

Digital Marketing & Its Impact on the Consumer Buying Decision Making Process (Case of Branded cloths).

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Abstract

Marketing paradigm has undergone a sea change over the past decade. In recent years, Marketers seen a drastically change in the digital marketing growth due to the economic shifts, which in turn leads to change in consumer buying behaviour. The internet has a profound impact on various industries but very few industries have witnessed a metamorphosis like marketing. The changing preferences of the consumer present day affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. The buying pattern of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differ when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. This paper focus on what digital medium of marketing, & which type of products use this digital medium to impact on consumer buying decision.

Key Words – Digital marketing, Consumer buying decision.

Introduction.

1.Digital Marketing - Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

Techniques of Digital Marketing.

a. Content Optimization - Content optimization commonly referred to as Search Engine Optimization utilizes your content for more visibility on the internet. If you want to make it a

marketing strategy, the search engines rank highly optimized content higher on search engines page than the non-optimized content. Sounds complex, right? However, it's not. If you can write great content that both existing and potential customers can relate with, then you are good to go. Great content can improve your SEO ranking, meaning it is more optimized and many people will see your content and know what you are offering.

b. Social Media - We are in a digital age, where information and knowledge are everywhere. Comparing with old marketing methods, the internet is a big smile and a perfect strategy to reach out to new customer horizons hitherto unimagined. Social media is an evergreen marketing strategy because most people and especially millennials tend to follow a brand on social media. A bigger percentage of social media users will recommend a service or a product if they are satisfied with its social media service. Social media is recording a high number of subscribers every day, making it an evergreen marketing strategy to reach new markets and maintain the available ones. As such, companies are opening social media pages for marketing and promotion of their products and services.

c. Website Optimization - If you are a serious contender in the marketing world, you must have a website to supplement your social media pages. The website must have a proper design because, in the first place, it reflects the image of your company. Website optimization involves designing a website from nothing. It involves adding keywords or phrases, image tags; editing Metadata to ensure that your site is accessible to a search engine.

d. Television Advertisements - Television is a powerful way of communicating to the masses. It earns a slot in the evergreen strategy because advertising on tv is far much better than and effective than placing an add on a newspaper. A TV ad that appears during prime time hours will reach more audiences in a matter of seconds, thereby creating awareness of the existence of a service or a product. You can never go wrong with a television ad, however annoying it might be simply because it will still serve its objective, which is entering the minds of potential customers.

e. Speaking engagement & Networking - One of the advantages of using speaking engagements is that you are directly speaking to a targeted audience. Their attention tells you they are interested in what you are offering and you will need only a small, professional, and spirited nudge to turn them into your consumers. Speaking engagements are a perfect marketing strategy that has the power to generate good leads. Talk of the good old word of mouth working for the best interest of your business.

When it comes to networking, you can attend seminars and meet potential buyers or join associations or organizations where you can target potential customers. A face-to-face encounter with a potential buyer builds trust, which underpins the importance of sell-buyer rapport.

f. Direct mail - If you send thank you cards to your customers for showing appreciation, they are more likely to purchase your products again. Consumers interested in your industry will take information leaflets very seriously and provide expert advice. Remember you have to use high-quality prints to impress your clients, and if this is a hassle, stick to direct mails. It is a pronounced way of making sure that your customers are always aware should there be any new product or service from your business.

g. Cloud technology in marketing - Marketers are also using cloud-based technology to market their products and services online using integrated digital experiences. It targets consumers through social media pages and other online portals.

2. Consumer Buying Decision process – The customer buying process (also called a buying decision process) describes the journey your customer goes through before they buy your product.

The five stages framework remains a good way to evaluate the customer's buying process.

a. Problem/Need recognition - This is often identified as the first and most important step in the customer's decision process. A purchase cannot take place without the recognition of the need. The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth).

b. Information Search - Having recognised a problem or need, the next step a customer may take is the information search stage, in order to find out what they feel is the best solution. This is the buyer's effort to search internal and external business environments, in order to identify and evaluate information sources related to the central buying decision. Your customer may rely on print, visual, online media or word of mouth for obtaining information.

c. Evaluation of Alternatives - As you might expect, individuals will evaluate different products or brands at this stage on the basis of alternative product attributes – those which have the ability to deliver the benefits the customer is seeking. A factor that heavily influences this stage is the customer's attitude. Involvement is another factor that influences the evaluation process. For example, if the customer's attitude is positive and involvement is high, then they will evaluate a number of companies or brands; but if it is low, only one company or brand will be evaluated.

d. Purchase Decision - The penultimate stage is where the purchase takes place. Philip Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback. For example, having gone through the previous three stages, a customer chooses to buy a new telescope. However, because his very good friend, a keen astronomer, gives him

negative feedback, he will then be bound to change his preference. Furthermore, the decision may be disrupted due to unforeseen situations such as a sudden job loss or relocation.

e. Post Purchase Behaviour - In brief, customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore, these stages are critical in retaining customers. This can greatly affect the decision process for similar purchases from the same company in the future, having a knock-on effect at the information search stage and evaluation of alternatives stage. If your customer is satisfied, this will result in brand loyalty, and the Information search and Evaluation of alternative stages will often be fast-tracked or skipped altogether.

On the basis of being either satisfied or dissatisfied, it is common for customers to distribute their positive or negative feedback about the product. This may be through reviews on website, social media networks or word of mouth. Companies should be very careful to create positive post-purchase communication, in order to engage customers and make the process as efficient as possible.

Review of Literature

1. Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

2. The work of Kim and Park (2005) using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monuwe, 2004) because it will be faster shopping there than in the Internet shop.

3. Sadia Afzal (2015) talked about in his paper the effect of on the digital and ordinary ad on customer purchasing conduct of marked pieces of clothing

come about uncovered that quality, outline, substance of ad, dedication of customer towards mark and past purchasing experience of buyer are huge variables which impact customer purchasing behaviour.

Statement of the problem.

This study examines on how digital marketing or media influence one's purchasing decision.

In recent years digital marketing drastically turns into a famous medium. The marketers are finding it difficult to cope up with the changing need of the customers. In changing life style environment and growing economic scenario consumer purchase behaviour is totally change in different dimensions includes consuming food & taste, buying of cloths, use of durable products & luxuries products. The tastes and preferences of the consumers are also changing at a rapid rate. For a considerable length of time, marketing experts have utilized distinctive mediums to give client service and promote products hence the importance of the consumer buying decision towards branded cloths research is needed in the competitive market.

Objectives of the study.

- 1). To examine the implications of digital marketing in consumer buying decision.
- 2). To analyse the consumers are aware of digital marketing and the digital channels influence in their purchase decision.
- 3). To identify the factors influencing the consumer buying decision.

Scope of the Study.

The suggestion from the study will be based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

Research Methodology.

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

Sample size and area.

Samples were collected from consumers and buyers of branded cloths. A target of 100 respondents was set, and all of them return complete questionnaire with their suitable choice. Therefore, all 100 questionnaires were entertained for final analysis and data interpretation.

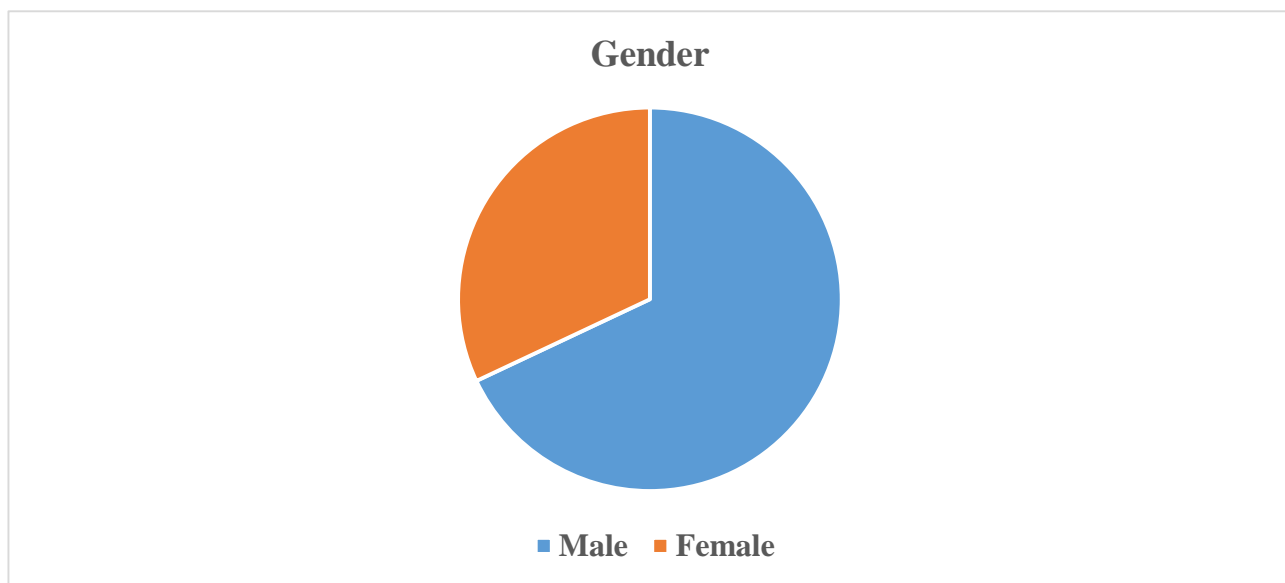
Data Analysis and Discussion

For data analysis, simple charting and tabulation tools are used to understand the behaviour of the respondents

Analysis and Interpretation.

Gender.

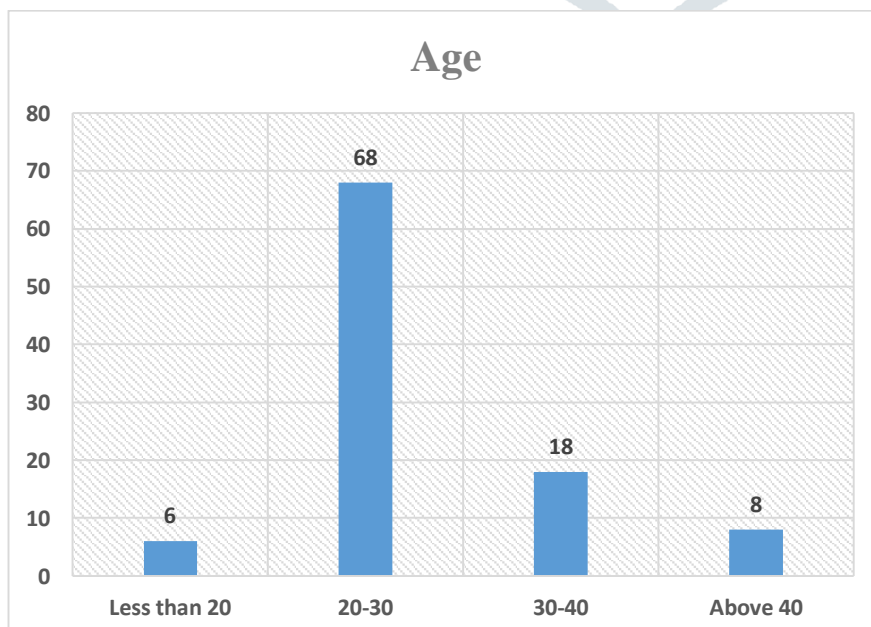
Male	Female
68	32



From the above diagram, it is interpreted that maximum respondents are Male compare to Female.

Age.

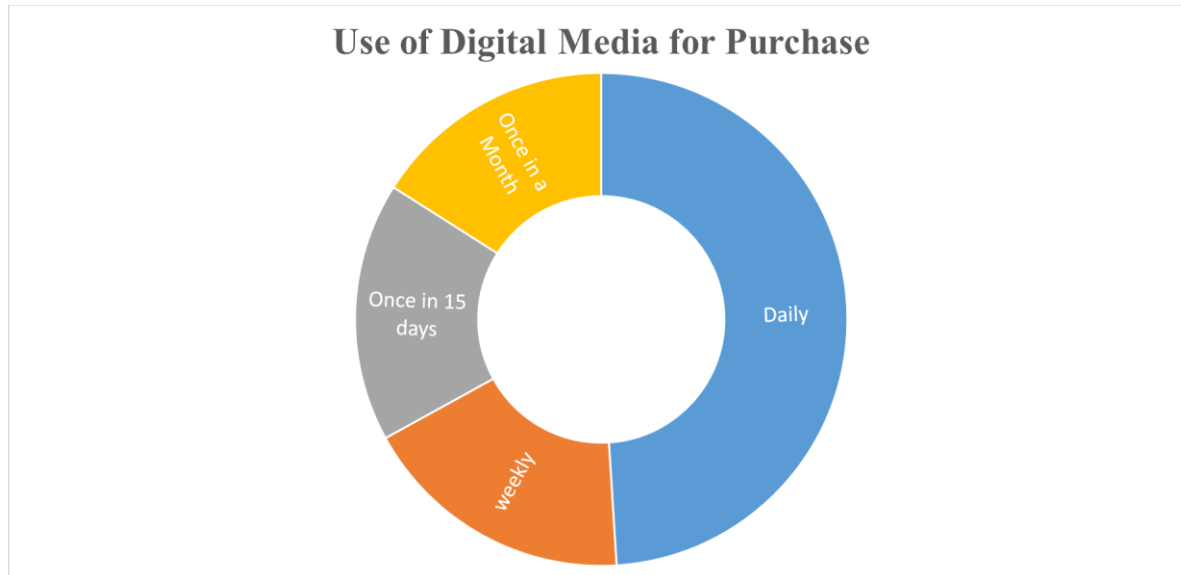
Less than 20	20-30	30-40	Above 40
6	68	18	8



From the above diagram, it is interpreted that maximum respondents are from the age between 20 to 30, whereas the respondents of age less than 20 are relatively low.

Use of Digital media for purchase

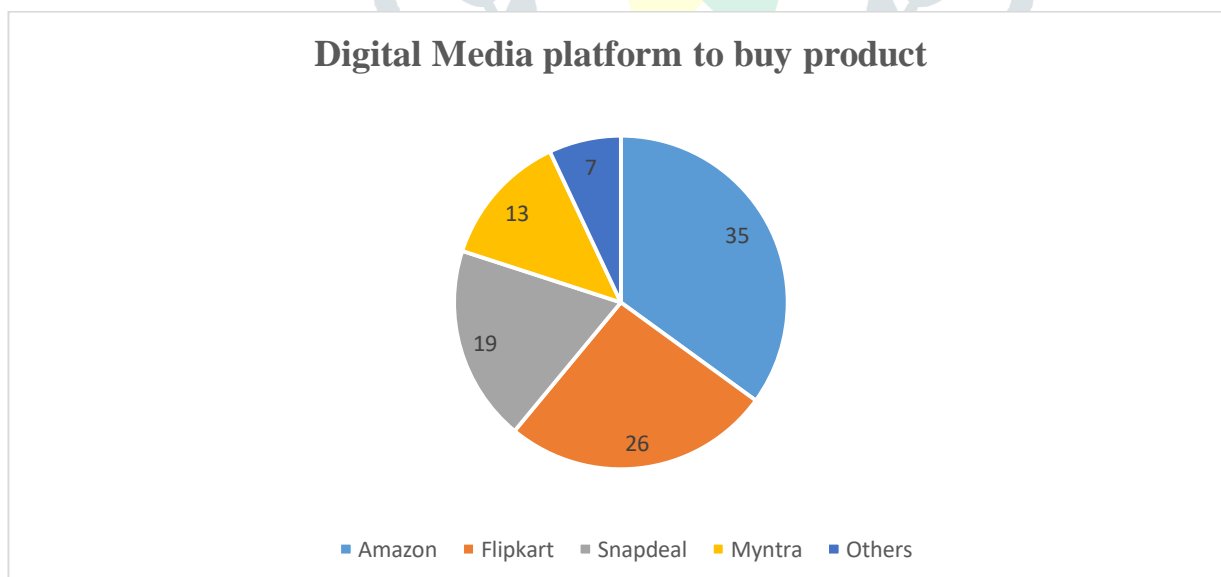
Daily	weekly	Once in 15 days	Once in a Month
49	18	17	16



From the above diagram, it is interpreted that maximum respondents are use digital media for purchase on regular basis.

Digital Media platform to buy product

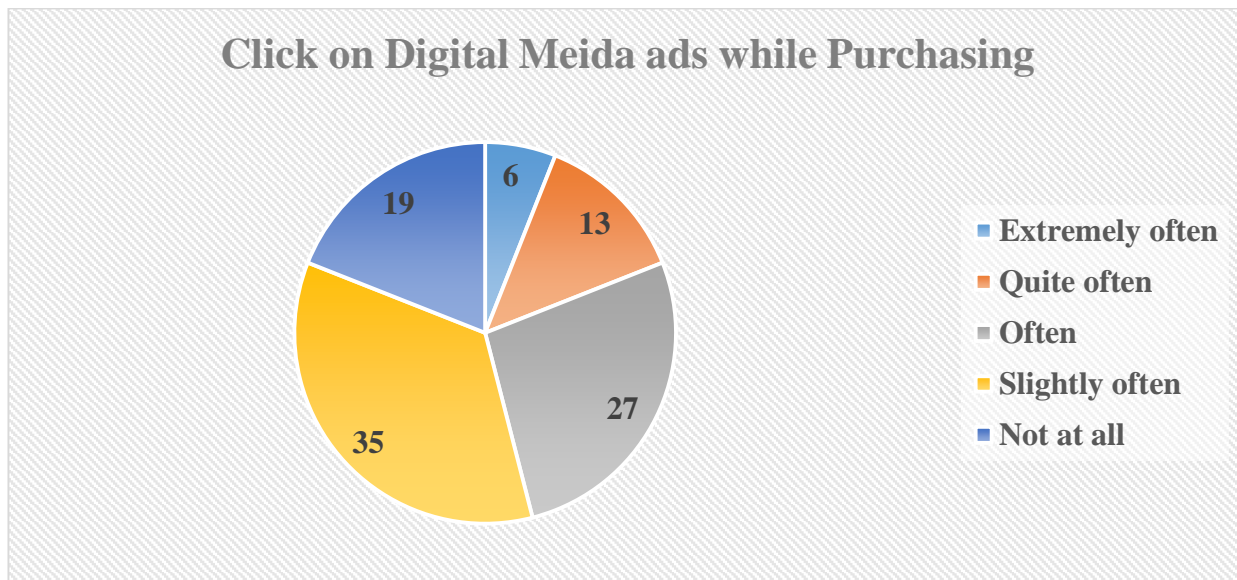
Amazon	Flipkart	Snap deal	Myntra	Others
35	26	19	13	7



According to the research, 35% of the respondents prefer Amazon, 26% prefer Flipkart, 19% prefer snap deal, and 13% prefer Myntra, whereas 7% prefer other sites for purchase.

How often you click on digital media ads while purchasing.

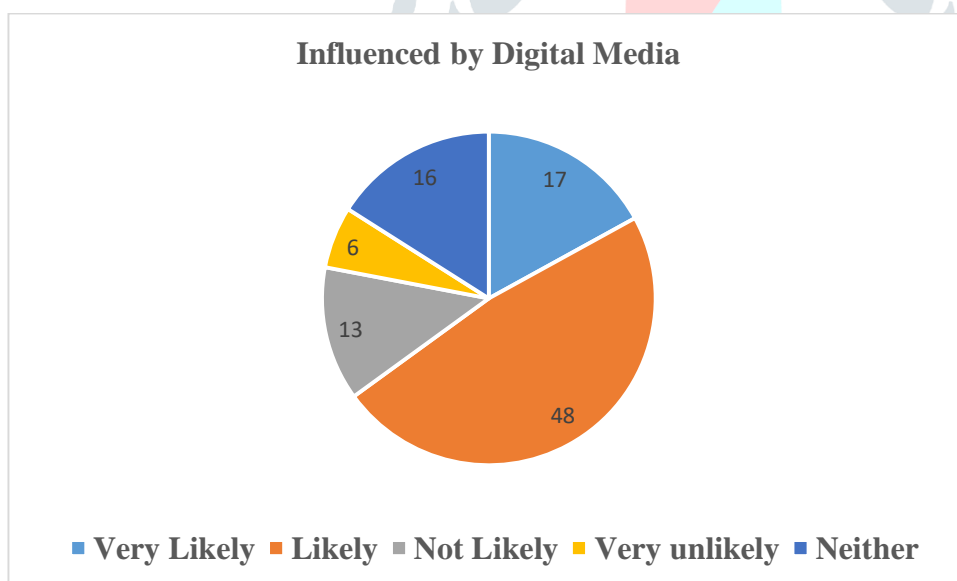
Extremely often	Quite often	Often	Slightly often	Not at all
6	13	27	35	19



According to the research, 35% of the respondents slightly often, 27% often, 13% Quite often, 6% extremely often & 19% not at all click on digital media ads while purchasing.

Influenced by Digital Media while Purchasing

Very Likely	Likely	Not Likely	Very unlikely	Neither
17	48	13	6	16



According to the research, 48% of the respondents Likely, 17% Very likely, 16% neither, 13% not likely & 6% very likely influenced by digital media while purchasing.

Findings

1. Male respondents are more compare to Female.
2. Most of the users of digital media is in the age between 20-30.
3. Most of them use digital media on daily basis for purchase.
4. Amazon is the favourite digital media of the respondents for purchase.

5. The Analysis shown that, slight often customers click on digital media ads, while purchasing.
6. Most of the respondents are agree they are influenced by digital media while purchasing.

Suggestions

The study ultimately suggests the readers and users to be aware of all the Digital marketing portals and make use of their utility to the maximum extent with utmost care and caution.

Consumers need to be aware of digital marketing and there is a need to create a proper awareness. Marketers need to understand the accessibility of the digital facilities before launching any product. Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing.

Conclusion.

The digital marketing is one of the biggest things that have taken the business by a storm. It is entirely creating a new economy, which as a huge potential and is fundamentally changing the way business are done. The customers buying behaviour, purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. Every marketer must understand the psychology of the customer's segments, so that they can be successful marketer in the days to come in the competitive economy. Changing buying behaviour warrant the marketers to understand the customer

in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can move on from the mere customer oriented marketing approach to Technological Customer Oriented Marketing approach in the near future. In this digital age, to construct a decent association with clients require just a single activity and that is digital media.

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