

IMPACT OF DIGITAL MARKETING ON CONSUMERS' BUYING BEHAVIOUR

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Abstract: The research paper measures the impact of digital marketing on consumers' buying behavior that further influences the buying decision of consumer for digital or conventional buying of different goods and services. The research work was carried out on the basis of correctly responded questionnaire by 2,264 respondents in the five districts of Uttarakhand, India namely: Dehradun, Haridwar, Nainital, Udham Singh Nagar and Pauri Garhwal. The data was processed through regression analysis with mediation to arrive at a decisive outcome. The findings of the research revealed that the capital goods and regular consumption goods are bought traditionally even after accessing the information through digital marketing. The research highlights the concerns pertaining to after sale service, security of personal information and safety of financial data.

Keywords: Digital Marketing, Consumer Buying Behavior, e-commerce, Social Media, and Goods and Services.

1. INTRODUCTION

Digital marketing is yet another term similar to Internet marketing. This has a similar meaning to electronic marketing – both describe the management and execution of marketing using electronic media such as web, e-mail, interactive TV and wireless media in conjunction with digital data about consumer characteristics and behaviour. Digital Marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email and mobile applications.

Digital marketing involves application of technologies which form online channels to market: Web, Email, databases, plus mobile/wireless and digital TV. Digital Marketing focuses on the support marketing activities aimed at achieving profitable acquisition and retention of consumers within a multi-channel buying process and consumer lifecycle. Recognizing the strategic importance of digital technologies and developing a planned approach to reach the consumer with the aim of migrating them to digital services through e-communication and traditional communications. Retention is achieved through improving consumers' knowledge and then delivering integrated, targeted communications and online services that match their individual needs.

Since 1980s, with the advent of internet, traditional form of marketing and advertisement has always been challenged by its digital counterparts. In the 21st century the number of internet subscribers rose stupendously firstly, through email registrations and secondly, through smart phone usage. Incremental Smart phone usage has allowed an exponential rise in digital marketing. Consumers have eagerly participated in this generation shift across the world. In India, the consumers' story is shifting from streets to shopping portals rapidly.

Difference between Digital Marketing and Traditional Marketing

Traditional Marketing	Digital Marketing
One-to-one communication	One-to-one, one-to-many and many-to-many communication
Mass marketing Push Model	Mass customization with pull model
Monologue	Dialogue
Branding	Communication
Supply side inclination	Demand side inclination
Customer as a target	Customer as a partner
Segmentation	Communities

Transition of consumers' buying behavior from traditional to e-commerce through digital marketing is an interesting area of study world over. This research paper studies the impact of digital marketing on consumers' buying behavior for various goods and services.

2. LITERATURE REVIEW

Cotte et al. (2006) advocated that unique characteristics of the internet offer new techniques facilitating fruitful and interesting interaction among the customers, with the organizations and the wider e-marketplace. For many consumers, internet has become an indispensable part of their life (Sople, 2011). On an average, an internet user in India spends nearly five hours online every day. The favourite activity over internet for Indians remain social networking as more than half time of internet user is spent on social media. Social media users spend 26% more time in social networking over internet rather than watching TV. Majority of the social media users in the country are younger than their global counterparts, with an average age of 23 years or younger. Eighty one people check their mobile phones on an average every 6.5 minutes and 150 times a day. Eighty one percent of smart phone users never switch off their phone. Seventy-two percent social media users log into social networking sites using mobile devices. People research online about a product before buying it (Kemp, 2015). Shim, Eastlick, Lotz and Warrington (2001) describe information search as a process by which consumers gather information from various sources about the goods and services before a purchase is made. It has been acknowledged that digital marketing communication sheds its maximum impact on search for information stage of consumer buying decision process across product categories like clothing, fashion, kitchen appliance, laptops, desktops, mobile phones, tablets, TV, air tickets, games and cars (BCG Study, 2013). Consumers prefer web as an information source for being easy, quick and cheap (Bakos, 1997; Shapiro and Varian, 1999; Gay et al. 2007, Kink and Hess, 2008). Customers might use various digital channels initially for inspiration and then later on for information (Ben Mark and Masri, 2015). Basheer et al. (2010) examined the impact of SMS advertising on consumer attitude and purchase intentions. His findings revealed that there exists a positive relationship between perceived usefulness of advertisement and purchase intention. Yet it fails to capture the factors and their impact of the buying decision of the consumers'. Girshwyn Reddy (2016) in his thesis studied the impact of digital marketing on the consumer decision making process that was limited to only one brand Nike in South Africa sold through retail stores.

3. PROBLEM STATEMENT

Impact of digital marketing on the consumers' buying behavior has been studied by many researchers worldwide. The previous researches are confined to one brand, one category or multiple products but through one component of digital marketing. None research was found to be an elaborate study having a comprehensive study including all components of digital marketing and all product categories influenced through various factors of consumer behaviour. Subsequently, consumers' buying behavior is rapidly changing with the change in digital space in different geographies and different demography. It is pertinent to study this subject in context of Uttarakhand consumers and how their buying behavior changes with digital marketing components in the region for various goods and services.

4. OBJECTIVES

The objectives of the research paper are as follows:

- To measure relationship of digital marketing and consumers' buying behavior.
- To ascertain the impact of digital marketing on consumers' conventional buying behavior towards e-commerce for different goods and services.
- To suggest measures for improvement of digital marketing for various goods and services, if any.

5. HYPOTHESES

The hypotheses of the research paper to be tested are as follows:

H01: There is no significant relationship between digital marketing and consumers' buying behavior.

HA1: There is significant relationship between digital marketing and consumers' buying behavior.

H02: There is no significant impact of digital marketing on consumers' conventional buying behavior towards e-commerce for various goods and services.

HA2: There is significant impact of digital marketing on consumers' conventional buying behavior towards e-commerce for various goods and services.

6. RESEARCH METHODOLOGY

Research Design: Descriptive and Diagnostic research design

Sample Size- 2,500 consumers – 2,264 valid questionnaires were included in the research work

Sample Area- Five districts Dehradun, Haridwar, Nainital, Udham Singh Nagar and Pauri Garhwal of Uttarakhand

Tools and Techniques: The research paper is based on primary source of data collected through a structured questionnaire drafted on the platform of variables identified in the model for the research. The questionnaire contains basic profiling questions and 5-point likert scale statements pertaining to each variable and the relationship among the variables. The responses collected from the completely filled instrument were put to test the reliability of the variables. The data collected has been put through analysis using statistical tools like ANOVA, Regression Analysis and t-test.

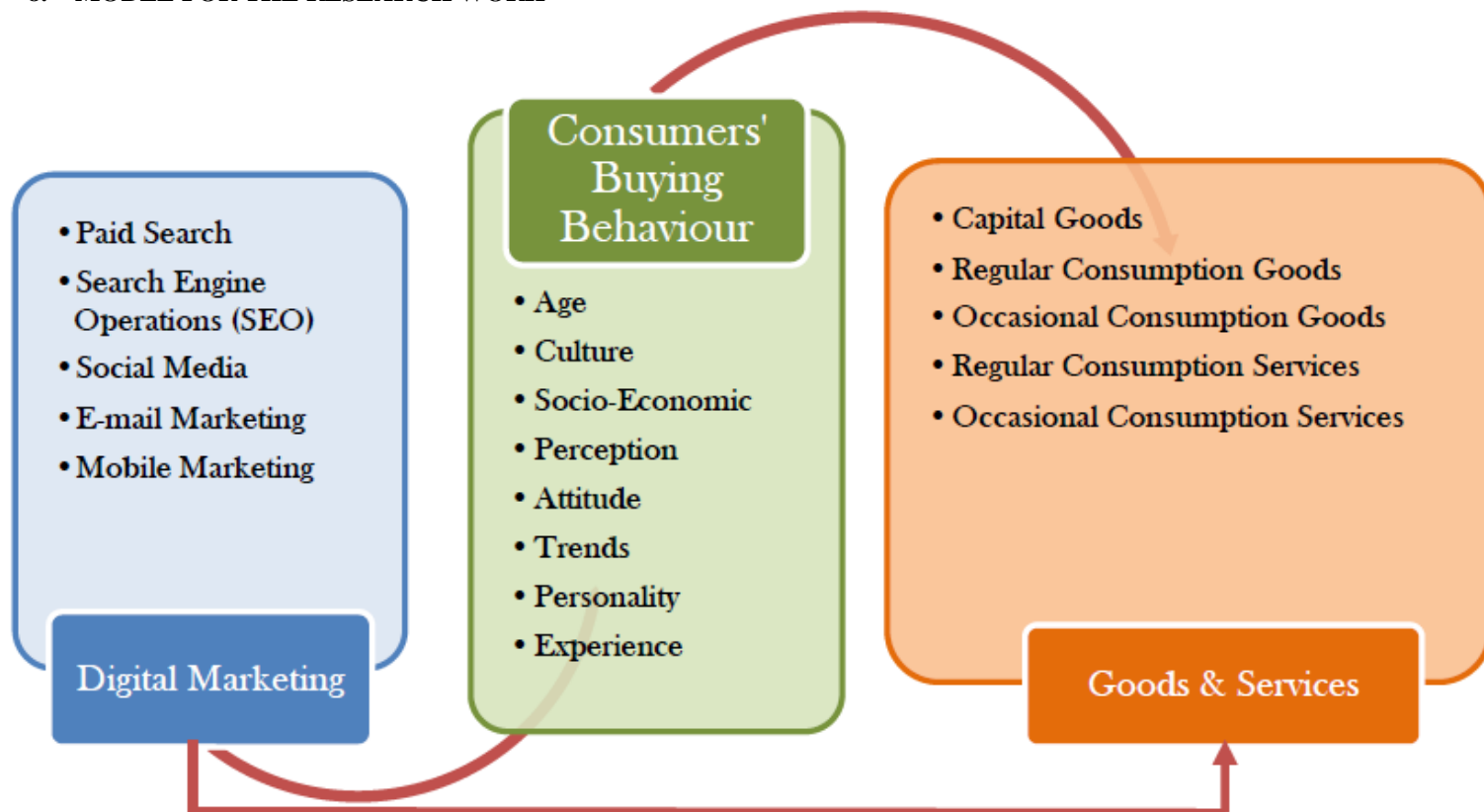
7. RELIABILITY TEST

In order to test the reliability of the instrument, Cronbach's Alpha test was performed with following results:

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.998	120

An Alpha value of 0.998 with 120 items on the scale reveals high coefficient of reliability.

8. MODEL FOR THE RESEARCH WORK



(Source: Author's contribution)

Figure 1: Model of Digital Marketing on Consumers' Buying Behavior regarding Goods and Services

Digital marketing as a concept is used differently by different people. Many times it is used synonymously with "internet or web marketing", "e-marketing", "e-commerce" and "e-business". Although, these terms are inter-related, yet there lies a difference among all the terms (Rowan, 2002). Internet marketing refers to the promotion of goods and services over internet requiring a real time live internet connection (Hanson and Kalyanam, 2007). E-business is a broader term that deals with application of technology in business's internal processes and transactions with third party. It involves e-commerce, which represents its commercial side and e-marketing, which includes its marketing side. E-marketing also known as "electronic marketing" makes use of internet and digital technologies and involves the promotion of goods or services through electronic methods or media (Hoge, 1993). Rowan (2002) defined e-marketing as practice of using information technology for completing the marketing process that involves creation, communication and delivery of value to customers along with managing customer relationships (Lamb, Hair and McDaniel, 2001). E-commerce, which reflects the commercial side of the business refers to buying and selling through the use of internet and involves the financial transactions using electronic media. Internet remains at the core of digital marketing due to its easy integration and compatibility with various digital devices like mobile phones, tablets, watches, TVs and many more (Smith, 2011). Internet, probably the most important invention of the 20th century, has changed the scope of marketing. It has emerged as a medium serving multi-channel function of marketing, sales, distribution and relationship building. Now, products are positioned, marketed, distributed and purchased over internet. Internet has also altered the traditional marketing mix strategy. It enables the marketer to sell more variety of customized products. Internet facilitates the easy price comparison among available products for the customers. Internet has added a new channel of distribution, which is convenient, fast and easy. Promotion has experienced the paradigm shift whereby conversations have taken place of commercial messages and customers have become the storytellers. Marketers are now using many marketing tactics to implement the digital marketing strategy like SEO (Search Engine Optimization), SEM (Search Engine Marketing), affiliate marketing and PPC (Pay-per-click) and others. Components of digital marketing are the various platforms used by producers and marketing firms to attract consumers. Each firm decides on the digital marketing strategy which uses the channels given below to use it according to the product and consumers' behavior.

- **Paid Search:** Paid search allows a producer to post an advertisement on a partner website and pay on the basis of customer visits on the advertisement. It is also called Pay-Per-Click (PPC) method of digital marketing.
- **Search Engine Optimization:** It is the method of displaying the website on a search engine page when a consumer types in specific phrases. SEO helps a producer to increase its reach to various segments of consumers.
- **Social Media Marketing:** Social Media Marketing refers to the social media platforms such as twitter, instagram, linkedin and facebook to promote products and brands.
- **Email Marketing:** Marketing of products and brands through email is called Email marketing. Email marketing creates awareness of the brand and helps in creating interest among probable consumers.
- **Mobile Marketing:** Mobile marketing is rising very fast as it targets various customer segments on their smart phones, tablets or any other mobile devices through websites, SMS, MMS and mobile applications.

Factors Influencing Consumers' Buying Behavior (Mediation)

- **Age:** Age is an obvious determinant of consumers' buying behavior. At a younger age a curious phenomenon plays a vital role in buying behavior, whereas at an older age it is experience and knowledge that influences the buying behavior. To explain it further, in a shopping mall 25 years old would have completely different kinds of products in his basket as that of a 65 year old man.
- **Culture:** Culture refers to consumers' education and religion that builds a strong framework of choices and preferences of a consumer. A consumer taught in government school in a village will have different buying behavior than that of a person trained in technology in Bangalore.
- **Socio-economic level:** Socio-economic level refers to the social and economic status of consumer in the society. Socio-economic level influences consumers' buying behavior. Buying behavior of a film star would be certainly different from that of a salaried employee.
- **Perception:** Perception refers to the process where a consumer establishes his understanding and beliefs through his interpretations of information acquired from sensory experiences such as sight, hearing, smell, taste and touch. Each consumer may interpret information differently based on his / her experiences, beliefs, likes, dislikes, feelings, etc.
- **Attitude:** A consumers' buying behavior is highly influenced by his attitude. Every consumer may have a different attitude towards a same product. Some consumers may buy the product as a regular course of action and may not spend time on evaluating various options and study before the purchase. Another set of consumers may buy the same product after plenty of deliberations and study.
- **Trends:** Trends or fashion as we call it in common parlance has a major influence on consumers' perception. Trends highly influence products such as garments, shoes, watches, accessories and home decors. Trends influence consumers' buying behavior for products that the consumer intends to socialize with.
- **Personality:** Various factors such as age, culture, religion, education, and socio-economic status and experience collectively build consumers' personality, which defines his/her buying behavior. Personality of a consumer is the most difficult factor to decode as it is dynamic due to changes in socio-economic level and his / her experiences.
- **Experience:** Experience many time influences consumers' buying behavior such as a bad experience at a restaurant may forbid the consumer from visiting the same restaurant again. Whereas, a good experience at a hotel would influence him to visit again thereby creating loyalty of the consumer.

Goods and Services (Dependent Variable)

1. **Capital Goods:** Goods that consumer buy for long period of time and that require large sum of money, example land, house, expensive gems and jewellery and cars etc.
2. **Regular Consumption Goods:** These are goods that consumers buy for their daily consumption and mostly are perishable items like grocery, medicine, fruits and vegetables etc.
3. **Occasional Consumption Goods:** These are those goods that consumers buy for medium term consumption like consumer durable products, books, clothes and shoes etc.
4. **Regular Consumption Services:** These are services that consumers buy on a periodic basis and consume daily like electricity and telecommunication etc.
5. **Occasional Consumption Services:** These are services that consumers buy on seldom basis like recreation, travel and hospitality etc.

9. DATA ANALYSIS AND INTERPRETATION

Respondents Profile:

Table 1: Profile of Respondents

Particulars	Variables	Population Distribution	
Gender	Male	1472	65%
	Female	792	35%
	Total	2264	100%
Age Group	Less than 20 years	408	18%
	20 - 40 years	928	41%
	40 -60 years	770	34%
	Above 60 years	158	7%
	Total	2264	100%
Marital Status	Married	1766	78%
	Unmarried	498	22%
	Total	2264	100%
Religion	Hindu	1494	66%
	Muslim	408	18%
	Sikh	272	12%
	Christian	91	4%
	Total	2264	100%
Educational qualification	Up to HSC	272	12%
	Graduate	838	37%
	Post Graduate	498	22%
	Professional	657	29%
	Total	2264	100%
Occupation	Salaried	657	29%
	Self- Employed	883	39%
	Professional	498	22%
	Unemployed	226	10%
	Total	2264	100%
Annual Income (INR)	Less than 5 lac	543	24%
	>=5 lac - < 10 lac	906	40%
	>=10 lac - <15 lac	453	20%
	>=15 lac	362	16%
	Total	2264	100%
Number of Family Members	Less than 3	589	26%
	3 to 5	1223	54%
	6 to 8	430	19%
	More than 8	23	1%
	Total	2264	100%
Number of Family Members having access to internet	Less than 3	1064	47%
	3 to 5	951	42%
	6 to 8	244	11%
	More than 8	5	0.22%
	Total	2264	100%

Digital Marketing

Respondents' views on Digital marketing channels were recorded through 5-point likert scale containing several statements for each of the channels of digital marketing.

Table 2: Likert Scale Responses on Digital Marketing

S. No	Details	Strongly Agree	Agree	Un-decided	Disagree	Strongly Disagree
1	Digital marketing helps in providing useful information about the goods and services.	475 (21%)	1540 (68%)	8 (0%)	181 (8%)	60 (3%)
2	Digital marketing helps in making buying decision more accurate.	317 (14%)	1313 (58%)	9 (0%)	430 (19%)	195 (9%)
3	Digital marketing influences buying decision of the consumer	498 (22%)	1607 (71%)	23 (1%)	91 (4%)	45 (2%)
4	Digital Marketing has reduced the decision making time for buying.	408 (18%)	1562 (69%)	9 (0%)	249 (11%)	36 (2%)
5	Digital Marketing provides abundance of information regarding a product, comparison with similar products and reviews of existing consumers	521 (23%)	1585 (70%)	12 (1%)	113 (5%)	34 (1%)
6	Digital Marketing provides ease of payment	430 (19%)	1290 (57%)	13 (1%)	385 (17%)	145 (6%)
7	Digital Marketing provides variety of goods accessibility	385 (17%)	1313 (58%)	45 (2%)	362 (16%)	158 (7%)
8	Digital Marketing has increased discounts and offers on goods and services	453 (20%)	1404 (62%)	14 (1%)	317 (14%)	77 (3%)
9	Digital Marketing provides complete information regarding terms, conditions, return, refund, policies and processes	317 (14%)	1019 (45%)	68 (3%)	611 (27%)	249 (11%)
10	Digital Marketing provides a satisfactory after sale service	136 (6%)	724 (32%)	91 (4%)	951 (42%)	362 (16%)
11	Buying goods and services on digital mode are safe	158 (7%)	906 (40%)	249 (11%)	838 (37%)	113 (5%)
12	There is no risk to privacy and security while doing a digital transaction	91 (4%)	770 (34%)	226 (10%)	860 (38%)	317 (14%)
13	Digital buying provides convenience and saves time	475 (21%)	1494 (66%)	9 (0%)	226 (10%)	59 (3%)
14	Buying experience through digital marketing is better than physical market	68 (3%)	974 (43%)	249 (11%)	928 (41%)	45 (2%)
15	Digital Marketing provides accessibility and reach of the consumer for global products	430 (19%)	1562 (69%)	7 (0%)	249 (11%)	16 (1%)
16	Search Engines like Google provide all vital information regarding any goods and services available in the market.	475 (21%)	1607 (71%)	6 (0%)	136 (6%)	39 (2%)
17	Search engines provide the best information about any goods and services.	385 (17%)	1041 (46%)	68 (3%)	657 (29%)	113 (5%)
18	Advertisements in social media like twitter and facebook are a good and fast source of communication between the market and consumer.	475 (21%)	1404 (62%)	45 (2%)	272 (12%)	68 (3%)
19	Social media marketing is a customised and transparent form of advertisement	317 (14%)	1472 (65%)	23 (1%)	362 (16%)	91 (4%)
20	Email Marketing is a good mode to target specific segment of consumers	317 (14%)	928 (41%)	204 (9%)	702 (31%)	113 (5%)
21	Email marketing is a highly customised form of digital marketing	430 (19%)	1087 (48%)	136 (6%)	543 (24%)	68 (3%)
22	Mobile Marketing is a fast growing digital marketing concept	385 (17%)	996 (44%)	181 (8%)	657 (29%)	45 (2%)
23	Mobile marketing is very convenient and highly accessible by majority of the consumers	453 (20%)	1200 (53%)	68 (3%)	430 (19%)	113 (5%)

Consumers' Buying Behavior

Factors of consumer buying behavior are influenced by channels of digital marketing. Further, the factors of consumer buying behavior stimulate consumers' choice of buying various goods and services through traditional or e-commerce way. Below table shows respondents views on the relationship between digital marketing, consumer buying behavior and goods and services on a 5-point likert scale.

Table 3: Likert Scale Responses on Digital Marketing

S No	Details	Strongly Agree	Agree	Un-decided	Disagree	Strongly Disagree
1	Search Engines influence consumers' buying behavior according to consumers' age.	430 (19%)	1562 (69%)	23 (1%)	181 (8%)	68 (3%)
2	Search Engines influence consumers' buying behavior according to consumers' culture.	136 (6%)	860 (38%)	385 (17%)	792 (35%)	91 (4%)
3	Search Engines influence consumers' buying behavior according to consumers' socio-economic status.	340 (15%)	1109 (49%)	226 (10%)	521 (23%)	68 (3%)
4	Search Engines influence consumers' perception of the goods and services	272 (12%)	996 (44%)	272 (12%)	634 (28%)	91 (4%)
5	Search Engines influence consumers' attitude towards the goods and services	249 (11%)	928 (41%)	317 (14%)	657 (29%)	113 (5%)
6	Search Engines influence market trends of the goods and services	294 (13%)	906 (40%)	249 (11%)	702 (31%)	113 (5%)
7	Search Engines influence consumers' personality towards the goods and services	226 (10%)	860 (38%)	340 (15%)	679 (30%)	158 (7%)
8	Search Engines influence consumers' experience of the goods and services	204 (9%)	883 (39%)	340 (15%)	702 (31%)	136 (6%)
9	Social Media influence consumers' buying behavior according to consumers' age.	430 (19%)	1562 (69%)	23 (1%)	181 (8%)	68 (3%)
10	Social Media influence consumers' buying behavior according to consumers' culture.	136 (6%)	860 (38%)	385 (17%)	792 (35%)	91 (4%)
11	Social Media influence consumers' buying behavior according to consumers' socio-economic status.	340 (15%)	1109 (49%)	226 (10%)	521 (23%)	68 (3%)
12	Social Media influence consumers' perception regarding goods and services.	272 (12%)	996 (44%)	272 (12%)	634 (28%)	91 (4%)
13	Social Media influence consumers' attitude towards goods and services.	249 (11%)	928 (41%)	317 (14%)	657 (29%)	113 (5%)
14	Social Media influence on the market trends of goods and services.	294 (13%)	906 (40%)	249 (11%)	702 (31%)	113 (5%)
15	Social Media influence consumers' personality towards goods and services.	226 (10%)	860 (38%)	340 (15%)	679 (30%)	158 (7%)
16	Social Media influence consumers' experience regarding goods and services.	204 (9%)	883 (39%)	340 (15%)	702 (31%)	136 (6%)
17	Email marketing influence consumers' buying behavior according to consumers' age.	430 (19%)	1562 (69%)	23 (1%)	181 (8%)	68 (3%)
18	Email marketing influence consumers' buying behavior according to consumers' culture.	136 (6%)	860 (38%)	385 (17%)	792 (35%)	91 (4%)
19	Email marketing influence consumers' buying behavior according to consumers' socio-economic status.	340 (15%)	1109 (49%)	226 (10%)	521 (23%)	68 (3%)
20	Email marketing influence consumers' perception regarding goods and services.	272 (12%)	996 (44%)	272 (12%)	634 (28%)	91 (4%)
21	Email marketing influence consumers' attitude towards goods and services.	249 (11%)	928 (41%)	317 (14%)	657 (29%)	113 (5%)
22	Email marketing influence market trends of goods and services.	294 (13%)	906 (40%)	249 (11%)	702 (31%)	113 (5%)
23	Email marketing influence consumers' personality towards goods and services.	226 (10%)	860 (38%)	340 (15%)	679 (30%)	158 (7%)
24	Email marketing influence consumers' experience regarding goods and services.	204 (9%)	883 (39%)	340 (15%)	702 (31%)	136 (6%)

25	Mobile marketing influence consumers' buying behavior according to consumers' age.	430 (19%)	1562 (69%)	23 (1%)	181 (8%)	68 (3%)
26	Mobile marketing influence consumers' buying behavior according to consumers' culture.	136 (6%)	860 (38%)	385 (17%)	792 (35%)	91 (4%)
27	Mobile marketing influence consumers' buying behavior according to consumers' socio-economic status.	340 (15%)	1109 (49%)	226 (10%)	521 (23%)	68 (3%)
28	Mobile marketing influence consumers' perception regarding any goods and services	272 (12%)	996 (44%)	272 (12%)	634 (28%)	91 (4%)
29	Mobile marketing influence consumers' attitude towards goods and services	249 (11%)	928 (41%)	317 (14%)	657 (29%)	113 (5%)
30	Mobile marketing influence market trend of goods and services	294 (13%)	906 (40%)	249 (11%)	702 (31%)	113 (5%)
31	Mobile marketing influence consumers' personality towards goods and services	226 (10%)	860 (38%)	340 (15%)	679 (30%)	158 (7%)
32	Mobile marketing influence consumers' experience regarding goods and services	204 (9%)	883 (39%)	340 (15%)	702 (31%)	136 (6%)
33	Consumers' age influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
34	Consumers' age influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
35	Consumers' age influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
36	Consumers' age influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
37	Consumers' age influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
38	Consumers' culture influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
39	Consumers' culture influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
40	Consumers' culture influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
41	Consumers' culture influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
42	Consumers' culture influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
43	Consumers' socio-economic status influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
44	Consumers' socio-economic status influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
45	Consumers' socio-economic status influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
46	Consumers' socio-economic status influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
47	Consumers' socio-economic status influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
48	Consumers' perception influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
49	Consumers' perception influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
50	Consumers' perception influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
51	Consumers' perception influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
52	Consumers' perception influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
53	Consumers' attitude influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)

54	Consumers' attitude influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
55	Consumers' attitude influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
56	Consumers' attitude influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
57	Consumers' attitude influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
58	Trends influence consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
59	Trends influence consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
60	Trends influence consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
61	Trends influence consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
62	Trends influence consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
63	Consumers' personality influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
64	Consumers' personality influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
65	Consumers' personality influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
66	Consumers' personality influences consumers' buying behavior of regular usage of services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
67	Consumers' personality influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)
68	Consumers' experience influences consumers' buying behavior of capital goods	272 (12%)	1041 (46%)	204 (9%)	611 (27%)	136 (6%)
69	Consumers' experience influences consumers' buying behavior of regular consumption goods	226 (10%)	928 (41%)	181 (8%)	792 (35%)	136 (6%)
70	Consumers' experience influences consumers' buying behavior of occasional consumption goods	272 (12%)	951 (42%)	181 (8%)	702 (31%)	158 (7%)
71	Consumers' experience influences consumers' buying behavior of regular usage of Services	226 (10%)	1041 (46%)	45 (2%)	792 (35%)	158 (7%)
72	Consumers' experience influences consumers' buying behavior of occasional usage of services	317 (14%)	1313 (58%)	68 (3%)	453 (20%)	113 (5%)

Goods and Services

Table 4: Buying Behavior of Respondents for Capital Goods

Goods and Services	Capital Goods
Buying traditionally without support of digital marketing [A]	778 (34%)
Buying traditionally after accessing information through digital marketing [B]	1391 (61%)
Buying through digital mode after accessing information through digital marketing [C]	52 (2%)
Buying through digital mode after accessing information through digital marketing and after exploring the local market[D]	43 (2%)
Total	2264

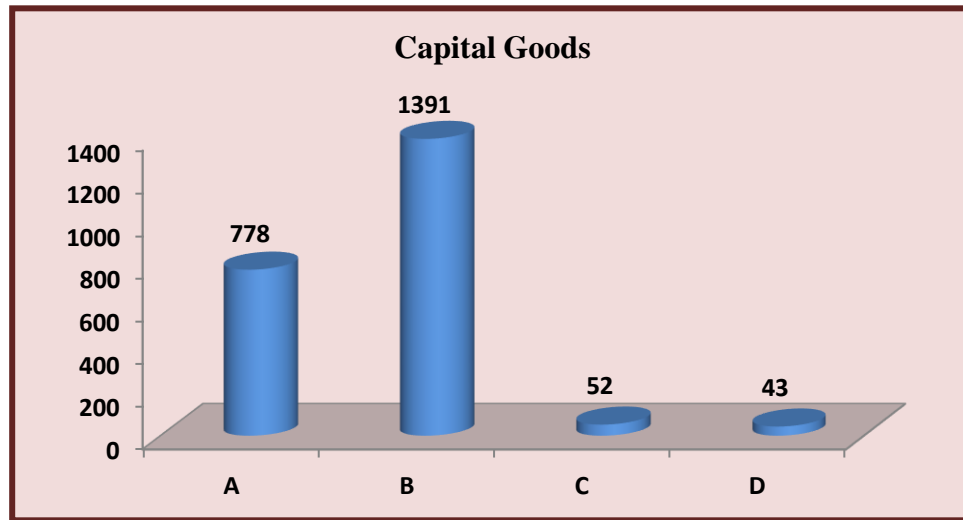


Figure 2: Buying Behavior of Respondents for Capital Goods

Interpretation: Table 4 and figure 2 shows that out of 2,264 respondents 778 and 1,391 respondents selected ‘buying traditionally’ for capital goods comprising of 34 percent and 61 percent respectively. It signifies that 95 percent of the respondents choose to buy capital goods traditionally in-spite of accessing information through digital marketing.

Table 5: Buying Behavior of Respondents for Regular Consumption Goods

Goods and Services	Regular Consumption Goods
Buying traditionally without support of digital marketing [A]	1072 (47%)
Buying traditionally after accessing information through digital marketing [B]	853 (38%)
Buying through digital mode after accessing information through digital marketing [C]	174 (8%)
Buying through digital mode after accessing information through digital marketing and after exploring local market[D]	165 (7%)
Total	2,264

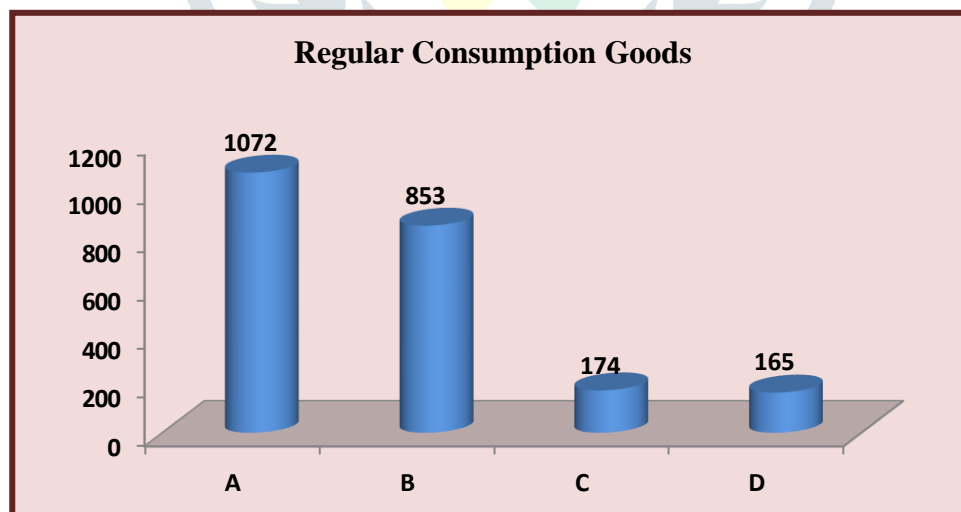
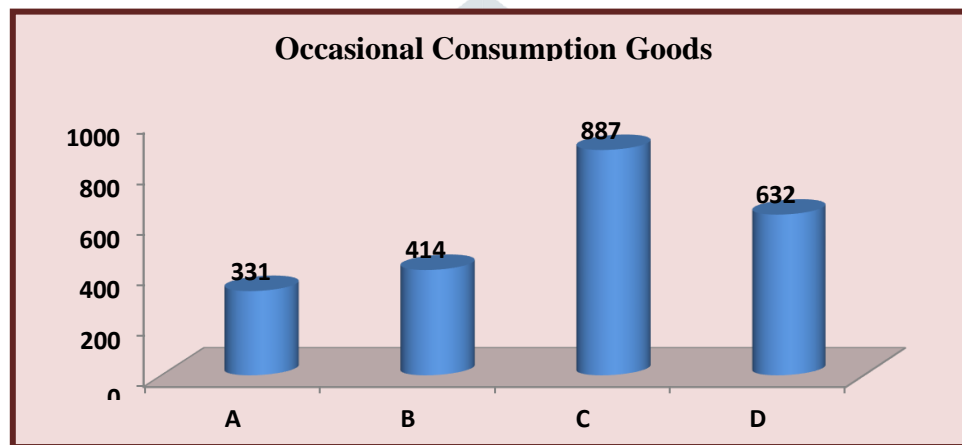


Figure 3: Buying Behavior of Respondents for Regular Consumption Goods

Interpretation: Table 5 and figure 3 shows that out of 2,264 respondents 1,072 and 853 respondents selected ‘buying traditionally’ for regular consumption goods comprising of 47 percent and 38 percent respectively. It signifies that 85 percent of the respondents choose to buy regular consumption of goods traditionally in-spite of accessing information through digital marketing.

Table 6: Buying Behavior of Respondents for Occasional Consumption Goods

Goods and Services	Occasional Consumption Goods
Buying traditionally without support of digital marketing [A]	331 (15%)
Buying traditionally after accessing information through digital marketing [B]	414 (18%)
Buying through e-commerce after accessing information through digital marketing [C]	887 (39%)
Buying through e-commerce after accessing information through digital marketing and after exploring local market[D]	632 (28%)
Total	2,264

**Figure 4:** Buying Behavior of Respondents for Occasional Consumption Goods

Interpretation: Table 6 and figure 4 shows that out of 2,264 respondents 887 and 632 respondents selected 'buying through e-commerce' for occasional consumption goods comprising of 39 percent and 28 percent respectively. It signifies that 67 percent of the respondents select e-commerce for occasional consumption of goods in spite of collecting information traditionally.

Table 7: Buying Behavior of Respondents for Regular Use of Services

Goods and Services	Regular usage of Services
Buying traditionally without support of digital marketing [A]	264 (12%)
Buying traditionally after accessing information through digital marketing [B]	361 (16%)
Buying through digital mode after accessing information through digital marketing [C]	972 (43%)
Buying through digital mode after accessing information through digital marketing and after exploring local market[D]	667 (29%)
Total	2,264

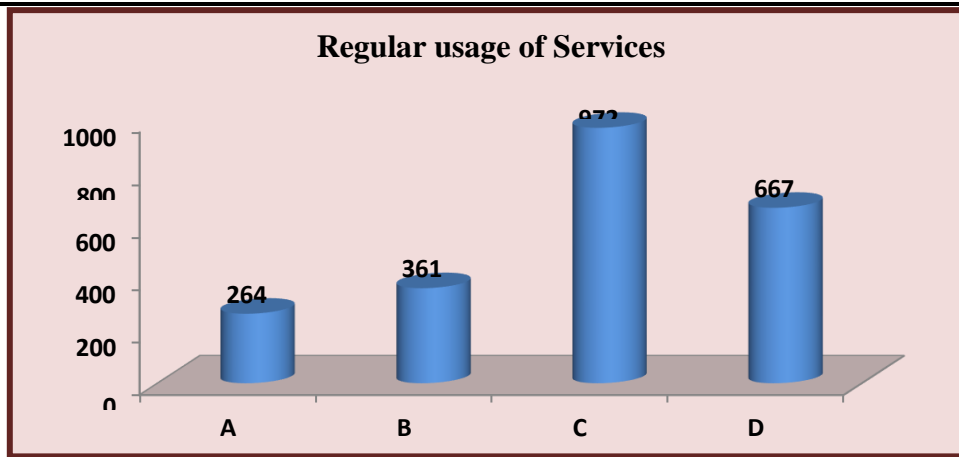


Figure 5: Buying Behavior of Respondents for Regular Use of Services

Interpretation: Table 7 and figure 5 shows that out of 2,264 respondents 972 and 667 respondents selected ‘buying through e-commerce’ for regular usage services comprising of 43 percent and 29 percent respectively. It signifies that 72 percent of the respondents select e-commerce for occasional usage of services in spite of collecting information traditionally.

Table 8: Buying Behavior of Respondents for Occasional usage of Services

Goods and Services	Occasional usage of Services
Buying traditionally without support of digital marketing [A]	296 (13%)
Buying traditionally after accessing information through digital marketing [B]	410 (18%)
Buying through digital mode after accessing information through digital marketing [C]	1054 (47%)
Buying through digital mode after accessing information through digital marketing and after exploring local market[D]	504 (22%)
Total	2,264

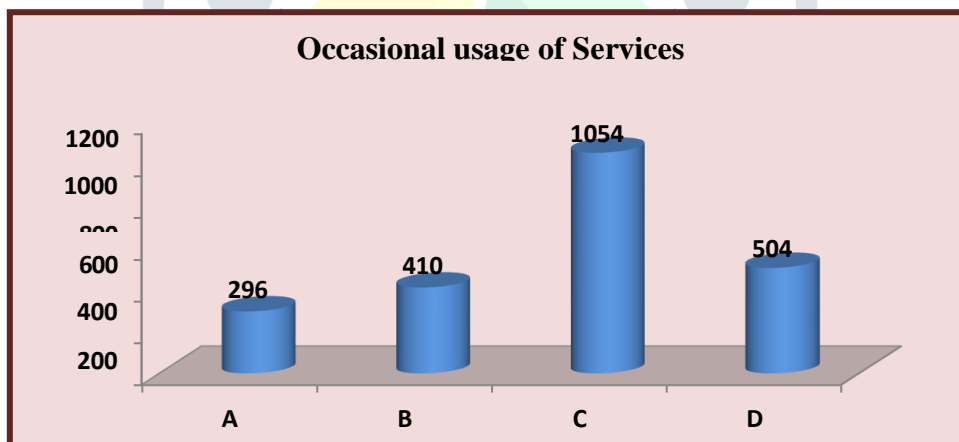


Figure 6: Buying Behavior of Respondents for Occasional usage of Services

Interpretation: Table 8 and Figure 6 shows that out of 2,264 respondents 1,054 and 504 respondents selected ‘buying through e-commerce’ for occasional usage of services corresponding to 47 percent and 22 percent respectively. It signifies that 69 percent of the respondents select e-commerce for occasional usage of services in spite of collecting information traditionally.

10. Statistical Analysis through Mediation Model:

The statistical calculations for the relationship are measured firstly, between digital marketing and goods and services secondly, between consumers’ buying behavior and goods and services representing R-square, F-value and P-value. R-square indicates the coefficient of determination that is derived from coefficient of correlation between the two variables.

Table 9: Statistical Relationship between Consumers' Buying Behavior and Goods and Services

Goods and Services	R Square		F-Value		P-Value	
	Digital Marketing	Consumers' Buying Behavior	Digital Marketing	Consumers' Buying Behavior	Digital Marketing	Consumers' Buying Behavior
Capital Goods	0.567	0.637	2966.603	1986.921	0.000	0.000
Regular Consumption Goods	0.774	0.782	7741.042	4047.785	0.000	0.000
Occasional Consumption Goods	0.770	0.782	7592.857	4044.601	0.000	0.000
Regular usage of Services	0.759	0.773	7120.104	3853.217	0.000	0.000
Occasional usage of Services	0.727	0.742	6029.381	3243.153	0.000	0.000

Interpretation: Table 9 shows that R-square computed between Digital Marketing and capital goods, regular consumption goods, occasional consumption goods, regular usage of services and occasional usage of services resulted in 0.567, 0.774, 0.770, 0.759 and 0.727 respectively. R-square computed between Consumer Buying Behavior and capital goods, regular consumption goods, occasional consumption goods, regular usage of services and occasional usage of services resulted in 0.637, 0.782, 0.782, 0.773 and 0.742 respectively. Thus, it is evident that R-square values computed for Consumer buying behavior are higher than the R-square computed for Digital Marketing, depicting that the three variables are positively correlated with each other and digital marketing has a lesser direct impact on goods and services than direct impact of consumer buying behavior. F- value with P-value<0.005 reveals that the relationship among the three variables is highly significant.

Table 10: Regression Coefficient of Digital Marketing (Direct) and through mediation on Goods and Services

Goods and Services	Standardised Coefficient Beta	
	Digital Marketing (Direct)	Digital Marketing through Mediation
Capital Goods	0.753	0.92
Regular Consumption Goods	0.88	2.425
Occasional Consumption Goods	0.878	1.172
Regular usage of Services	0.871	0.11
Occasional usage of Services	0.853	0.848

Interpretation: Table 10 shows the Standardized Coefficient (Beta) for direct relationship of digital marketing on goods and services and relationship of Digital Marketing through mediation of Consumer Behavior factors on goods and services. Standardized coefficient states that one standard deviation change in direct marketing will have corresponding Beta value change in respective goods and services. Higher Beta values for Direct Marketing with mediation in comparison to Direct Marketing (Direct) Beta values shows the significance and importance of mediation variables of factors of Consumers' Buying Behavior. Standardized Coefficient for Capital Goods is 0.753 and 0.920 in relation with Direct Marketing (Direct) and Direct Marketing with mediation respectively. Standardized Coefficient for Regular Consumption Goods is 0.880 and 2.425 in relation with Direct Marketing (Direct) and Direct Marketing with mediation respectively. Standardized Coefficient for Occasional Consumption Goods is 0.878 and 1.172 in relation with Direct Marketing (Direct) and Direct Marketing with mediation respectively. Standardized Coefficient for Regular Usage of Services is 0.871 and 0.110 in relation with Direct Marketing (Direct) and Direct Marketing with mediation respectively. Standardized Coefficient for Occasional usage of Services is 0.853 and 0.848 in relation with Direct Marketing (Direct) and Direct Marketing with mediation respectively. It is evident from above that Goods are highly impacted by digital marketing than services. Highest impact of Digital Marketing is on Regular Consumption Goods with Beta of 2.425.

10. HYPOTHESIS TESTING RESULTS

H01: There is no significant relationship between digital marketing and consumers' buying behavior.

Table 9 showing R-square and P-value between Digital Marketing, Consumers' Buying Behavior on Goods and Services reflect high significance between the variables, thus rejecting the null hypothesis and accepting the alternate hypothesis.

H02: There is no significant impact of digital marketing on consumers' conventional buying behavior towards e-commerce for various goods and services

Table 10 shows the high Beta values for the impact of Digital Marketing on Consumers' buying behavior towards e-commerce for various goods and services. Thus rejecting null hypothesis and accepting alternate hypothesis.

11. FINDINGS

- Out of 2,264 respondents, 89 percent respondents agreed and strongly agreed for the statement 'Digital marketing helps in providing useful information about the goods and services' whereas 11 percent respondents disagreed and strongly disagreed with the statement.
- It was observed that, out of 2,264 respondents, 72 percent respondents agree and strongly agree with the statement 'Digital marketing helps in making buying decision more accurate' whereas 28 percent respondents disagreed and strongly disagreed with the statement.
- The research work revealed that out of 2,264 respondents, 93 percent respondents agree and strongly agree with the statement 'Digital marketing influences buying decision of the consumer' whereas six percent respondents disagreed and strongly disagreed with the statement.
- The study shows that out of 2,264 respondents, 87 percent respondents agree and strongly agree with the statement 'Digital Marketing has reduced the decision making time for buying' whereas 13 percent respondents disagreed and strongly disagreed with the statement.
- Out of 2,264 respondents, 82 percent respondents agree and strongly agree with the statement 'Digital Marketing has increased discounts and offers on goods and services' whereas 17 percent respondents disagreed and strongly disagreed with the statement.
- It was observed that, out of 2,264 respondents, 38 percent respondents agree and strongly agree with the statement 'Digital Marketing provides a satisfactory after sale service' whereas 58 percent respondents disagreed and strongly disagreed with the statement.
- The research work revealed that out of 2,264 respondents, 47 percent respondents agree and strongly agree with the statement 'Buying goods and services on digital mode are safe' whereas 42 percent respondents disagreed and strongly disagreed with the statement.
- The study shows that out of 2,264 respondents, 87 percent respondents agree and strongly agree with the statement 'Digital buying provides convenience and saves time' whereas 13 percent respondents disagreed and strongly disagreed with the statement.
- Out of 2,264 respondents, 43 percent respondents agree and strongly agree with the statement 'Buying experience through digital marketing is better than physical market' whereas 43 percent respondents disagreed and strongly disagreed with the statement. The statement is equally divided among the respondents.
- It was observed that, out of 2,264 respondents, 88 percent respondents agree and strongly agree with the statement 'Digital Digital Marketing provides accessibility and reach of the consumer for global products' whereas 12 percent respondents disagreed and strongly disagreed with the statement.
- The research work revealed that out of 2,264 respondents, 63 percent respondents agree and strongly agree with the statement 'Search engines provide the best information about any goods and services' whereas 34 percent respondents disagreed and strongly disagreed with the statement.
- The study shows that out of 2,264 respondents, 79 percent respondents agree and strongly agree with the statement 'Social media marketing is a customized and transparent form of advertisement' whereas 20 percent respondents disagreed and strongly disagreed with the statement.
- Out of 2,264 respondents, 67 percent respondents agree and strongly agree with the statement 'Email marketing is highly customized form digital marketing' whereas 27 percent respondents disagreed and strongly disagreed with the statement.
- It was observed that, out of 2,264 respondents, 73 percent respondents agree and strongly agree with the statement 'Mobile marketing is very convenient and highly accessible by majority of consumers' whereas 24 percent respondents disagreed and strongly disagreed with the statement.
- The research work revealed that out of 2,264 respondents, 63 percent respondents agree and strongly agree with the statement 'Search engines provide the best information about any goods and services' whereas 34 percent respondents disagreed and strongly disagreed with the statement.

12. SUGGESTIONS

The research work enables following suggestions for improving the impact of Digital Marketing on consumers' buying behavior and propagates e-commerce transactions over traditional buying.

- Protecting the privacy of the transaction done through e-commerce is paramount to increase the consumers' confidence and sense of security. Safeguarding the monetary transactions on digital platforms is essential for the growth of e-commerce.
- It was observed from the research work that many consumers review products on digital platforms and buys it from traditional market space. This behavior of consumers' needs to be tracked by digital marketing companies to proactively contact the customers and motivate them to make their buying decision through e-commerce.
- The sales process from buying, making payment and up-to after sales service need to be made transparent and free from any hurdles.
- A regulator is required to monitor the transactions of purchase and sale on the digital platform that would also check the

authenticity of goods and services being offered and penalise illicit activities through digital marketing such as misinformation about goods and services marketed through social media.

- Grievance redressal department dedicated for complaints pertaining to purchase and sale of goods and services through digital marketing for monitoring and speedy resolution of grievances must be set up by the government under Consumer Protection Act 1986.

13. CONCLUSION

The research work conducted within geography of Uttarakhand shows that respondents irrespective of age, education, occupation and income are aware about digital marketing as a concept. Respondents reflected their interest in all the channels of digital marketing namely Search Engines, Social Media, E-mail marketing and Mobile marketing. Factors of buying behavior such as age, culture, socio-economic status, perception, attitude, trends, personality and experience of respondents have been influenced by digital marketing channels. The study clearly shows that the respondent's choice of buying goods and services traditionally or through e-commerce is influenced by the impact of digital marketing on factors of consumer buying behavior. The three aspects of consumers' buying behavior that revealed low positive interest from the respondents were safety of digital transaction, privacy of consumer information on digital transactions and after sale service. Choice of buying traditionally or through e-commerce received a mixed response from the respondents. It is evident from the research work that respondents select between the traditional ways of buying or through e-commerce depending on the kind of goods and services they intend to buy. Respondents prefer to buy capital goods traditionally even after accessing information through digital marketing. Respondents prefer to buy regular consumption goods traditionally even after accessing information through digital marketing. Occasional consumption goods are purchased by the majority of the respondents through e-commerce even after collecting information traditionally. Majority of the respondents select e-commerce for regular usage of services and occasional usage of services. In a nut-shell, Digital marketing significantly impacts consumers' buying decision for various goods and services.

14. Scope for future research

The work provides a landscape for further research in the subject area as mentioned below:

- To measure the methods that safeguard privacy of transactions on e-commerce.
- To study the trends of consumers' interests that does not lead to buying.
- To identify various reasons for products having low transaction on e-commerce

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