

IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF YOUTH

A qualitative study aimed at the purchasing behavior of youth

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ABSTRACT: Digital marketing has created an extensive platform for the advertisers to promote their brands or products online. It paved a path for the business owners to reach their targeted customers with technology development. With fast evolution of technology, there has been found a continuous change in the buying behavior and purchase decision making of the consumers. The study deals with the factors influencing the buying behavior of youth and attributes those are attracting consumers to buy using digital marketing. The study was conducted to trace the impact that digital marketing has had on youth, with the help of structured questionnaire and interviews conducted among the young generations. A small survey was conducted with 232 respondents and the data collected was analyzed and presented in findings.

KEYWORDS: *Digital marketing, Online, Youth, Buying Behavior of Youth, Purchase decision.*

INTRODUCTION:

Digital marketing has brought astonishing changes in the way in which the marketers market the product and the way in which the customers are buying the same in the recent past Sivasankaran., (2017). In this highly competitive market, it involves exploring business models using digital technologies. It provides a wider range of offers online that the present-day generation tend to try as it is the easiest way of performing a transaction. It gives an opportunity to the customers to have a look at the information of the product so that the customers can make comparative analysis of the product before making a purchase Tandon, Nidhi & Kaur, Simran. (2018).

Digital marketing is not only considered as the fastest way of marketing, but also the most exquisite strategy for attracting young customers. Many profound organizations are modifying their strategies and operational structures in such a way that their mark is made online. But, the fact that not every competitor online has the opportunity to come into limelight, because today's youth is a fast generation. Their ends or wants change drastically in fraction of days with changing trends and technology. The competitors should thus make sure that their products are durable, interesting and also multifaceted.

Digital marketing as a user-convenient platform creates an opportunity for the consumers to shop at their convenient place and time. With a wide range of products offered and with pricings mentioned before making a purchase, the customers have the right to access complete information about the product and

brand. The buying behavior of an individual has thus changed over the past decades as the younger generations today are seeking a shift in their purchasing decisions.

Today digital marketing thus has a greater scope of expanding its business with its understanding of psychology of the consumers. The ease to make changes and update information from time to time according to the customers' needs and with the help of internet interaction, the interconnectivity of consumers with the brands or products has thus increased. This made it advantageous for the business owners to strategically deal with youth by making use of right digital tools and campaigning tactics.

OBJECTIVES:

The following are the objectives of our study:

- To identify the factors influencing the buying behavior of the youth.
- To understand the changing buying behaviour of the youth and their impact on Digital marketing.

METHODOLOGY:

The present study was intended to find the impact that digital marketing has on the buying behavior of youth. The paper was based on Primary data collection techniques where the data was obtained from a survey taken among the students of age 18-22 in our University. The survey involved nearly 232 respondents and the opinions of the students varied from one to another. Interviews were also conducted with the help of structured questionnaire preparation. The study involved respondents who had an experience with the use of digital marketing and Prior rapport was established with the respondents before conducting the interviews with them. A small group of 50 students were found to be interviewed involving formal and few informal interviews.

FINDINGS:

The study found that 91.4 % of people buy the products through internet where they prefer for online shopping in various online shopping websites and platforms like Amazon, Flipkart, Myntra and etc. Results of the survey says that many youngsters access internet quite frequently that is at least 2 times a day browsing for new products or to check for the offers that the websites offer or to make a comparative analysis of the prices and discounts offered by the respective sites. The products preferred to buy frequently by the respondents were found to be jewels, textiles and clothes, electronic gadgets and etc. This way, digital marketing is playing a greater role in meeting the ever emerging needs of the younger generations.

Findings of the survey says that, to make a purchase, teenagers, undergo a unique process where they involve in having a look at the product design, analyzing the information provided in the respective website, especially about the quality and price of the product, then going through the reviews made by other customers and then coming up with a decision whether to make a purchase or not. Also it was found

that they love to visit online stores more than 20 times in a week looking for new designs and features of products they want to purchase usually in the weekends.

Results of the interviews say that trend has been changing so fast that it has become a must for the teenagers or youngsters to have collection which is trendy and digital marketing satisfied the needs of the youngsters to buy new products online and change their being frequently. It was found that they prefer attractive products which are less in price and they feel online websites preferable with regular offers and discounts and ease in return policies with policies like refund and repurchase. The online business rulers can thus have shot straight on the curiosity and excitement of youth to try new products through their advertising skills, by using YouTube ads, pop up ads on websites, messages etc.

The study found that the availability of online markets regardless the time and place has a great impact on youth as an electronic device and internet connection alone is enough to shop online at their convenient time. The younger generations found it profitable in terms of time and money with wider range of collections available online as it reminds them with regular offers and discounts when compared to traditional marketing methods. The promotional videos and advertisements that digital marketing offers are found to be other factors that enable the younger generations make comparative analysis and decisions in making a purchase.

CONCLUSION:

An organization adopting Digital marketing could be benefited with increased brand awareness, contract requests, sales, repeated purchase etc. when compared to the one adopted traditional marketing. With ever changing buying behavior of consumers in this digitalized world, the business owners should understand the needs, wants and the preferences of the customers to make their business a successful one. Also, youth should be always taken into account while producing a product, as they cover around 70 percent of the people who are online customers. The products must also be designed in such a way that young people can utilize them to do something productive and meaningful without living in a fake world that solely focuses on charming products, parties, entertainment and luxury. After all, “the youth of today, are our future”.

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