



## Digital Marketing: A Significant Platform for Shaping the Consumers Perceptions and Buying Motives – A Perspective Review

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### Abstract

In a market context that prioritizes the needs of the client, consumer purchasing behaviour is evolving more quickly. When it comes to the product, pricing, features, quality, packaging, purchasing habits, customer status, generation, and age, among other factors, consumer behaviour varies. The most difficult group to communicate with is youth, though. The purchasing behaviour with trends and fashion is impacted by the shifting preferences of today's youngsters. As a result, marketers spend a lot of time and money on marketing 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 platforms. The modern generation is more intrigued by online shopping than by conventional retail. Due to the pressure of the younger generation's purchasing habits, marketers are compelled to use the new style of selling. Customers utilize the internet to compare costs, product features, and after-sale service options as well as to shop for goods online. In addition to the enormous potential of the online business sector, businesses have a unique chance to more effectively reach both current and potential clients online. The well-known online retailers in India include Myntra, Flipkart, Snapdeal, Amazon.com, and e-Bay, among others. Information, ease of use, customer happiness, security, and correct use of the information at hand to evaluate various products are the five key criteria that have the greatest impact on how consumers perceive digital shopping.

**Keywords:** Digital Marketing, Consumer Behaviour, Digital Channels, Social Media, Mobile Marketing, Pop-up Advertising.

**Literature Type:** An Analytical Review

### I. INTRODUCTION

A person can now connect and communicate with someone who lives in another nation thanks to advancements in technology and the internet. Direct customer communication is now available for businesses because to technological advancements. Digital marketing is the phrase that fits this evolution. A service or a product can be offered, advertised, or sold to customers by a business using multiple internet channels is known as digital marketing. Traditional marketing techniques are laborious and time-consuming. The term "traditional ways of marketing" refers to the use of antiquated media like newspapers, television, and pamphlets to inform consumers about the product. Understanding the needs and requirements of the consumer required a lot of time and effort. The evolution of technology has made it more simpler to comprehend the needs and demands of the customer. The use of online polls and questionnaires makes it easy to carry out online market research and surveys. A corporation can more effectively and efficiently present its goods and services to clients with the aid of digital marketing. An organization can communicate with its clients directly through digital marketing. This allows you to build stronger, more productive relationships with your clients. Technology is progressing quickly. The entire economy is changing as a result of this emerging technology. Businesses have changed their business structures, supply chains, revenue systems, and marketing strategies as a result of the internet and e-commerce. The relationship a firm has with its customers, as well as its brand, image, and customer service, all play major roles in these newly evolved business models.

It has been observed that consumers of all ages are getting used to and comfortable with online shopping. People have been forced to consider the idea of "online shopping" as a result of the Covid-19 pandemic, which forced people to stay inside for safety and precautionary reasons. The benefits of digital marketing are not only for the customers, but also for the companies. By using digital marketing strategies, companies can increase their efficiency and reduce their costs. Companies that use digital marketing strategies have been able to reduce their costs and capture a larger market share. Digital marketing has introduced a lot of changes in marketing strategies. It affects the purchasing behaviour of customers, especially young people. People are increasingly using social media platforms to advertise their products and services. One of the most important things a company needs to know about its customers is how they spend their money. That's why there's a need for a study on digital marketing and how it affects consumers' buying

behaviour. The main goal of the study is to know how digital advertisements, social media, reviews and blogs affect consumers' buying behaviour. In this article, we'll be looking at certain aspects of consumers' behaviour, such as awareness, how often they shop, their preferences, etc. It is well known that digital marketing and consumer behaviour influence each other in a big way. However, there is not much research on automotive digital marketing in India yet. This paper aims to discuss some important factors influencing consumers' online decision-making process about automobiles and then analyse how digital marketing impacts the Indian automobile industry. The researcher used a mixed methodology, Wilcoxon signed rank, binomial test, and chi-square tests. All the materials provide marketers with professional and sufficient information to understand not only the Indian automobile digital marketing strategy but also the influence of consumer behaviours, as there are few reports on this topic.

## II. CHANGE IN CONSUMERS BUYING BEHAVIOURS

Advanced technology, economics and logistics are forcing the enterprises to transform into a consumer-centric model. Consumers evaluate products or services more accurately through the internet, which has already changed their behaviour when making decisions. The KPMG 2017 Global online consumer report states that although the decision-making stages are still awareness, consideration, conversion and evaluation, the linear path has changed as consumers move back and forth between these stages. As the enterprises are creating digital marketing, they are taking advantage of the continuum of decision-making. For instance, when consumers are checking other websites after leaving yours, social media will re-engage them and lead them back to your products and services. Digital marketing can engage consumers at any time and communicate in a more personalized manner to increase the engagement rate. As the whole society develops, people tend to satisfy themselves, not only in terms of price but also in terms of quality and shopping experience. Maslow's hierarchy of needs states that when people no longer need to think about the physiological need, they will pursue higher levels of self-actualization. They also want to meet their personal needs, which requires enterprises to explore market and consumer behaviour on a large scale to meet different needs. In digital marketing, enterprises use data to only present the products or services relevant to consumers, and to forecast consumer behaviour and decision-making. They can also create the right environment for customers to slightly encourage them to buy the products they recommend. There are many channels to reach consumers in digital marketing, and these channels can trigger changes in customer behaviour in different contexts due to circular customer journey and innovative technology. We all know that 4P is the foundation of marketing, but many people disagree with this theory, as it has to consider about the location, price, promotion and product, which is speculation without real consumer data. Compared to traditional marketing, in digital marketing, it not only delivers the brand's messages, but also consumers' feedback. The consumer journey includes reading descriptions and comments, watching videos, or asking questions on other platforms. Consumers also have the opportunity to represent their recommendations or needs to brands. As a result, enterprises need to pay more attention to the appeal of consumers and strengthen their marketing strategies to drive them to the checkout. Digital marketing invites consumers to participate by creating and sharing digital content, starting a conversation, and providing feedbacks. This gives consumers the ability to choose and need the content that they choose and to control the digital marketing. Consumers are no longer passive recipients of marketing content, instead, brands will allow consumers to be involved in the marketing strategy decision-making process and generate more value through their behaviour, ideas, and even words.

## III. INFLUENCE OF DIGITAL MARKETING

In today's world, consumers are more likely to be good researchers who are able to make informed decisions when buying online. Generally, they will research the product information and compare it to other products before making a final decision. During this research process, they are connecting with various content from different brands. All the information available on the internet can influence a consumer's decision journey. Meanwhile, brands could adapt their strategy based on the consumer's interaction and build a relationship with them to give them a better understanding of the products. Consumers always look at other people's reviews or comments when they want to buy certain products. Today, it is very common for consumers to have the right and capacity to project their own opinion on other potential consumers. In particular, with the large usage of social media, people are more willing to share their experience online and to communicate with their networks of people. For brands, every word and sentence related to the company. Therefore, more and more companies have decided to develop their digital marketing, especially on social media. Most brands have an official account and create an accurate strategy to target various consumers, including different content and festival campaigns. Word of mouth is considered one of the most important factors to influence consumer behaviour, which is why most companies have already made digital marketing a priority. In today's society, consumers will see and interact with a large amount of information every single day, and they will accept a large number of different brands and product messages every single day. Under these sophisticated circumstances, it is very difficult to maintain consumer loyalty. Consumers expect to get the same product at a lower price or the more valuable products at the same price. At the same time, when consumers make decisions, they also consider the value, promotion, and consumer services. Brands can benefit from the convenience of the big data era and provide as much brand information to consumers as possible to improve brand awareness. In addition, consumers look forward to higher quality and more effective services because they cannot be satisfied under the fast pace of technology. As a result, the brands are confronted with more complicated marketing scenarios, and the industry becomes more competitive. For instance, if consumers do not get the answers from the brands right away, they will share their negative opinion or words online which can really hurt the brand's reputation. Consumer's higher expectations force brands to evolve and adapt their digital marketing strategies, including content and channels, to win over all competitors. From the psychological point of view, consumers are always emotional when they are buying or making a decision. In short, when they see something that makes them want to buy, they make an impulse purchase. Digital marketers use this phenomenon of impulse buying to

actively attract consumers through different digital channels. The brands focus on promotion, discounting, and attractive appearance to attract consumers. With internet and mobile penetration, consumers can access brands' websites and social media accounts at any time. Consumers are willing to interact actively with brands and share their opinions. If brands reply them right away, then they

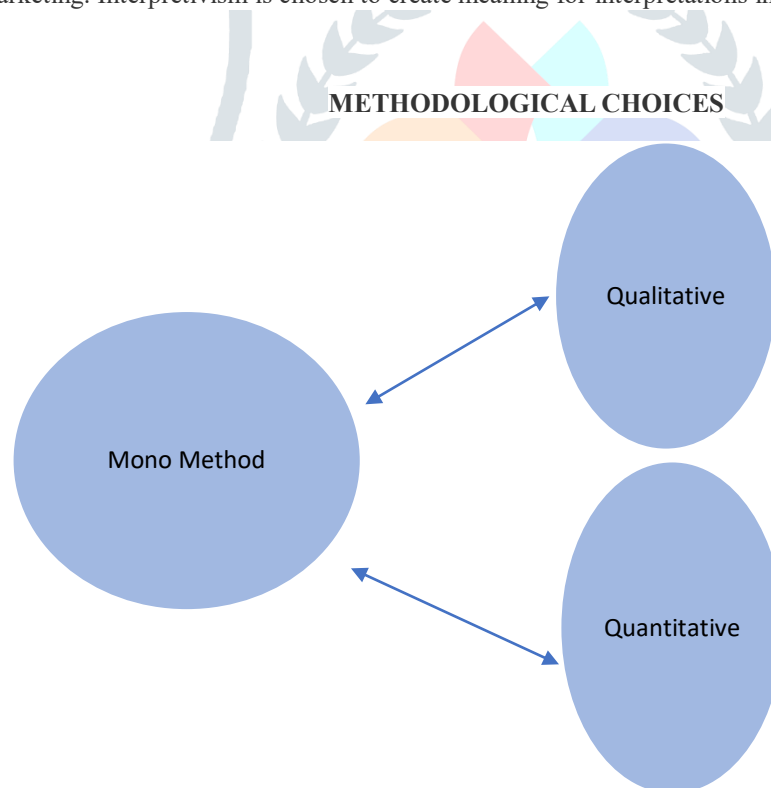
will get more engagement and also increase the sales. Therefore, brands need to create special campaigns on digital platforms to increase the engagement rate. As more and more consumers seek convenience in their day-to-day lives, and are more likely to use personalized services or shopping experiences, brands decided to use AI to showcase their products and services to meet consumers' diverse needs, which is more effective than traditional strategies. For instance, some clothing brands created virtual fitting rooms for consumers to choose their products at home during the pandemic. This not only takes advantage of AI, but also meets consumers' personalized needs. On the other hand, artificial intelligence also helps brands promote their support from consumers, and build a stronger and stable relationship with them. First, it is clear that evolving consumer behaviours have had a significant impact on digital marketing, and has a significant impact on various dimensions of brands and digital marketing. Second, it offers digital marketing opportunities when combined with advanced technology. Third, it helps brands appeal more to consumers and increase their value and profitability.

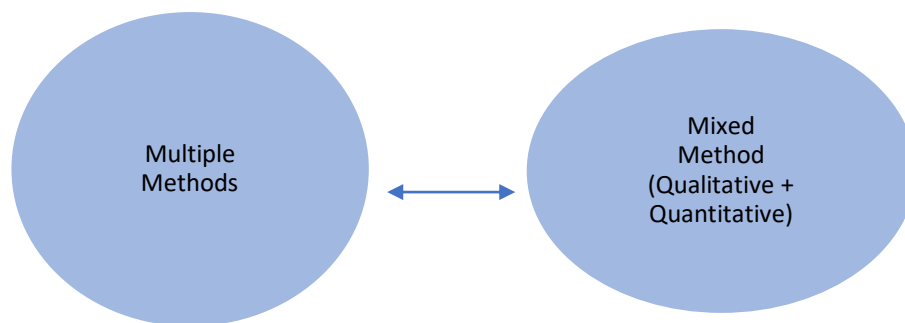
#### IV. OBJECTIVES OF THE STUDY

1. To know about the concept of Digital marketing and Consumer behaviour
2. To learn more about the influence of Digital Marketing on consumers buying motives in India.
3. To find out what products are bought through digital channels.

#### V. RESEARCH METHODOLOGY

The first and most important stage in conducting research is selecting an appropriate research philosophy. A research philosophy is a set of beliefs that describe how information about a specific phenomenon should be obtained and analysed. Five distinct research philosophies can be identified: interpretivism, positivism, realism, postmodernism, and pragmatism. Interpretivism is the philosophy that has been selected for this investigation. The distinction between individuals and the physical facts for which they infer meanings is highlighted by interpretivism. These meanings are examined by interpretivists. People from various cultural backgrounds, living in various situations, and having varying temporal horizons all contribute to the creation of various social realities and meanings. Interpretivists contend that attempts to formulate universal "laws" that apply to everyone lose valuable insights about individual persons. Interpretation is generally appropriate for research in business and management in certain specific areas such as marketing. Interpretivism is chosen to create meaning for interpretations in order to create a deeper understanding.





As shown in the figure above there are various methods by which research can be carried out for the purpose of this study mono method is used, and quantitative data will be collected for this research.

## VI. RESEARCH STRATEGY

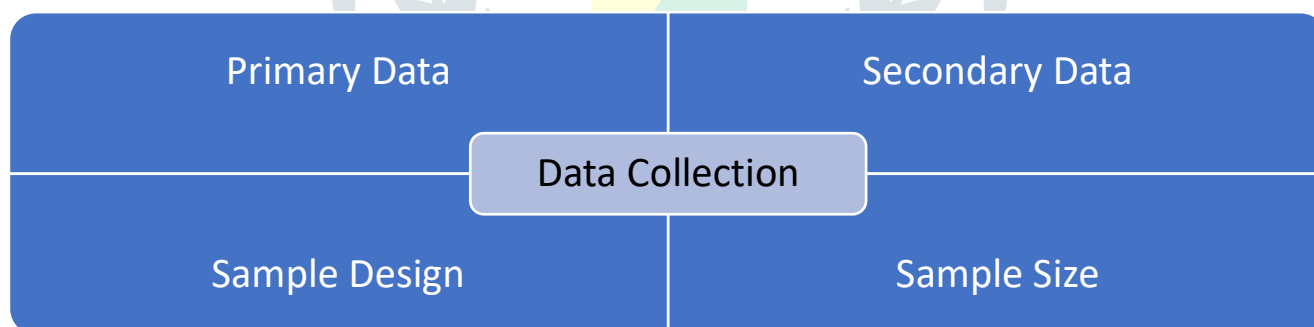
There are many different ways to conduct research, such as experimental, survey, archival, case study, ethnographic, action, grounded theory, and narrative research. For this study, we are using the survey research strategy, which is a popular choice for business and management research. This survey uses questionnaires to collect a large amount of data in an efficient and cost-effective way.

### Nature of the Study

The purpose of this study is to answer questions related to how, what, where, and when and to describe the population, situation, or phenomenon.

### Time Study

Time horizons are divided into two categories: cross-sectional and longitudinal. Cross-sectional studies are used to represent events over a certain period of time, while longitudinal studies are used to study change and development. Because this research needs to be conducted over a short period of time, the cross-section approach is the most applicable. This study looks at how digital marketing affects consumer behaviour at a certain point in time. The goal of the study is to find out what is happening in this area of research at that point.



**(i)Primary Data:** The main data are the ones that were collected from the first time and are therefore original in nature. In reference to this study, data was collected through a questionnaire. It is a new data that was collected from customers who discussed and interacted with each other and filled out the questionnaire.

**(ii)Secondary Data:** Secondary data comes from various sources such as articles, peer-reviewed papers, journals, published statistics, documents from governmental agencies, case studies, etc.

**(iii)Sample Design:** The sample design used to illustrate this research is called "Judgemental" sampling, and all respondents have at least one prior experience with digital marketing.

**(iv)Sample Size:** The size of the sample of 100 people that the survey was carried out on.

### Test of Hypothesis:

H1-Trust is positively associated with consumer buying behaviour in the context of digital marketing.

H2-PraisedValue is positively correlated with consumer buying behaviour in the digital marketing space.

H3-Reviews on Social Media Positively Affects Consumer Buying Behaviors in Digital Marketing Context.

### Ethical Values:

In this study, all ethical principles were not taken into account. The research was conducted with respect for the anonymity of the participants of the survey to reduce social pressure and to collect the data accurately. All participants of the survey took part voluntarily.

### Demerits:

One of the main limitations of this study is that we don't have access to extensive scientific literature on the topic of chatbots in marketing. Previous research that could provide theoretical bases for research questions was limited. Furthermore, due to the time constraints in reaching this study's results, we weren't able to conduct a large-scale sample size test.

### Analytical Results:

Categories		Percentage
Gender	Male	53%
	Female	47%
Age Group	Less than 25years	39%
	25 – 40 Years	46%
	Above 40 Years	15%

**Table1. Shows the demographical features of the sample**

### Multiple regression Analysis:

A regression analysis was conducted to determine the relationship between consumer purchasing behaviour (dependently variable) and consumer trust, perceived value, and positive reviews (Independently variable).

The general linear regression model used is of the following form:  $Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + e$

The dependent variable is Y, the parameter estimates are  $\beta$ , the x are Independent variables, and the residual term is e. The Y-variable is the buying behaviour of consumers on social media. Trust, perceived value and positive response are independent variables.

Independent variables	$\beta$	SE( $\beta$ )	t-value	Sig.t( $\alpha$ )	R2	Model F-value	Sig. F
Constant	1.643	0.209	7.592	0.000	0.60	47.83	0.000
Trust	0.496	0.049	7.220	0.000			
Perceived value	0.543	0.069	14.042	0.000			
Positive reviews	0.268	0.039	6.416	0.000			

**Table2. Regression Analysis.**

Table 2 shows that all variables (trust, perceived value, and positive review) are statistically significant predictors of consumers' buying behaviour ( $AA \leq 0.05$ ).  $R^2 = 0.60$ , explaining 60 percent of the variation in consumer's buying behaviour ( $AA > 0.05$ ) on digital marketing. Table 2 shows all variables (trust), perceived value (PPV), and positive reviews (PPV) are statistically significant ( $AA < 0.05$ ). Inspection of the  $\beta$ -coefficients shows that PPV is the most significant explanatory variable ( $A > 0.543$ ), followed by trust ( $A > .496$ ) and positive reviews ( $A > .268$ ) for consumers' buying behaviour (SBM) on social media. Table 2 supports our hypothesis 1; trust is positively associated with consumer buying behaviour (AA) on digital marketing Table 2 supports hypothesis 2; perceived value positively impacts consumer buying behaviour ( $A < 0.543$ ) on digital marketing.

## VII. CONCLUSIONS

Digital Marketing plays an important role in India. Technological advancements, Internet penetration, and access by both rural and urban population indicate that there is a large market for e-commerce in the future. The future of e-commerce lies with online retailers by making the necessary changes to their business models and understanding their consumers better. Government support, foreign direct investment (FDI), rapid internet penetration and a young age population are all factors that favour e-commerce growth in the coming years.

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