



**ORIGINAL RESEARCH PAPER**

**Commerce**

**CONSUMER PURCHASING BEHAVIOUR IS AFFECTED BY DIGITAL MARKETING**

**KEY WORDS:** Digital Marketing, Techniques, Data, Blog.

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**ABSTRACT**

This article looks at how digital marketing effect consumer behaviour. These topics are highlighted: consumer gender, consumer age, employee status/occupation, components motivate you for web-based shopping, website you visited more, payment method, further web-based shopping, experience with web-based shopping. The articles examine how consumers experience, are influenced by the digital environment, they are in as part of their daily lives. Much remains to be understood, and existing knowledge tends to focus disproportionately on WOM, which is only part of the digital consumer experience. Several avenues for future research have been proposed to encourage researchers to consider a wider range of phenomena.

**1. INTRODUCTION:-**

Before doing further research, we need to know what is Consumer Behaviour and what is Digital Marketing, because we cannot do further research without understanding the foundation of our research. These Two are widely term is used in E-Commerce.

**First, we discuss consumer behaviour:-**

Consumer behaviour refers to the purchasing behaviour of final customer or individual or house hold who buys goods & services for Personal use. Customer behaviour is very important as it supports Product Positioning, development of effective marketing strategy and enhancement of long-term customer relationship. Consumer behaviour supports customer belief for performance, determines product features for mutates pricing policy and appreciates new product decision.

**Second, we discuss Digital – Marketing:-**

Digital Marketing is the component of marketing that uses the internet and online based digital technologies such as desktop Computer, Mobile phones and other, digital media and platform to promote products and services. We can understand it by a diagram.



One of the reasons Marketing Campaigns are effective is; They cause consumers to react to them. The more people react to your Marketing Campaigns, the more they will talk about them and the more they discuss your brand and products, the more likely people are to buy them.

Social media have been largely implemented as an effective mechanism that promotes the marketing goals and strategies of firms especially in aspects related to Customer Partici pation, Customer Relationship Management and Communi cations. For Example, social media can strategically improve two- way communication between firms and customers, connect more customers to organizations. This will be in addition to the ability of social media to present content that is published visually, verbally, textually or using a combination of text, visual and verbal content. In fact, by 2017 about a third of global advertising spending will be on digital channels.

This is the future, Consumer Marketing will focus on the digital environment, especially social media and mobile devices. Therefore, consumer research needs to examine and understand consumer behaviour in the digital environment.

**2. Literature review:-**

Digital Marketing is the process of drawing attention to the brand through social media Also, Digital Marketing is aimed at creating content that would attract the attention of users and encourage them to share it with their readers.

- According to Raacke and Bonds-Raacke, social networks allow users to create a community through constant communication. Long-term information sharing and growth contribute to the development of loyal social relationships.
- According to K. Burton, the amount of information published by the user on social networks is positively correlated with the number of subscribers the user has. It is also noted that in the online environment, people like to express themselves, share ideas, contribute, create and join communities of people to meet the needs of belonging, be socially connected or simply enjoy communicating with other like-minded people.
- According to D. Falls, social media marketing is a type of internet marketing that is used in various social media to achieve the goals of marketing communication and branding.
- According to Y.Akrimi, any website or online platform that allows users to share their opinions, views, content, and encourages interaction and community building can be classified as a social network.
- Social media marketing is mainly aimed at posting and sharing different types of content to achieve marketing goals. Social networks, on the other hand, allow consumers to interact, and they are a very effective Internet - a tool for information exchange between people.

**3. OBJECTIVES OF THE STUDY:-**

1. To distinguish the variables, impact of buying behaviour of the customer.
2. To find the scope of Digital Marketing.

**4. RESEARCH METHODOLOGY:-**

The primary point is to discover the impression of the shoppers towards computerized showcasing. The example here utilized is the person.

- **TOPIC:** The title of the topic is Consumer Purchasing Behaviour is Affected by Digital Marketing.
- **SAMPLE SIZE:** the quantity of test units chosen from the all-out population is called test size. Test size chosen for this examination is 200.
- **SOURCES OF THE DATA:** Basically, primary as well as secondary data is used for doing this research work.

- **PRIMARY DATA:** It refers to that data which is collected by investigator himself. One of the very best tools of the primary data collection is questionnaire filling method.
- **SECONDARY DATA:** It refers to the data which is not collected by the investigator himself. Rather the investigator takes help old data and extract necessary information according to his need. The tools of secondary data collection are magazines, newspaper, journals etc.
- **POPULATION'S AREA:** Populations are clients of Jhajjar City.
- **DATA COLLECTION TOOL:** Self-prepared questionnaire is used for this purpose.

**5. Data Analysis:-**  
**A. What is your gender?**

**Table-A**

Sl. No.	Particular	Respondent	Percentage
1	Female	150	75
2	Male	50	25
	Total	200	100

(Source:Primary data)

**Explanation:**

According to this table the respondent of female is 150 and their percentage is 75 whereas respondent of male is 50 and their percentage is 25, it means females are more interested in web-based shopping as compare to male. There are many reasons that females are more interested in web shopping. Females buy more than male because she wears everything in matching concept or they have to buy a wide area than male. They buy for herself, her children and her house hold. Women also do web shop because they have to take out time for everything and they can easily buy it sitting at home. They can easily return or replace it.

**B. Which categories best describe your age?**

**Table-B**

Sl. No.	Particular	Respondent	Percentage
1	10yr -15yr	08	04
2	16yr-20yr	24	12
3	21yr-25yr	76	38
4	26yr-30yr	43	21.5
5	31yr-40yr	30	15
6	41yr-50yr	17	08.5
7	51yr-Above 51yr	02	01
	Total	200	100

(Source:Primary data)

**Explanation:**

According to this table the number of people who belong in age between 21year to 25year consisting 38% and between 26-years to 30-years consisting 21.5 % are more interested in online shopping. It means youngster are more interested as compare to others. It is undeniable that technological advances have created new shopping habits, which is online shopping. Online shopping culture is growing rapidly, thanks to the unlimited internet connection. Shopping has become a lot easier now, not to mention relatively cheaper, which successfully attracts many young people to shop online more. Even now, young people are more likely to shop at online sites instead of conventional stores. Besides its price and convenience, there are more reasons that make young people love to shop online.

**C. What is your occupation/employee status?**

**Table-C**

Sl. No.	Particular	Respondent	Percentage
1	Students	86	43
2	Private Job Employee	45	22.5
3	Government Employee	24	12
4	Businessman	42	21

5	Others	03	1.5
	Total	200	100

(Source:Primary data)

**Explanation:**

According to this information, here we find in which class individuals are more intrigued to purchase the online items, from this information contributions of the understudies is more than other and with the exception of understudies the calling is more intrigued to purchase the on the web products. The number percentages of the students are 43% and the Private job employees are 22.5%. Online shopping offers a high level of enjoyment compared to traditional shopping. It can be done anytime, everywhere, and provides many choices, which thus saves a lot of time. Thus, they get more time for their academic activities and do better performance in their field. That's why web shopping significantly influence students' online shopping behaviour.

**D. Which components motivate you for web-based shopping?**

**Table-D**

Sl. No.	Particular	Respondent	Percentage
1	Discounts and Better prices	52	26
2	Easy price	36	18
3	Comparison	43	21.5
4	More variety	16	8
5	Convenience/Easy payment	53	26.5
	Total	200	100

(Source:Primary data)

**Explanation:**

The number percentage of the easy payment factor is 26.6% and discount is 26%. From this data we find the easy payment who makes more motivation toward web-based shopping. In this study, Basic Necessity, discount, price, variety, comparison, and convenience was identified as the main motivational factors. Furthermore generally, shopping motivations of the consumers are sorted into two groups that are hedonic and utilitarian. While hedonic motivations represent to the emotional side of shopping, utilitarian motivations reflect to the vital needs and the accomplishment feelings which have fulfilled by shopping.

**E. Which of the following website you visited more?**

**Table-E**

Sl. No.	Particulars	Respondent	Percentage
1	Flipkart	80	40
2	Amazon	76	38
3	Snapdeal	26	13
4	Meesho	10	5
5	Myntra	06	3
6	Nykaa	02	1
	Total	200	100

(Source:Primary data)

**Explanation:**

According to this table the Amazon and Flipkart are more use during shopping of the products. The percentage of the Flipkart is 40% and Amazon is 38%. By asking this question we find there are no any respondents on Myntra and Nykaa site.

**F. How do you make your payment on internet?**

**Table-F**

Sl. No.	Particulars	Respondent	Percentage
1	DEBIT/CREDIT Card	102	51
2	Cash on delivery	20	10
3	Google Pay	50	25
4	Paytm	28	14
	Total	200	100

(Source:Primary data)

**Explanation:**

As indicated by this table, we discover the method of instalment by the respondents. Dbit/Credit card holder clients are more as contrast with the other method of instalment. The respondent's level of this mode is 51% and the number of the respondents who are interested to payment mode through cash on delivery is consists of the respondent's percentage is 10%. In this study we find that people like to payment through net banking.

**G. How are your experiences with web-based shopping?**

**Table- G**

Sl. No.	Particulars	Respondent	Percentage
1	Strongly satisfied	112	56
2	Satisfied	54	27
3	Neutral	22	11
4	Not satisfied	12	6
	Total	200	100

(Source:Primary data)

**Explanation:**

As per the data, 56% of respondent are strongly satisfied with web based shopping, whereas 6% are not satisfied. Here the percentage of satisfied people is more because we get a lot of facilities in online shopping some persons are not satisfied or neutral just because of they are illiterate or don't know how to do online shopping. Some things whose quality is measured by touch, for those items some people don't like this method of shopping.

**H. What is your future assumption towards web-based shopping?**

**Table- H**

Sl. No.	Particulars	Respondent	Percentage
1	Very good	94	47
2	good	79	39.5
3	Neutral	23	11.5
4	Poor	4	2
	Total	200	100

(Source:Primary data)

**Explanation:**

According to the questionnaire, 47% of respondents have a very good future expectations with online shopping whereas 2% of respondents do not agree with online shopping. Online purchasing offer innumerable benefits to both sellers and buyers, and these advantages are also the reasons for the rising scope of e-commerce. As of 2017, the total value of the e-commerce business in India was USD 38.5 billion, according to IBEF, and it is expected to hit USD 200 billion by 2026.

**7. Limitation Of The Study:-**

The analysis is done strictly based on the response given by the several respondents.

- The study has not been done with respect to any specific sectors.
- The study not include availability of internet in a particular area.
- The study did not focus on any specific brand, product and service.
- The data received from the respondents only from specific area.

**8. CONCLUSION:-**

Thus, we believe that digital marketing, advertising, while not devoid of shortcomings, is still a great way to increase brand loyalty, and in the digital economy, especially as it allows you to interact directly with potential customers on a regular basis. Social media demand the information field of people and enterprises is expanding significantly, the costs of

searching, exchanging and storing information will decrease, as well as the role of information as a resource in the economic management system will be strengthened, it will help the company to reach a larger number of consumers, increase the volume of income and increase the competitiveness of the enterprise. Application of marketing technologies allows to carry out promotion and realization of common resources of the enterprises, including goods and services and to choose effective methods of promotion for each product. It also helps to increase the efficiency of their activities. The use of digital marketing will increase brand loyalty, directly, and on a regular basis, to interact with potential customers in the digital economy, so many companies understand the importance and necessity of using social media in marketing.

The overview directed was accomplished for the scholarly reason and it exhibited the effect of web-based existence of individuals. In this overview we centred to known the conduct of the client the individuals who purchase the item through online channel for example web-based business applications, internet searcher, and taste informing and so forth strategy. By this review we discover the young people are generally exists in these business sectors. They are intrigued and effectively mindful the important data terms and policies and so forth. It is a current study we see the future extension for the advanced advertising and buyer purchasing conduct towards online channels. It's gotten acceptable and builds their solidarity. Under the progression of creative conditions, at present the purchasing conduct of purchaser is digitalised on the planet. The greater part of the youthful buyers favour purchase and deals the items and administration through online stage.

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