



Analysis of Digital Marketing & its impact on buying behaviour of customers.

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ABSTRACT:

The present study analyses the effect of internet marketing on consumer buying behaviour by examining how different digital tools shape customer decisions. Information obtained first-hand from 120 respondents reveals that digital marketing exerts a strong and significant influence on consumer actions, which is confirmed through statistical analysis, including a high positive correlation between digital marketing and buying behaviour. The outcome highlights that customers across different gender and income groups respond similarly to digital marketing efforts, as supported by ANOVA results showing no significant group differences. However, female participants exhibited a modestly greater levels of engagement and purchasing influence.

The study highlights that digital touchpoints such as social media content, influencer recommendations, online reviews, interactive advertisements, and promotional offers serve an important role in guiding product discovery, evaluation, and buying decisions. The income distribution further suggests that digital promotions, discounts, and value-based communication are particularly effective for lower and middle-income consumers. Overall, the research supports the conclusion that digital marketing plays a key role in influencing all stages of the end user buying journey and remains a powerful instrument for brands aiming to enhance visibility, trust, and customer loyalty. The study reinforces the necessity for companies to adopt strong digital strategies and suggests future research in areas such as AI-driven marketing, customer analytics, and personalised digital engagement.

Keywords: *Digital marketing, Consumer Purchase behaviour, Social media influence, Online reviews, Customer engagement, Purchase decisions.*

1. INTRODUCTION

Digital marketing is considered to be among the the most powerful tools for influencing consumer behaviour in today's fast-changing business environment. With increasing access to smartphones, social media, search engines and e-commerce platforms, customers now rely heavily on digital channels for information, comparison, and purchase decisions. Unlike traditional marketing, digital marketing offers personalised, interactive, and real-time communication between customers and companies.

Consumers browse online reviews, influencer recommendations, digital advertisements, and promotional offers before finalising a product. Social media platforms such as Instagram, Facebook, YouTube, and Google have reshaped how customers evaluate brands. As customers spend more time online, businesses are shifting

their marketing budget towards digital tools such as SEO, social media marketing, email marketing, sponsored ads, influencer marketing, and digital content creation.

This study analyses how digital marketing impacts buying behaviour, what customers think about digital platforms, and how factors such as reviews, offers, social media influence, and brand presence shape their decisions.

2. REVIEW OF LITERATURE

1. Tiago & Veríssimo (2014), Tiago and Veríssimo emphasized that digital marketing serves an important role in enhancing brand visibility and customer engagement. The research revealed that online platforms enable brands to engage with consumers in a more effective manner through two-way communication. They highlight that digital strategies such as Social networking platforms, email marketing, and websites help companies built stronger connection with their target audience. The authors conclude that digital marketing has emerged as a necessary tool for modern businesses to maintain competitiveness.

2. Duffett (2017), Duffett's research indicated that social media advertising significantly influences young consumers' attitudes and purchase decisions. The study indicated that visual content, engaging posts, and interactive ads increase emotional involvement among youth. It further highlights that platforms like Instagram and Facebook create persuasive environments that shape buying preferences. Overall, Duffett shows that social media has emerged as a highly influential promotional channel for brands targeting younger audiences.

3. Kotler & Keller (2016), Kotler and Keller explained that digital marketing tools allow companies to understand consumer needs more accurately compared to traditional methods. Their study emphasises that data analytics, consumer tracking, and online behaviour insights help businesses deliver personalized offerings. They also emphasize that digital channels enable faster feedback and better customer relationship management. The authors contend that digital transformation has fundamentally altered the marketing environment.

4. Chaffey (2019), Chaffey pointed out that online reviews, website content, and digital information sources strongly influence customer trust and product evaluation. He explains that consumers rely on digital content because it provides transparency and real user experiences. The study highlights the increasing significance of content marketing and search engine visibility. Overall, Chaffey concludes that digital media significantly shapes customer perceptions before purchase.

5. Mangold & Faulds (2009), Mangold and Faulds identified social media as a hybrid promotional tool that combines traditional marketing with modern consumer-to-consumer interaction. Their study emphasizes that customers now actively participate in promoting or criticizing brands online. They note that peer recommendations, comments, and discussions greatly influence buying behaviour. The authors assert that social media has shifted power dynamics by granting consumers unprecedented levels of influence.

6. Prasad & Aryasri (2015), Prasad and Aryasri found that convenience, speed, and time-saving features of digital platforms positively impact online buying behaviour. Their study indicates that consumers appreciate easy navigation, quick checkout, and doorstep delivery. They also noted that digital interfaces reduce physical effort and increase overall satisfaction. This convenience factor is a major reason for the rising popularity of online shopping.

7. Kumar & Raju (2013), Kumar and Raju suggested that promotional offers, digital discounts, and online campaigns encourage impulse buying behaviour. Their research shows that time-limited deals, festive sales, and pop-up advertisements create urgency in customers' minds. They highlight that digital promotions appeal to price-sensitive consumers and increase sales volume. The study concludes that digital marketing is highly effective in triggering impulse purchases.

8. Jalilvand & Samiei (2012), Jalilvand and Samiei reported that electronic word of mouth (e-WOM) strongly affects customers' purchase intentions. Their research explains that online recommendations, feedback, and user testimonials build credibility. They found that positive e-WOM increases trust, while negative feedback immediately reduces purchase willingness. The authors emphasize that digital opinions spread much faster than traditional word-of-mouth.

9. Smith (2018), Smith asserted that influencer marketing has become a reliable and effective communication tool for shaping customer preferences. The study highlights that consumers trust influencers because of their authenticity, expertise, and relatability. Influencers' product endorsements often guide purchase decisions, especially in fashion, beauty, and lifestyle categories. Smith concludes that influencer culture has become central to modern digital marketing.

10. Sharma & Sheth (2020), Sharma and Sheth discussed the major shift from traditional shopping to digital platforms during the COVID-19 pandemic. Their study explains that lockdowns increased dependency on e-commerce, online payments, and digital communication. They noted that safety, convenience, and availability of products online encouraged customers to adopt online shopping permanently. The authors conclude that the pandemic hastened digital transformation across various industries.

3. RESEARCH METHODOLOGY

a. OBJECTIVES OF THE STUDY

1. To study importance of digital marketing & buying behaviour according gender of respondent.
2. To study the impact of importance of digital marketing on Buying Behaviour.

b. RATIONALE OF THE STUDY

The increasing usage of digital landscape has transformed the way customers search, compare, and purchase products. Businesses are investing heavily in digital strategies, yet many still lack clarity about how digital marketing truly affects customer buying behaviour. Understanding customer perceptions, trust factors, the role of online reviews, and the effect of offers will assist businesses in creating more optimized marketing strategies. This research seeks to connect the gap by analysing customer responses and recognizing essential digital components influencing buying decisions.

c. SCOPE

- Covers customers who use online platforms like social media, e-commerce sites, and search engines.
- Focuses on buying behaviour related to online advertisements, reviews, influencers, offers, and brand presence.
- Limited to analysis based on the questionnaire responses (Importance of Digital Marketing + Buying Behaviour + Demographic Factors).
- Applicable to retail products, services, and online purchase decisions.

d. LIMITATIONS

1. The study is grounded in a limited sample size, so results may not represent the entire population.
2. Responses may be biased since participants might not consistently provide accurate information.
3. Only selected digital marketing factors were included; other variables like culture, personality, and price were not studied.
4. The study is cross-sectional, not longitudinal, so results show only current customer perceptions.
5. Data is restricted to online buying behaviour, excluding offline purchasing factors.

4. DATA ANALYSIS & INTERPRETATION

- **Objective 1:** To study importance of digital marketing & buying behaviour according gender of respondent.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	91	75.8	75.8	75.8
	Male	29	24.2	24.2	100.0
	Total	120	100.0	100.0	

- The data shows that highlights that most respondents are female (75.8%), while males make up 24.2% of the sample. This indicates that the survey responses are predominantly from female participants.

Family monthly income range:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs. 20,000	35	29.2	29.2	29.2
	Rs.20,000 to Rs.40,000	30	25.0	25.0	54.2
	Rs.40,001 to Rs.60,000	22	18.3	18.3	72.5
	Rs.60,001 to Rs.1,00,000	21	17.5	17.5	90.0
	Above Rs.1,00,000	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

- The table shows that majority of respondents belong to lower and middle-income families, with 29.2% earning below ₹20,000 and 25% earning between ₹20,000–₹40,000 per month. Only a small portion (10%) comes from families earning above ₹1,00,000. Overall, the income distribution indicates that most of participants fall within the lower to moderate income brackets.

ANOVA:

		Sum of Squares	df	Mean Square	F	p-value
Digital Marketing (Mean)	Between Groups	13.296	1	13.296	.051	.822
	Within Groups	30881.504	118	261.708		
	Total	30894.800	119			
Buying Behaviour (Mean)	Between Groups	38.132	1	38.132	.131	.718
	Within Groups	34281.660	118	290.523		
	Total	34319.792	119			

- The ANOVA table for **Digital Marketing (Mean)** shows a very high **p-value of 0.822**, which is much greater than the standard significance threshold of 0.05. This means there is **no statistically significant difference between the compared groups** on digital marketing scores, indicating that responses related to digital marketing were fairly uniform across the sample. The extremely low F-value (0.051) further confirms that the variance between groups is minimal compared to the variance within groups.
- Similarly, for **Buying Behaviour (Mean)**, the **p-value is 0.718**, also well above 0.05, showing that **buying behaviour does not differ significantly across the groups** being tested. This implies that, although digital marketing strongly correlates with buying behaviour (as seen earlier in the correlation

test), ANOVA indicates that **group membership itself is not creating meaningful variation** in either digital marketing perception or buying behaviour in this dataset.

Report (Mean):

Gender	Digital Marketing (Mean)	Buying Behaviour (Mean)
Female	76.09	75.11
Male	75.31	73.79
Total	75.90	74.79

- The mean scores show that **female respondents report slightly higher influence of digital marketing (76.09)** compared to males (75.31). This suggests that women are marginally more responsive to digital touchpoints such as social media ads, influencer content, interactive campaigns, and personalized digital communication. Their higher mean aligns with globally observed patterns where female consumer segments tend to actively engage with digital product discovery and online social validation before making purchase decisions.
- For **buying behaviour**, women again score higher (75.11) than men (73.79), showing a slightly greater translation of digital exposure into actual purchase action. While the earlier correlation shows digital marketing strongly impacts buying behaviour overall, this comparison indicates that **the effect is slightly stronger for females**. Males also show high digital influence, but the comparatively lower mean implies they may rely more on functional evaluation, offline information sources, or delayed digital persuasion when purchasing.
- Objective 2:** To examine the impact of importance of digital marketing on Buying Behaviour.

Correlations:

		Digital Marketing (Mean)	Buying Behaviour (Mean)
Digital Marketing (Mean)	Pearson Correlation	1	.800**
	Sig. (2-tailed)		.000
	N	120	120
Buying Behaviour (Mean)	Pearson Correlation	.800**	1
	Sig. (2-tailed)	.000	
	N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

- The table shows a **very strong positive correlation ($r = 0.800$, $p = 0.000$, $N = 120$)** between *Digital Marketing* and *Buying Behaviour*, meaning that when digital marketing impact increases, consumers' buying behaviour also increases substantially. The p-value is **below 0.01**, confirming that the relationship is statistically significant and highly reliable, not occurring due to chance. The r-value of 0.800 is considered strong in behavioural research, indicating digital marketing is a major driver of consumer purchase tendency.
- This means that digital channels—such as social media promotions, online advertisements, influencers, product reels, and targeted campaigns—**strongly shape consumer interest, decision-making, and purchase actions**. With $r^2 \approx 0.64$, nearly **64% of the variation in buying behaviour can be explained by digital marketing influence**, showing powerful practical impact. Businesses investing in digital marketing are likely to see improved consumer engagement, conversion rates, purchase frequency, and stronger brand recall, which can ultimately lead to increased sales and long-term customer loyalty.

5. FINDINGS:

1. Majority of respondents are female (75.8%), showing that digital marketing influence is slightly stronger among women, as reflected in the higher mean scores for both Digital Marketing (76.09) and Buying Behaviour (75.11).
2. Most respondents belong to lower and middle-income groups, with nearly 54% earning below ₹40,000. This indicates that digital promotions, offers, and price-based communication are particularly important for this income segment.
3. Digital marketing does not significantly vary across demographic groups, as shown by ANOVA results ($p > 0.05$ for both Digital Marketing and Buying Behaviour). This means respondents across gender and income groups respond similarly to digital marketing overall.
4. There is a very strong positive correlation ($r = 0.800$) between Digital Marketing and Buying Behaviour. This indicates that as digital marketing influence increases, customers' likelihood of purchasing also increases.
5. Female consumers show slightly higher responsiveness to digital content, promotions, and influencer marketing compared to males, though both genders show high digital engagement.
6. Digital marketing strongly drives product discovery, comparison, and decision-making, especially through social media ads, reviews, influencer content, and online offers.

6. SUGGESTIONS & RECOMMENDATIONS

1. Since digital marketing strongly influences buying behaviour, businesses should increase investment in social media campaigns, targeted ads, and digital engagement tools.
2. Considering the large lower-middle income group, brands should highlight affordability, discounts, EMI options, and value-for-money messaging to attract more customers.
3. As females show slightly higher digital responsiveness, brands can design campaigns tailored to women—especially in categories like fashion, beauty, lifestyle, food and home-care.
4. Businesses must maintain strong digital presence, including regular posts, interactive content, reels, and timely responses to customer messages.
5. Encouraging customer reviews and ratings can significantly increase trust, especially because online reviews strongly influence buying behaviour.
6. Influencer collaborations should continue, as they help brands reach specific audiences and boost brand credibility.
7. Use data analytics and personalised marketing, since digital behaviour is consistent across groups, and personalised ads can improve engagement, conversion, and customer loyalty.
8. Enhance digital customer service (chatbots, instant replies, 24/7 help) as consumers expect quick support while shopping online.

7. CONCLUSION

The research found that digital marketing has a strong and significant impact on buying behaviour. Customers depend heavily on digital platforms for product discovery, comparison, and decision-making. Social media content, influencer recommendations, online reviews, and promotional offers play a major role in shaping purchasing actions.

The analysis shows that gender and income groups do not significantly differ in their digital marketing perception, meaning digital marketing is equally impactful across the sample. However, females show slightly higher engagement and purchase influence. This indicates that digital marketing strategies appeal broadly across different customer categories, making it a universally effective tool for modern businesses.

Overall, digital marketing offers convenience, accessibility, and transparency—factors highly valued by today's consumers. The strong connection between Digital marketing and buying behaviour highlights its importance as a primary driver of purchase decisions. As customers increasingly shift towards online platforms for information and shopping, brands that invest consistently in digital marketing will experience higher engagement, better conversion rates, and stronger brand loyalty.

In conclusion, businesses that adopt strong digital strategies, deliver personalized content, and maintain an active online presence will not only gain a competitive advantage but also build meaningful, long-term relationships with their customers in the evolving digital marketplace.

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