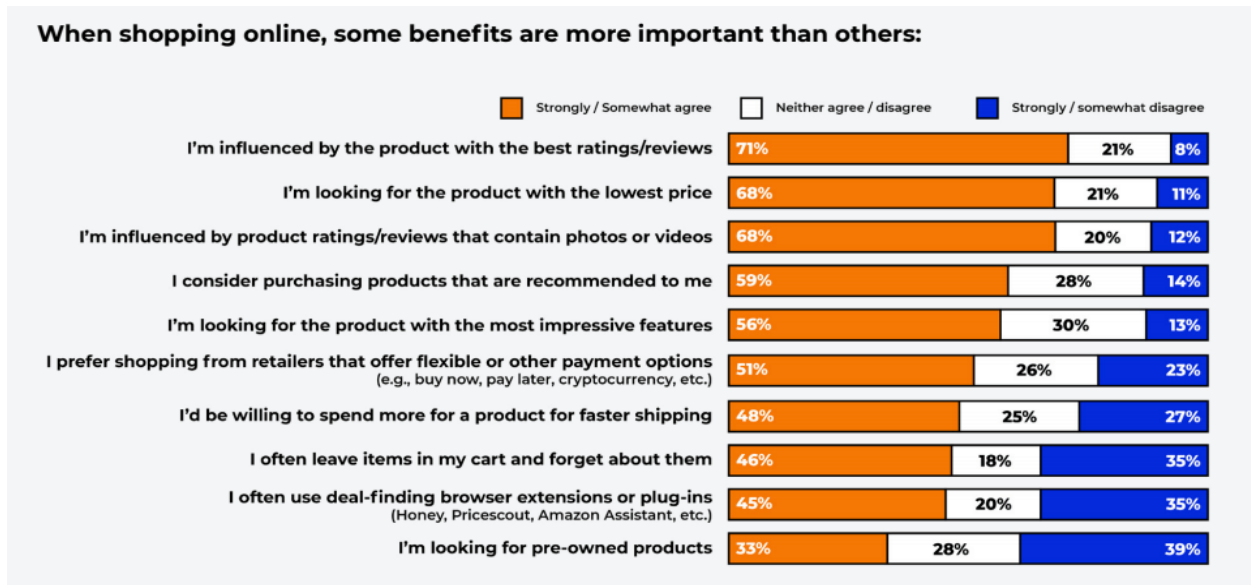
\*t-values at 5% significance level

### **Hypothesis Testing [H1]**

The t-values of free gift in Table-4, which are -1.67 for spontaneous and insignificant and 2.01 for non-spontaneous, show that the results show no link between spontaneous consumer behaviour and free gifts. Consumers quickly decide not to shop after being exposed to advertisements across multiple media. Other schemes' t-values don't matter. Advertising tactics and non-spontaneous customer behaviour are therefore unrelated.

### **Hypothesis Testing [H2]**

H0 - There is no connection between age and the amount of time spent making online purchases. H1: There is a strong correlation between age and the length of time spent making an online purchase. Conclusion: The preceding table shows that the p value is 0.000, which is less than 0.05. The null hypothesis (H0) is therefore rejected, while alternative hypothesis (H1) is accepted. As a result, there is a strong correlation between age and online goods purchases.



### SUGGESTIONS OF THE STUDY:

There are several recommendations that are crucial to comprehend.

1. Before introducing any product on their websites, marketers should be aware of the public's access to digital facilities.
2. Marketers should carry out pre-market research to determine consumer needs and desires, particularly in relation to digital marketing.
3. Consumers, particularly the underprivileged and illiterate segments of society, need to be made aware of this industry. Programs for raising awareness must be posted.
4. This study reveals and explains why consumers are risk adverse, and as a result, it is necessary to teach them how to manage the risk connected with digital marketing.

### CONCLUSION

Since customers are happy with the items, there is favourable growth in the digital channels. In a dynamic world, understanding consumer psychology is crucial. To ensure the sustainability of the business, it is important to correctly comprehend the constantly evolving purchasing patterns of consumers in the digital age. Today's marketers must deal with a number of risks and obstacles brought forth by the revolutionized economy.

Consumer behaviour has improved as a result of digitization. Due to their busy schedules, working couples in large cities are experiencing the greatest change, as it is easier for them to make purchases and payments wherever they are at any time. Additionally, consumers receive rewards from digitization in the form of coupons, gift cards, discounts, cash back, and cash discounts, all of which encourage them to use digital transactions. It is crucial in the current environment to combine all activities through digital platforms.

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