



“Impact of Digital Marketing on Purchasing Decisions of Customers” – An exploratory study

Author

Dr.N.L.VIJAYA M.Com, Ph.D,
Associate Professor & P.G.Co-ordinator
Department of Commerce
Government College for Women
KOLAR - 563101
KARNATAKA
Email id: gymvijaya@gmail.com

ABSTRACT

Digital marketing in India has gained popularity over time. Customers have become researchers through convenient access to the internet; users are now much more educated and motivated. Every day they are overwhelmed with digital content. Companies are marketing their products on digital platforms, human interactions have changed significantly due to engagement on social network and rapid growth of web platforms has facilitated the behavioral changes related activities like habitats and interactions. Due to recent trends in tech advancements and marketing channels consumer behavior have seen a shift which has impacted the consumer decision making process. It is very important to know the psychology of the consumers in the dynamic environment. Ever changing buying behaviour of the consumers in the digitalized world should be understood properly to make the business sustainable. In the study an effort was made to explore the impact of digital marketing on purchasing decisions of customers.

Key words: Digital marketing, purchasing decision, marketer, customer, internet.

INTRODUCTION

Digital marketing is the use of platforms to meet the target audience through any of the following platforms: social networking, blogs, multimedia advertisement, online search engine commercials, e-digital marketing (polls, gaming, and mobile marketing). Digital marketing is considered as modern type of marketing. Marketing activities undertaken through digital platforms allow marketers to connect directly with potential customers at a rapid rate, regardless of their geographical position. Online marketing has recently been described as one of the easiest ways to deal with the confusion and interact directly with the customer. As a consequence, with a move towards targeted one-to - one contact, enhanced understanding is compensated with the usage of digital control as a means of effective consumer marketing. Since the proliferation of the Internet, the advertising methodology has taken hold in order to communicate with the general population. The enormous growth that computerized marketing has shown cannot be combined with any other method. Admiring the new scenario in India, individuals here are conscious of the web as well as use it for various reasons in their everyday lives. Subsequently, there is a flourishing internet marketing industry in India.

It is very much essential to know the psychology of the customers in the prevailing business environment. Unpredictable buying behavior of customers in the digitalized world should be

analyzed properly to make the business sustainable. Customers should be made aware of the advantages of digitalized marketing, safety and security aspects of digital marketing so that they can increase market size. The digitalization of marketing has brought optimistic change in consumer behavior. The greater change is seen in India during Covid-19 pandemic especially during first and second wave lockdown imposed by the Government. Customers shifted massively from traditional purchasing to digital mode of buying.

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

ADVANTAGES OF DIGITAL MARKETING:

1. Growth opportunities for small business
2. Convenience for customers
3. Less cost
4. Personalization of the customers
5. Build good relationship with the customers
6. Instant Comparison between the products
7. Clear Information available for the product

DIGITAL MARKETING CHANNELS:

- Search Engine Optimisation (SEO)
- Twitter
- LinkedIn
- Facebook
- Google+
- Blogging
- Social Bookmarking
- Video
- Alerting Applications
- Online Advertising
- Google AdWords
- Banner Advertisements
- Facebook Advertising
- Affiliate Marketing
- Website
- Email Marketing
- Search engine marketing (SEM)



TOP 5 E-SHOPPING SITES IN INDIA

1. **Amazon.in:** Amazon is one of the most reputed names in the world of online shopping for products like eBooks, electronics and others items. The Amazon India website and its services are being tweaked for India and its hugely growing online shoppers. Amazon.in is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. is a Fortune 500 company based in Seattle, which opened on the World Wide Web in July 1995; and today offers Earth's Biggest Selection.
2. **Flipkart.com:** Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.
3. **Myntra.com:** Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.
4. **Shopclues.com:** ShopClues is an Indian online marketplace, owned by Clues Network Pvt. Ltd. The company was established in July 2011 by Sanjay Sethi, Sandeep Aggarwal and Radhika Aggarwal. In 2015, ShopClues was valued at US\$1.1 billion, with Tiger Global, Helion Ventures, and Nexus Venture Partners as major investors. In 2019, the company was acquired by Singapore-based Qoo10

in an all-stock deal valued at approximately US\$70 million, representing one of the largest valuation meltdowns for an Indian-based start-up.

5. **Snapdeal.com:** In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India's largest online marketplace, with the widest assortment of 60 million plus products across 800 categories from regional, national and international brands and retailers.

REVIEW OF LITERATURE

1. NASEETH AHAMED NIZAR (2018) - The author exclaimed that the purpose for this analysis is to consider the effect of online marketing on the consumer's buying option. The goal of this analysis is to define the word web-based life marketing and consumer purchasing behaviour, to complete a written survey on customer buying activity and the effect of online networking, to perform critical research with the aid of surveys and meetings on the influence of internet-based life ads and consumer sales, and to audit discoveries.

2. DIYANA AHMED GHAZIE (2018) - concluded that everybody on the web— in reality, everybody is online today. These days, the Web has proved to be the most significant tool, especially for digital marketing, in their marketing cycle for the selling of products and administrations. This is because it aims to save a ton of time, prices and more. The goal of this analysis is to understand the behaviour of consumers against digital selling in Malaysia. In an attempt to identify the huge, awareness and content of customer adequacy of digital marketing, a general written examination was performed.

3. SIMRAN KAUR (2018) - articulated that extraordinarily bad competition and creativity with the usage of the internet, the traditional industry has switched to digital marketing strategies. Digital marketing snatches a broad region and requires the analysis of a course of action using emerging technologies that minimize prices and improve sales across the globe in a highly bad industry.

OBJECTIVES OF THE STUDY

1. To study digital marketing, its channels and top e-shopping sites in India.
2. To analyze the impact of digital marketing on purchasing decisions of customers.

SCOPE OF THE STUDY

The study is confined to analyze the opinion collected from selected 100 respondents who are the residents of Kolar town, Karnataka. The study is limited to explore the impact of digital marketing on customers purchase decision only.

SAMPLE SIZE AND TECHNIQUE

100 respondents were selected for the study and the method of sampling technique used is simple random sampling.

RESEARCH METHODOLOGY

This study is based on primary data; it is collected through a scheduled questionnaire which helped to elicit the opinion of the respondents on the proposed topic. The study also includes secondary data collected from publications, journals, the internet, reports, articles, and information available in the public domain related to the topic.

LIMITATIONS OF THE STUDY

1. The study is restricted to Kolar city (Karnataka state) only and small sample size of 100 respondents.
2. Since all the services are not widely used by all the customers, it is difficult to draw realistic conclusions based on the survey.
3. Interpretation of the data may vary from individual depending on the individual understanding of the product features and services of the company.

DATA ANALYSIS AND INTERPRETATION

Respondents' opinion on the topic was collected by administering scheduled questionnaire and analysis of the data was done using mathematical technique such as percentages, comparisons through tables, graphs and charts were made to present the data more effectively and significantly.

Table 1: Classification of respondents on the basis of age group

Age	No of Respondents	Percentage
20-30 years	57	57
31-40 years	32	32
41-50 years	6	6
51 year & above	5	5
Total	100	100

Table 1 show that majority of the respondents (57%) are between the age of 20 and 40 years, it indicates that the younger generation are more interested in digital marketing.

Table 2: Frequency of purchase by customers.

Frequency of purchase	No of Respondents	Percentage
Once in a week	21	21%
Fortnightly	12	12%
Once in a month	44	44%
More than a month	23	23%
Total	100	100%

Table 2 explains majority of the respondents are choosing to purchase product online once in a month (44%), more than a month 23% of respondents are purchasing, 21% of respondents purchase once in a week, 12 % of the respondents are opting for purchase through digital channels fortnightly.

Table 3: Most attractive digital marketing channel as per respondents preference.

Digital marketing channel	No of Respondents	Percentage
Social media marketing	64	64%
Search engine marketing	20	20%
SMS marketing	1	1%
Content marketing	10	10%
Viral marketing	5	5%
Total	100	100%

It is clear from table 3 that 64% of the respondents have agreed that they have attracted the most for social media marketing followed by search engine marketing (20%), 10% of the respondents have preferred content marketing, 5% of respondents for viral marketing and only 1% of the respondents have preferred SMS marketing.

Table 4: Respondents product preference in digital marketing.

Product preferences of Respondents	No of Respondents	percentage
Convenient goods	26	26%
Shopping goods	60	60%
Specialty goods	12	12%
Unsought goods	2	2%
Total	100	100%

It is evident from table 4 that majority of the respondents i.e. 60% are purchasing shopping goods, followed by convenient goods 26%, 12% of the respondents are purchasing speciality goods through digital channels and only 2% of the respondents are interested in purchasing unsought goods through digital marketing.

Table 5: Respondents preference of social networking sites to seek the brands.

Social networking sites that respondents are active towards the brand	No of respondents	Percentage
Facebook	38	38%
Twitter	10	10%
YouTube	23	23%
LinkedIn	4	4%
Pinterest	9	9%
others	16	16%
Total	100	100%

Table 5 explain that most of the respondents are using Facebook to know about the brands, 23% use YouTube, 10% make use of Twitter. The least social networking site that respondents are appealing is LinkedIn (4%).

Table 6: Respondents preference of online shopping sites.

Particulars	No of respondents	Percentage
Flipkart	35	35%
Amazon	42	42%
Snapdeal	12	12%
Shop clues	5	5%
others	6	6%
Total	100	100%

Graph 1: Respondents preference of online shopping sites.

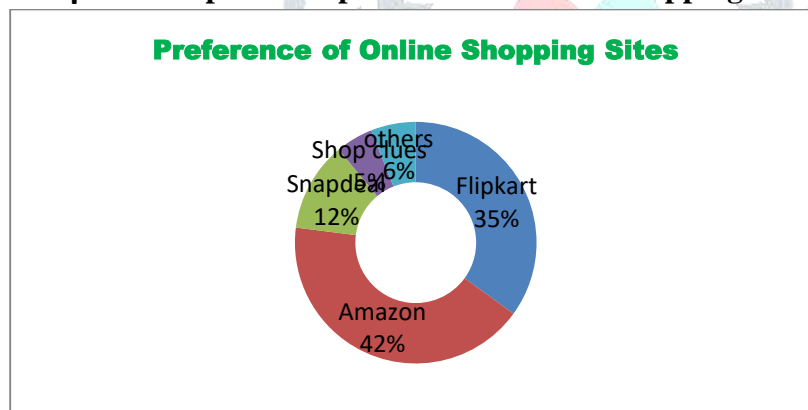
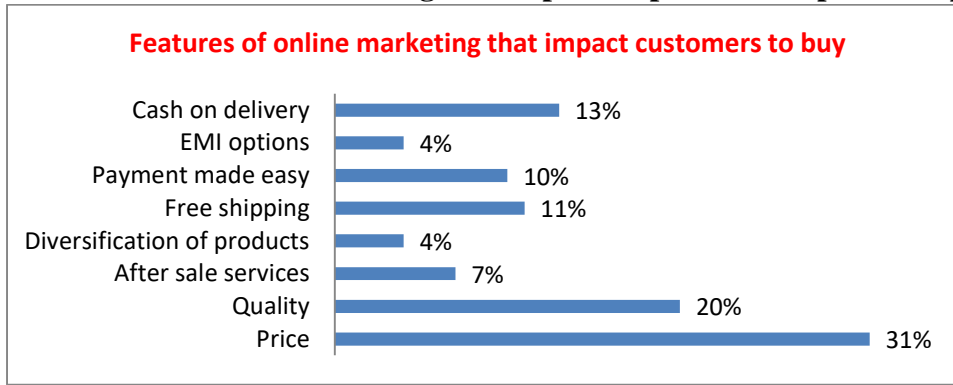


Table 6 and graph 1 reflects that majority (42%) of the respondents buy through Amazon, 35% through Flipkart, 12% Snapdeal and only 5% buy through Shop clues.

Table 7: Features of online marketing that impact respondents to purchase products.

Features that impact the respondents to purchase products online	No of respondents	Percentage
Price	31	31%
Quality	20	20%
After sale services	7	7%
Diversification of products	4	4%
Free shipping	11	11%
Payment made easy	10	10%
EMI options	4	4%
Cash on delivery	13	13%
Total	100	100%

Graph 2: Features of online marketing that impact respondents to purchase products.

It is clear from table 7 and graph 2 above that 31% respondents were influenced by the price, 20% of the respondents notice the quality of the product because the major factor of any product lies in the quality and determination of selling price, 13% observe the feature of cash on delivery, 11% free shipping, 10% easy mode of payment option, 7% note after sale services and 4% EMI option and diversification of products option.

Table 8: The aspects that respondents rely on while shopping the products online

Particulars	No of respondents	Percentages
Content provided by the firm	24	24%
Rating of the product	20	20%
Review about the product	36	36%
Brand of the product	12	12%
Displayed advertising	8	8%
Total	100	100%

Table 8 reflect that most of the respondents in the survey are looking for reviews (36%), 24% rely on content provided by the firm, 20% on rating of the product, 12% rely on brand of the product and only 8% look for displayed advertisement.

Table 9 : Respondents sharing their shopping experience with others.

Respondents sharing shopping experience with others through;	No of respondents	Percentage
Social networking site	26	26%
messaging	6	6%
blogging	12	12%
company website	16	16%
face to face talk	40	40%
Total	100	100%

Table 9 clearly defines that majority 40% respondents share their shopping experience through face to face conversation, 26% through social networking site, 16% through their company website, 12% through blogging and only 6% via messaging.

Table 10 : Influencing factors for the success of digital marketing.

Factors	No of respondents	Percentage
Generating sales	39	39%
Generating leads	23	23%
Building brand awareness	16	16%
Building online community	5	5%
Generating web traffic	17	17%

Total	100	100%
--------------	------------	-------------

It is clear from table 10 that widely held factor for the success of digital marketing according to respondents is generating sales it is opined by 39% of respondents, 23% agreed that influencing factor for the success of digital marketing is generating leads, 17% said it is generating web traffic, 16% told it is to build brand awareness and only 5% expressed that it is generating web traffic.

Table 11 : Respondents thought on digital marketing.

Digital marketing is;	No of respondents	Percentage
Trustworthy	18	18%
Somewhat reliable	54	54%
indifferent	16	16%
Non reliable	12	12%
Total	100	100%

Table 11 portrays respondents thought on digital marketing. 54% of the respondents believed that digital marketing is somewhat reliable, 18% considered it as trustworthy, 16% felt it is indifferent and 12% were of the opinion that it is not reliable.

Table 12 : Digital ads that annoys the most to the respondents.

Digital ads that annoy to the respondents	No of respondents	Percentage
Popup ads	26	26%
Notification ads	9	9%
Email ads	11	11%
Online video ads	49	49%
Banner ads	5	5%
Total	100	100%

It is evident from the table 12 that online video ads are annoying the respondents, it is clearly revealed by 49% of the respondents. 26% said that popup ads are annoying them, 11% of the respondents told that they are troubled by e-mail ads, 9% expressed notification ads are annoying them and 5% were unhappy that banner ads are annoying them.

Table 13: Respondents perception towards online products and services.

Particulars	Strongly agree	Agree	Neutral	Disagree	Total
Personalization	22	52	20	6	100
Provides good offers and discounts	45	39	10	6	100
Saves times and efforts	49	41	7	3	100
Late delivery	16	36	20	28	100
Security and privacy issues	30	51	7	12	100
Lack of personal advice	14	24	28	34	100

Graph 3 : Respondents perception towards online products and services.

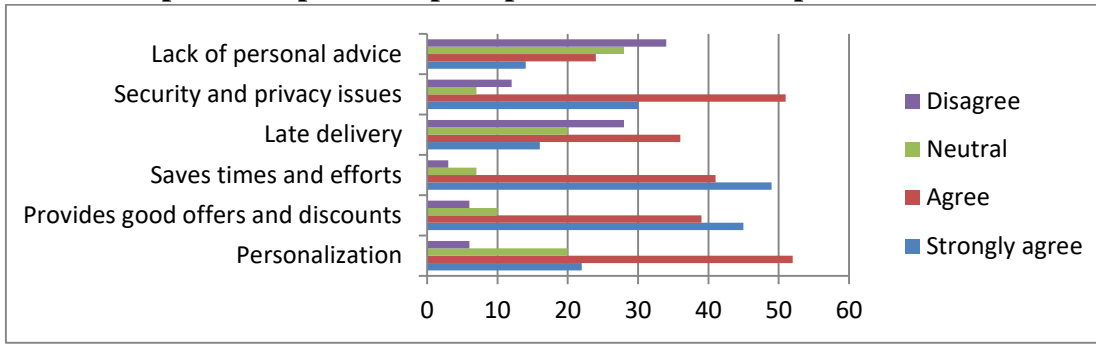


Table 13 and graph 3 reflect that;

- There is personalisation in digital marketing (52% of respondents agreed).
- 45% of respondents strongly perceive that digital marketing provides good offers and discounts.
- 49% of the respondents strongly agree that digital marketing saves time and efforts.
- Only 36% agree that there is late delivery.
- There is security and privacy issues, majority i.e. 51% of the respondents believe this.
- Majority 34% of the respondents disagree that there is lack of personal advice.

Table 14: Impact of digital marketing on the customer behaviour.

Particulars	Strongly agree	Agree	Neutral	Disagree	Total
Customers have become researchers	24	52	16	8	100
Digital word of mouth is trusted the most	28	58	10	4	100
Customers are not afraid to experiment	18	42	26	14	100
Customers have low tolerance level	42	50	5	3	100

Graph 4: Impact of digital marketing on the customer behaviour.

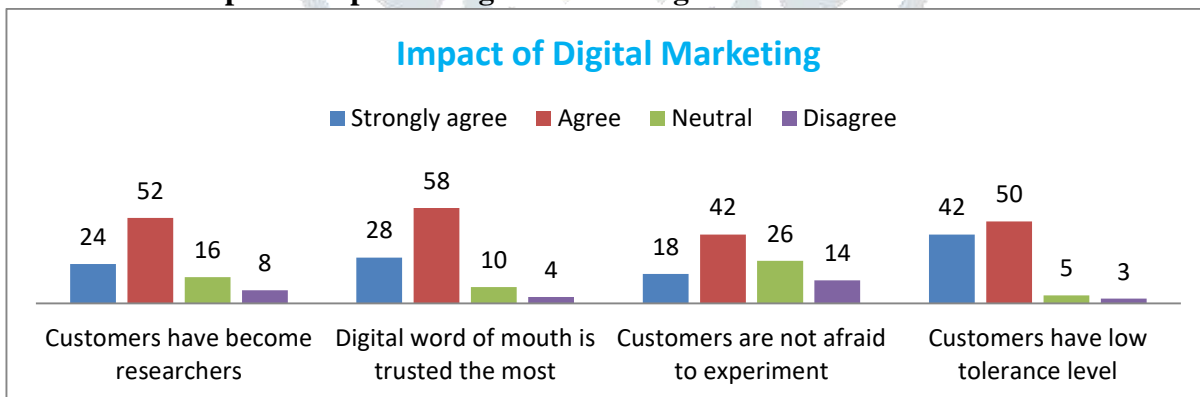


Table 14 and graph 4 explain that customers have become researchers, in digital marketing digital word of mouth strategy have become the most trusted in view of building online community platforms where the customers can come and share their views and feedback, now a days customers are not afraid to experiment and tolerance level of the customers are deteriorating therefore the digital marketing has to re-strategize their ideas and develop the product to attract the prospective customers attention and retain existing customers.

CONCLUSION:

From the study it may be concluded that most of the respondents are highly information seekers and they investigate about the product before purchasing and digital word of mouth is trusted the most. They are using digital marketing frequently and satisfied with digital marketing services as they can

buy any product at any time as per their requirements. Marketers are able to reach their customers easily through digital channels.

Customers have become researches through convenient access to the internet; users are now much more educated and motivated. Every day they are overwhelmed with digital content, almost every company now marketing their products on digital platforms, it is easier for customers to check and compare online. Their choice to shop is strongly influenced by the connections they have with the company and other online influencers. The companies should give more trust, security and privacy to attract and retain customers by building the websites more customers friendly.

REFERENCES:

1. NaseethAhamedNizar —Impact of digital marketing on consumer purchase behaviour, APIIT Business, Law & Technology Conference, 2018 July 19th, 2018 | Colombo, Sri Lanka
2. Diyana Ahmed Ghazie— How Digital Marketing Affects Consumer Behaviour, 3rd International Conference on Creative Media, Design and Technology (REKA 2018)
3. Dr. Simran Kaur —IMPACT OF DIGITAL MARKET ON CONSUMER BUYING BEHAVIOUR, at: <https://www.researchgate.net/publication/324277805> 2018
4. Kumar Sharma —IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN SIVAKASII, ICTACT JOURNAL ON MANAGEMENT STUDIES, AUGUST 2018, VOLUME: 04, ISSUE: 03
5. SamreenLodhi, Maria Shoaib —Impact of E-Marketing on Consumer Behaviour: A Case of Karachi, Pakistan, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278- 487X, p-ISSN: 2319-7668. Volume 19, Issue 1. Ver. V (Jan. 2017), PP 90-101
6. Ashamayee Mishra (2016). Impact of E- Commerce on Consumer Buying Behaviour. Imperatives of Global Business (Innovation & Knowledge Management), ISBN: 978- 93-85936-05-0, Pg.: 434
7. Digital Marketing Strategy: An Integrated Approach to Online Marketing - Book by Simon Kingsnorth
8. Building A Strong Brand: Clarify Your Message So Your Customers Can Listen- Book by Donald Miller

WEBLIOGRAPHY:

1. www.Amazon.com
2. www.Flipkart.com
3. www.shopclues.com
4. www.myntra.com
5. www.Snapdeal.com