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# Study of Variables and Factors Affecting Consumer Behavior in Digital Marketing

**Ms. Pushpa Yadav**

**Asst. Professor, Department of Commerce  
Bhagini Nivedita College, University of Delhi**

## ABSTRACT

Digital marketing is the use of the internet, mobile devices, social media and search engines and other channels to reach consumers. As the no of internet users are increasing rapidly, the scope of digital marketing is also increasing. It is a cost effective method of developing brands. Since it is considered as a new way of approaching customers it requires new ways of understanding how customers behave as compared to traditional marketing. There are many factors and variables of digital marketing which have influence on consumer behavior. The objective of the study of this paper is to examine the relevant factors and variables which affect consumer behavior in a positive way and results in a purchase decision. The research is undertaken through a 110-person poll. The research takes place in Gurugram, Haryana with a specific geographical area, and can be viewed as a constraint on evaluating buying decisions made by all consumers in different regions. Descriptive figures are used to interpret the outcomes of the survey. The results show that the variables: targeting and personalization and variety of products have high impact on digital marketing effectiveness.

**Keywords: Digital Marketing, Consumer Behavior, Digital Platforms, Consumers, Conversion Rate**

## **INTRODUCTION**

Digital marketing is a strategic tool for marketers and it consists of all the efforts made by a company in a digital environment. It is a method used by the companies to increase their online presence. As more and more customers are going online everyday and spending more time on the internet than traditional media, the use of digital marketing is becoming indispensable for marketers. It enables marketers to connect directly with prospective customers quickly and irrespectively of their places. Looking at the benefits of digital marketing like: extensive coverage, use of multimedia tools, scope of greater creativity, advantage of targeting precise consumer groups and tracking the effectiveness with the help of impressions, clicks and conversions, more companies are turning their efforts to the digital environment to reach new customers and to maintain existing ones. Companies now have realized that products only sell when people talk about them. This talk is done by social media platforms in the field of digital marketing. Digital platforms like Facebook, Instagram, twitter, have not only changed the way of social interaction scene but also have emerged as a new word of mouth marketing tool. With this shift of marketing techniques from traditional to digital, the process of consumer decision making has also changed.

## **OBJECTIVES OF STUDY**

The following are the objectives of the current study.

1. To examine the impact of digital marketing variables on consumer behavior.
2. To analyze the impact of consumer behavior variables in digital marketing on consumer purchase decisions.

## **REVIEW OF LITERATURE**

Digital marketing is a widely used type of marketing which uses digital channels to reach consumers and to promote products and services. It includes mobile phones, social media marketing, display advertising, search engine marketing and many other forms of digital media ( Yasmin, A., Tasneem, S. and Fatema, K., 2015). Digital marketing can be simply described as achieving marketing objectives through applying digital technologies (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). Digital marketing is a recent phenomenon in the field of marketing. Due to the increased speed of digitization of the business processes, it is surely going to be the future of marketing. Almost every business is now using on-line portals or social media channels to promote their products and services. The potential of digital marketing is obvious but the real benefits depends on how the marketers uses various categories of factors and variables impacting the purchase decisions of the customers. Some of the digital marketing variables which makes marketing impactful are : Layout, Call to action, Content, Color, Size, Blog Title, Frequency, Targeting and Personalization, Privacy and Timing. These are the variables which affects the success of digital marketing. Digital marketing variables explains the relationship between the money spent and the number of people reached. They are helpful in understanding the impact of digital marketing on sales ( GautamMehra, 2016). Another important factor to be considered in digital marketing is consumer behavior. Consumer behavior is often influenced by various factors such as: group influence, habitual buying behavior, variety seeking behavior, economic condition, personal preference, and complex buying behavior. Due to the technological advancements, the behavior of the consumers is changing radically and for impactful digital marketing the change in behavior needs to be understood (Girshwyn Reddy, 2017). Consumer behavior variables strongly affect where, when and how a consumer shops online. “The web is big, digital ad spending is big, e- commerce is big, but where am I going with all of this?” (Jonty Yamisha, 2014). This statement underlies the importance of the study of this paper. To have maximum impact of digital marketing every marketer should know how to present their products and services in a way that generates maximum impact on customers. Every digital marketer should know how to test the marketing

efforts. If the marketer does not evaluate what is working and what is not working he might end up in wasting his resources ( Jordan Stella, 2017).

## **RESEARCH METHODOLOGY**

A quantitative methodology is used in this analysis. The quantitative approach emphasizes theory or concept testing using variable metric measurements and using statistical tools. A questionnaire method was used for obtaining the data in this study. Sample sizes of 110 retail customers of the different showrooms of Gurugram participated in this study.

The research study is based on three main variables, i.e., variables of Digital Marketing, Consumer Behavior Variables and Consumer Purchase Decision Variables.

## **RESULT AND DISCUSSION**

### **Validity and Reliability Test**

Table-1 displays the findings of the validity and reliability test. Cronbach's  $\alpha$  was centered on the table well above the 0.60, which indicates the data is reliable. It can then be inferred that the method used was correct and Trustworthy.

**Table-1**

Sl.No	Variables/Indicators	Cronbach's $\alpha$
1	Digital Marketing	0.881
2	Consumer Behavior	0.832
3	Consumer Purchase Decision	0.843

## Descriptive statistics

Three main variables, i.e., Digital Marketing, Consumer Behavior, Consumer Purchase Decision, were studied, and the descriptive statistics have been mentioned below.

**Table: 2 Descriptive statistics of Digital Marketing variables**

Variables/Indicators	Mean
Digital Marketing	
Layout	4.45
Call-to-Action	4.80
Content offer	4.56
Color	4.08
Size	4.03
Blog title	3.81
Frequency	4.21
Targeting and personalization	4.98
Privacy	4.95
Timing	4.33

There are many variables which influence the digital marketing impact on purchase decisions of consumers. Based on the responses of the respondents it was found that targeting and personalization is the most influencing digital marketing variables. Table 2 details verify this finding.

**Table: 3 Descriptive Statistics of Consumer behavior variables**

Variables/Indicators	Mean
Consumer Behavior	
Group influence	4.51
Habitual buying	3.92
Variety seeking	4.73
Economic condition	4.68
Personal preference	4.81
Complex buying	3.63

As per the study in table 3, there are various consumer behavior variables which influence the responses of consumers towards digital marketing. On the basis of responses of respondents, it was found that personal preference and variety seeking are topmost variables which influences Consumer Behavior.

**Table: 4 Descriptive Statistics of consumer purchase decision variables**

Variables/Indicators	Mean
Consumer purchase decision	
Cultural	4.84
Social	4.86
Personal	4.77
Psychological	4.74
Product Value	4.76

Table 4 shows the variables which finally affect the purchase decisions of the consumers. The study in the above table shows that among all, Social and Cultural variables impact the purchase decisions the most.

## CONCLUSION

The study reveals that in this fast paced time of digitization, digital marketing is an important tool to reach a large number of customers and to grow business. The impact of digital marketing i.e. the conversion rate of readers or users into customers depends on certain variables. Who will use digital marketing depends on personal preferences of the customers and their social and cultural environment which may vary from person to person. Targeting, personalization and offering variety increases the impact of digital marketing. Through targeting and personalization, the right kind of products and experiences can be created. It gives a unique experience and feeling of being recognized to every user and helps in conversion of users in consumers. Another

important variable is variety seeking by the consumers. Marketers seeking to attract variety seeking consumers should consider providing different versions of the same brand of a product.

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