

# **The Impact of Digital Marketing on Purchasing Behavior of Consumers - An Analytical Study with respect to Bangalore City**

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The beginning of the 21st century has seen drastic improvements in information technology, affecting every part of our lives. Digital marketing has transformed how businesses and other organizations communicate with their audience. Digital marketing is a non-conventional form of marketing where advertising is delivered through digital channels such as search engines, websites, social media, emails, mobile apps, and other channels to reach customers. Companies have been affected by the changes and are adopting new technology to remain in the competition. New technology has empowered consumers buying behavior and they have unlimited access to information and demand products and services when they want. Due to advancements and improvements in digital marketing consumers are aware of the products of the companies and companies can know about the purchasing behavior of the consumers. Digital marketing supports companies to leave their rivals behind. So, digital marketing can be considered a revolution in the marketing world.

Hence, the researcher tries to assess the understanding of how digital marketing will influence consumers' buying behavior and find out the various challenges faced by digital marketing.

*Keywords: Digital Marketing, Purchasing Behavior, Consumer Behavior*

Digital marketing also known as data-driven marketing is an umbrella term for the marketing of products and services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The use of digital marketing in the digital era not only allows brands to market their products and services but also allows for online customer support through 24/7 services to make customers feel supported and valued.

A key objective is engaging digital marketing customers and allowing them to interact with the brand through services and delivery of digital media. Information is easy to access at a fast rate through the use of digital communication.

One of the major changes that occurred in traditional marketing was the 'emergence of digital marketing', this led to the reinvention of marketing strategies to adapt to this major change in traditional marketing. As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing development and strategies.

The main thing that helps and assist a business to grow in the long haul is fruitful business and consumer loyalty. Both remain closely connected. In this real-life amazing cut-throat market only the quality of the product is not enough to accumulate smart customers. Today the progress of the relies on the market methodologies. It is because of this that most business relies on digital marketing nowadays.

## **Benefits of Digital Marketing**

### ***The following are the main benefits of digital marketing:***

**Global reach and visibility:** Digital marketing is a worldwide term and the reach that could be achieved is boundless. Even small businesses can have access to a global audience which paves the way to growth opportunities. Compared to the traditional market, which is bounded by geography international marketing can be cost and labour-intensive. Online accessibility has accelerated growth avenues for traditional businesses to explore. This blend of reach and visibility has provided a gateway of opportunities even for a niche product in the business.

**Effective targeting:** Digital Marketing allows one to mine data to see which audience has worked best for the company and optimize the campaign with lessons. With digital marketing, the company can always be on top of deciding which customer has been offered with maximum satisfaction and opportunity to develop better. Digital marketing is a broad concept that describes the marketing of products or services using digital technologies, mainly on the Internet which results in effective targeting.

**Cost-effective:** companies using digital marketing strategies to foster business whether big or small consider it as a cost-effective solution for growth. Every platform of online marketing may not be suitable for every business but any business can find fruitful solutions in digital marketing. When it comes to management and labour or content creation price of digital marketing tools is within the flexibility of the company.

**Digital marketing strategy:** As business needs change a well-executed digital marketing strategy can also be modified accordingly. New business needs more careful planning because of their limited approach, a well-executed digital marketing strategy is a great key to better development.

**Branding opportunities:** The topmost benefit of digital marketing is a branding opportunity. It is the ability to use different types of content to express a brand online. Creating an independent campaign using appropriate ways and tools that best suit the company's brand name is a powerful digital marketing tactic. When compared to traditional markets where easy content creation and distribution may be tiresome. Digital marketing keeps branding fresh to attract new and suitable customers to achieve organizational goals.

## **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)

### **Review of Literature**

Since consumerism is essential to the continued existence of digital marketing, it is imperative to comprehend how consumers behave in response to such efforts. The fundamental principle is that markets cannot thrive in the absence of active consumerism. Despite being a relatively new word, digital marketing has a large, scary, and complex impact. Since Yahoo entered the internet market in 1994, numerous businesses have carefully increased their online presence. When it came to search optimization in 2001, Google and Yahoo ruled the market. Internet search traffic increased dramatically in 2006, and search engine optimization became more and more important for big corporations like Google. Given the rise in the developed world's use of smartphones and internet access in the 2020s, companies have realized the importance of digital marketing. Digital marketing is an effective instrument for corporate success.

Elisabeta Loanals (2014) tested the impact of digital advertising and marketing on consumers' buy selection through a survey of 116 respondents. His consequences declared that digital marketing has a profound effect on variations of purchasing selection.

Sadia Afzal (2015) cited in his paper the difference in the impact of an everyday advertisement and digital advertisement on clients' purchase selection of garb. Virtual advertisement covers various aspects which the ordinary ones leave out to do the identical. This in flip leaves a big impact on the acquisition decision.

Basheer (2010) came up with the conclusion that there's an effective connection between digital marketing and purchase selection using inspecting the impact of SMS commercials on consumer state of mind and intentions. Tia and Manish (2012) stated that most of the buyers in metropolitan India are sorting e-commerce for their purchase selection.

Kee (2008), Godes and Silva (2012) have remarked on the important analysis that most of the customers read the reviews of other online customers before making their purchase decision. Consumers at least read 4 reviews before finalizing their purchase decisions. Evaluations play a critical function in the purchase choice.

Based on the assessments made and discussed above, it is apparent that the advent of digital marketing and advertising has caused a shift in the pattern and trend of customers. Because of this, the analysis focuses on determining how well-informed consumers are about digital marketing and how it influences their decision to buy.

### **Need of the Study**

Incredible changes have been made to both the way consumers buy products and how marketers promote them thanks to digital marketing. Individuals' purchasing decisions impact a variety of issues, and these aspects inevitably impact marketers' efforts to cater to the demands of consumers in general and youngsters in particular. Thus, it becomes evident that research on digital marketing and its impact on customer purchasing behavior is necessary.

### **Research Methodology**

#### ***Research objective***

The study was carried out with the following goals in mind

The main aim of the study is to analyze the impact of digital marketing on consumer buying behavior.

To study intends to find out the level of online presence and buying behavior of the consumers in Bangalore city.

To find out various challenges faced by digital marketing.

#### **Scope of the study**

The scope of the study is limited to analyzing the opinions gathered from **120** respondents who are residents of Bangalore City. The study's scope is restricted to understanding and analyzing how digital marketing affects consumers' purchase decisions.

In actuality, the goal of the study was to comprehend the range of significance associated with client relationships with digital marketing.

#### **Research design**

The study is based on primary data collected from a well-structured questionnaire. The researcher circulated questionnaires using a convenient sampling method. The study is focused mainly on primary data collected from individuals who have used online marketing services. The questionnaire was administered online where 120 samples were considered. Convenience and judgment sampling techniques were used to choose the sample units. The statistical techniques were used for analyzing the data.

### Results and Discussions

A series of questionnaire-based surveys were undertaken to gather data to analyze customer satisfaction with digital marketing in Bangalore City. The three variables—gender, age, and occupation—were considered when gathering the respondents' demographic data. Convenience and judgment sampling techniques were used to choose the sample units.

**Table: Demographic profile of the sample (N=120)**

Basis	Particulars	Frequency	Percentage
Gender	Male	46	38
	Female	74	62
Age	Below 25 years	47	39
	25-35 years	56	47
	35-50 years	14	12
	50-60 years	3	3
Occupation	Student	46	38
	Businessman	17	14
	Salaried	26	22
	Professional	20	17
	Home Maker	9	8
	Others	46	38

According to Table, there 38% were men and 62% were women. Among the respondents, 39% were under 25 years old, 47% were 25–35 years old, 12% were 35–50 years old and 3% were 50–60 years old. Students made up 38% of the respondents, followed by salaried workers (22%), company owners (14%), professionals (17%), stay-at-home moms (8%), and others (38%). The table makes it evident that young people use social media extensively and are impacted by digital marketing.

Since most people have easy access to the internet, it is evident from the respondents' online presence that most of them are aware of digital marketing. This only clarifies the youth of Bangalore City's level of awareness regarding online purchasing. The younger generation understands the concept well and uses the internet for purchasing because it has many built-in benefits.

It is evident from the data that the majority of respondents made at least one online purchase per month. The high frequency of online purchases indicates that the younger generation in Bangalore is highly interested in online shopping, as seen by the fact that they shop online at least once every 15 days. Young people favor online purchasing because of its convenience and wide selection.

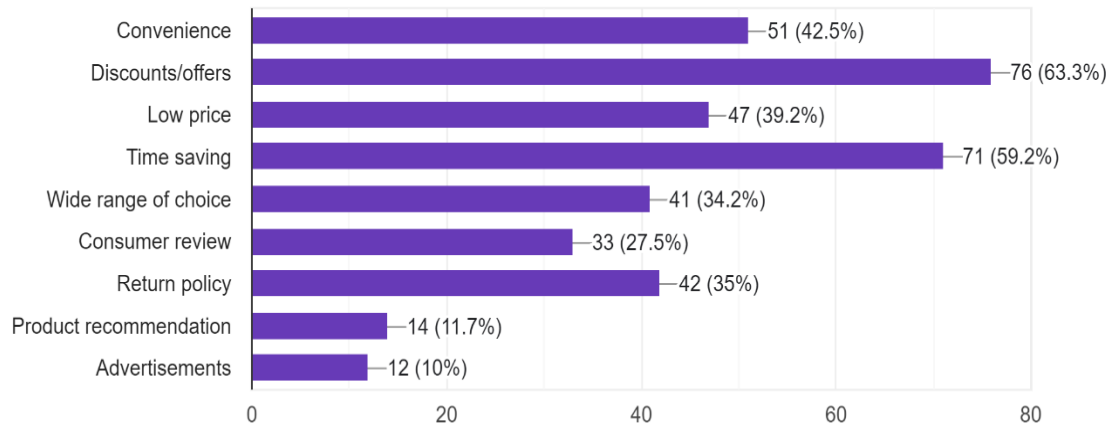
According to the sample, Instagram is the preferred platform for the majority of respondents to shop online, followed by YouTube and Facebook, both of which are important platforms for online purchases. As a result, the poll contributes to the understanding that Bangalore's youth choose social media networking as an online purchasing platform.

### Consumer buying behaviour

A dedicated component of the questionnaire that illustrates a customer's activity when making an online purchase was used to study the purchasing habits of the participants.

### Why do you prefer digital shopping over traditional shopping?

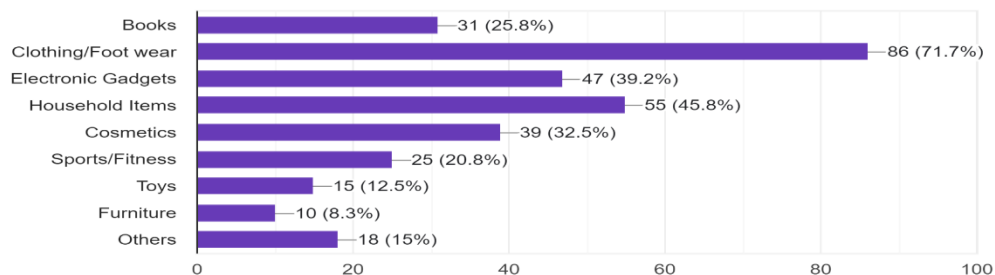
120 responses



It is evident from the data that there is a competitive rating factor among the respondents that drives online purchases. 63% of the respondents stated that they prefer online shopping due to the large discounts and offers, while 71% said they prefer it because it saves them time. Convenience and plenty of choices, which are absent from conventional shopping, were rated at 51% each by the respondents. In addition to responding to reviews, customers make inexpensive online purchases. Online shoppers' opinions can be greatly impacted by elements like prompt delivery and easy returns. Furthermore, the idea of consumer convenience has been enhanced by the Internet shopping sector, which has also helped to elevate the status of social inclusion.

### What sort of products do you prefer from digital marketing?

120 responses

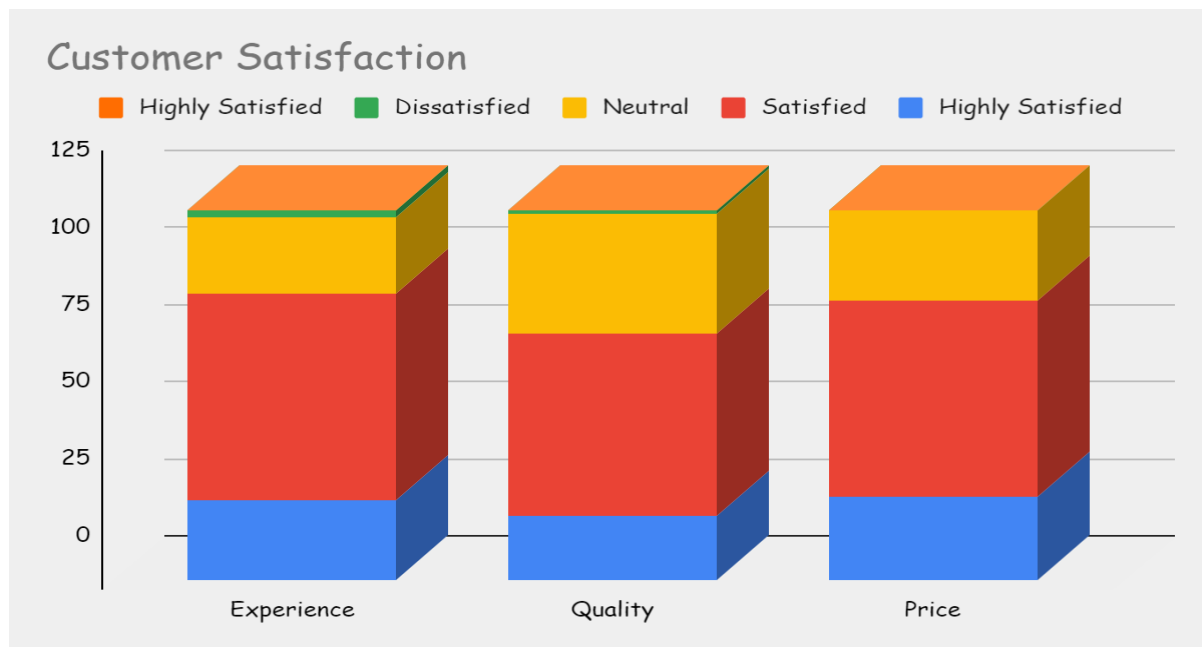


The data unequivocally shows that Bangalore's youth prefer to purchase clothing and footwear online (86%), followed by household goods (55%) and electronics (47%). When it comes to purchasing, customers want more options, and the platform that online retailers provide for a wide range of options draws more customers to convert to online shopping. Reading product reviews from other online buyers is one of the many advantages of Internet purchasing. Online shoppers rely heavily on peer

recommendations found on social networking platforms or shopping pages, in addition to online reviews, when they are doing research for future purchases. Social media affects 90% of all sales.

### Customer Satisfaction

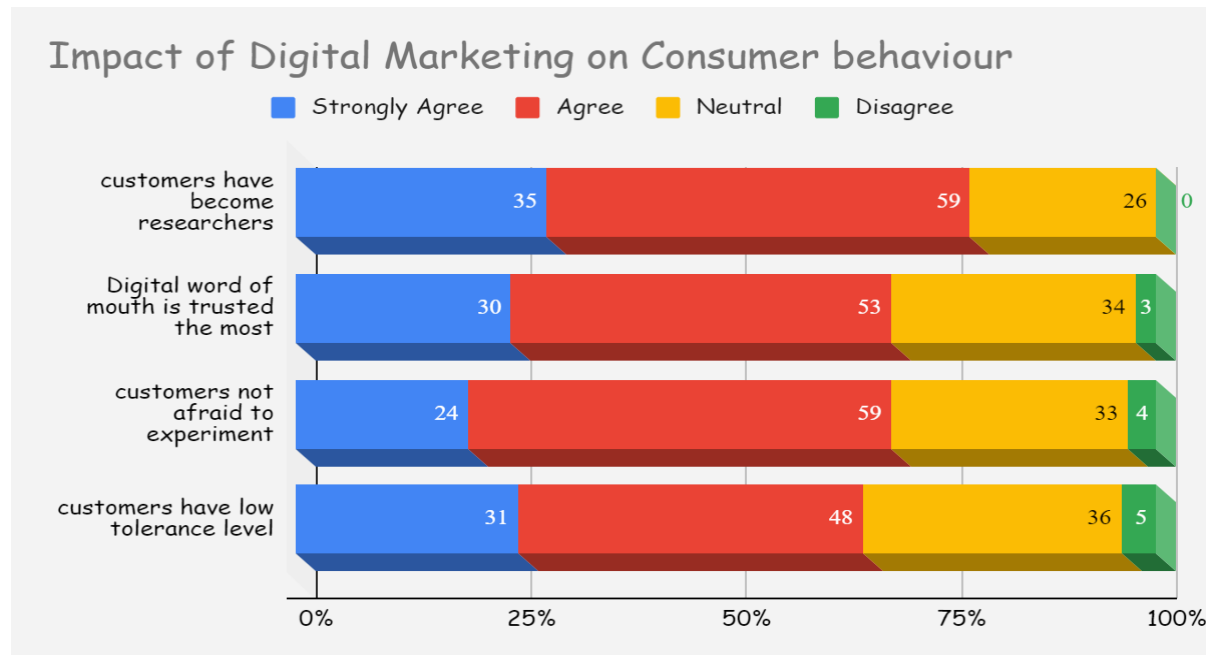
Using information from a thorough literature analysis, the research study's main objective was to ascertain the degree of customer satisfaction based on certain criteria that influence online shoppers' happiness.



This study unequivocally demonstrates that respondents are extremely happy with the product's quality, pricing, and purchasing experience. A high level of service quality delivery results in satisfied customers all around. Online businesses must immediately coordinate their tactics in response to shifting consumer demands and technological advancements. Long-term client connections and revenue depend on customer satisfaction; thus, it is crucial to comprehend the elements that contribute to a delighted consumer. Because of this, this study looks at how satisfied customers are with several aspects of service quality when they purchase online.

### Impact of Digital Marketing on Consumer behaviour

The younger population in Bangalore believes that everyone has agreed that purchase decisions are impacted. As a customer, you will do extensive research on the cost, quality, delivery schedule, post-purchase services, return policies, and other factors before making any purchases. The younger generation is increasingly buying digitally since they find it more convenient, time-saving, and easy. To build customer confidence in marketing strategies that impact consumer behavior, modern marketplaces also do extensive research to understand young purchasing patterns. People are constantly eager to take advantage of new products that enter the market and gain experience, based on the results.



Consumers want to review an abundance of alternatives in a constrained amount of space in today's fast-paced environment, and digital marketing plays a role in shaping their perceptions. Customers no longer have the patience to visit several stores to look for the product, as they did years ago. People are looking for a quick fix, and this is where digital marketing comes into play. A little advertisement that plays in between Facebook videos has a big influence on how customers purchase.

Digital media and channels are quickly becoming commonplace in the new era that we have entered. Based on our survey of 120 respondents in Bangalore, we discovered a few marketing obstacles in this modern age. The one that appears to be most common is the possibility of problems with online payments failing, A payment failure might occur for several reasons. A website crash might be one of them, and your card number may not be valid in the other. One of the most frequent issues that customers have when they purchase online is the product's quality. customers have no idea what they are receiving in terms of quality when buying things online. In many cases, the main cause of defective items being offered online is dishonest merchants who deliberately mislead consumers to increase sales. When placing an online order, it is discovered that there is a delay in the items' delivery. The shipping business may occasionally take a lengthy time to deliver the order. To conveniently follow the status of the shipment, it is necessary for us as customers to be aware of the order tracking data. They can get in touch with customer support right away if the order is delayed.

### Conclusion

The primary conclusion of the study is that, for consumers to continue using digital marketing, they must become more aware of it. Customers need to have good access to the digital platform both during and after their purchase. According to the research, users, and readers should be aware of all digital marketing platforms and utilize them as much as possible while exercising extreme caution and care. when contrasting internet buying with the conventional manner of purchasing, I concluded that purchasing online is more practical than using traditional methods. This is supported by research showing that using digital marketing makes it possible to obtain more data with the least amount of time, effort, or annoyance.



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