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“IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR”

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Abstract:

Any digital channels by a business or company to market or promote products and services to consumers are referred to as digital marketing. Different websites, mobile devices, social media, search engines, and similar channels are used in digital marketing. Due to the advances in technology, there is of the internet and the development of Web 2.0, interconnectivity between individuals has risen substantially. The evolution of Web 2.0 as a technological advancement has changed the way organizations interact with consumers, and as a result has caused as hint in digital marketing strategies. Human interactions have changed significantly due to engagement on social networks; the rapid growth of web platforms has facilitated behavioral changes related to activities, habitats and interactions. Consumer behavior changes require organizations to re-strategize their marketing activities in the digital space thus organizations must understand how digital and social media marketing impacts consumers' purchasing decision processes. Together with these processes, organizations must also be aware of how consumers' attitudes, values, and beliefs impact their digital marketing.

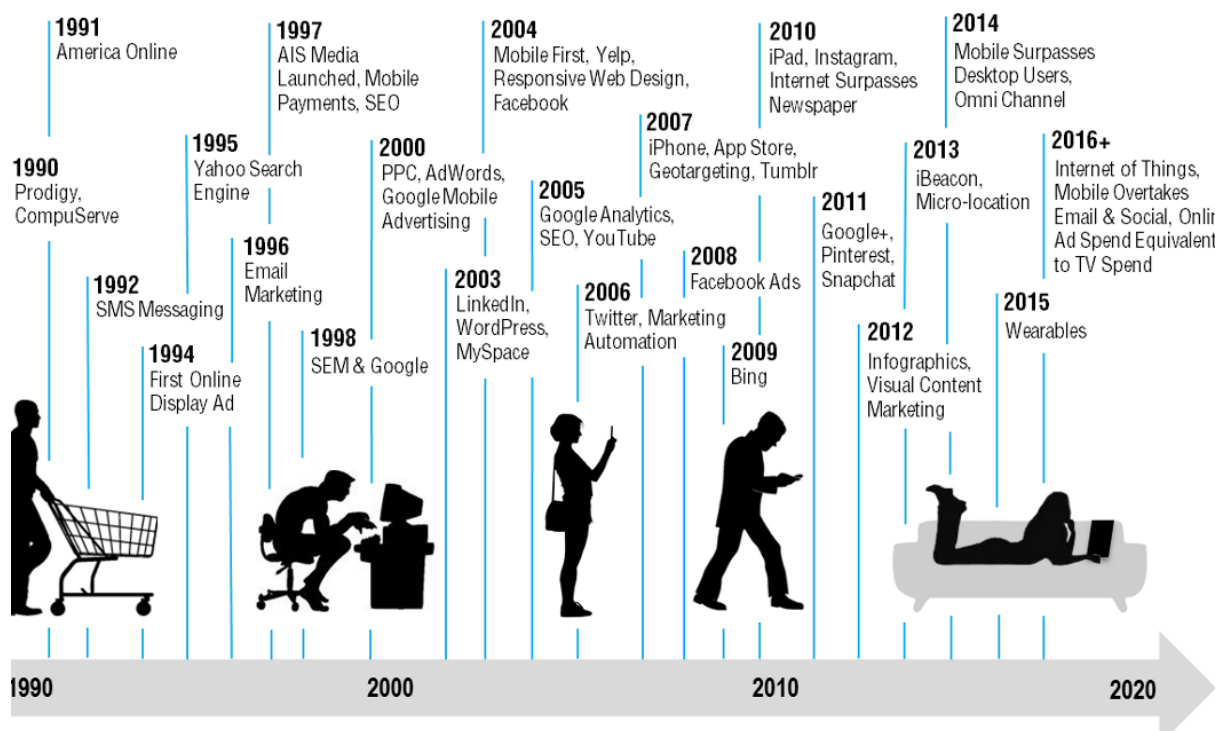
Key Words:

Digital Marketing, Behavior, Social Media

Introduction:

One can see the revolution in the internet which is in full swing. Five years ago there was limited internet access. Many of small to large internet service providers have set up shop as we can term them as e-commerce website where there is price of war. Even small internet kiosks have been opened in small town as well. Nowadays internet represents for people in different way such as from idle class it may be a good job and for some it may be a chance to go abroad. But still there is realization that the internet can reach only to the wealthy people which actually is not the fact and which actually should not be there. We all have heard about the term net neutrality and the government is working on it which basic aim is to provide internet to every individual no matter where he or she lives in the same amount in which others are getting. For the Indian businesses which are set up in abroad net provides them efficient medium of communications. Email and websites are available 24 *7, One can do video conferencing and move ahead with his business practices sitting anywhere so this is the ease which we have got after the internet came into the existence. On one click we can pay, book tickets, communicate, learn, search etc. The demand has till not met efficiently and it's still represents a barrier to business and societal development. Even the government of India is working towards the laying down of the infrastructure so that there is no lack of development. Providing the net to the rural areas is the main aim for the government because it also creates employment.

Evolution of Digital Marketing



Literature Review:

The search for relevant literature was mainly conducted through academic textbooks and research databases such as Google Scholar. Journal articles were sourced from the research databases and focus was placed on peer reviewed journal articles within the last five years. The literature review search was focused on the relevant aspects of the research study, which were digital marketing, consumer behavior, consumer decision making, and consumers in India. At first searches on these aspects were only done for Delhi but limited information was found and in order to increase the understanding of impact on demographic influence I tried to widen my presence and was successful in widening the presence and understand the impact. The first section covered the aspect of digital marketing with regard to its marketing channels and thereafter the impact on consumers. The next section is a description of the consumer behavior model, followed by the third section which is the description of the consumer decision making process. There after the fourth section discusses consumerism Delhi and understanding the impact if the crowd present in the region ,impacting their decision and is it the Geographic location that impacts the decision making.

OBJECTIVES OF THE STUDY:

1. To know behavior of consumer for buying digitally

Research Problem:

Research can be conducted using different methodologies, such as exploratory, descriptive and explanatory research. Exploratory research can be conducted by gathering information through academic literature and conducting interviews; the intention is to gather new insights, as knew questions and assess on which topics little research has been conducted. Descriptive research aims to gain a more accurate description of situations, persons and events, and can be conducted through interviews, sampling, questionnaire surveys and the reanalysis of secondary data. Lastly, explanatory research focuses on the study of a situation to explain the relationships between variables, and can be conducted through case studies, statistical surveys, observation, attitude surveys and historical surveys.

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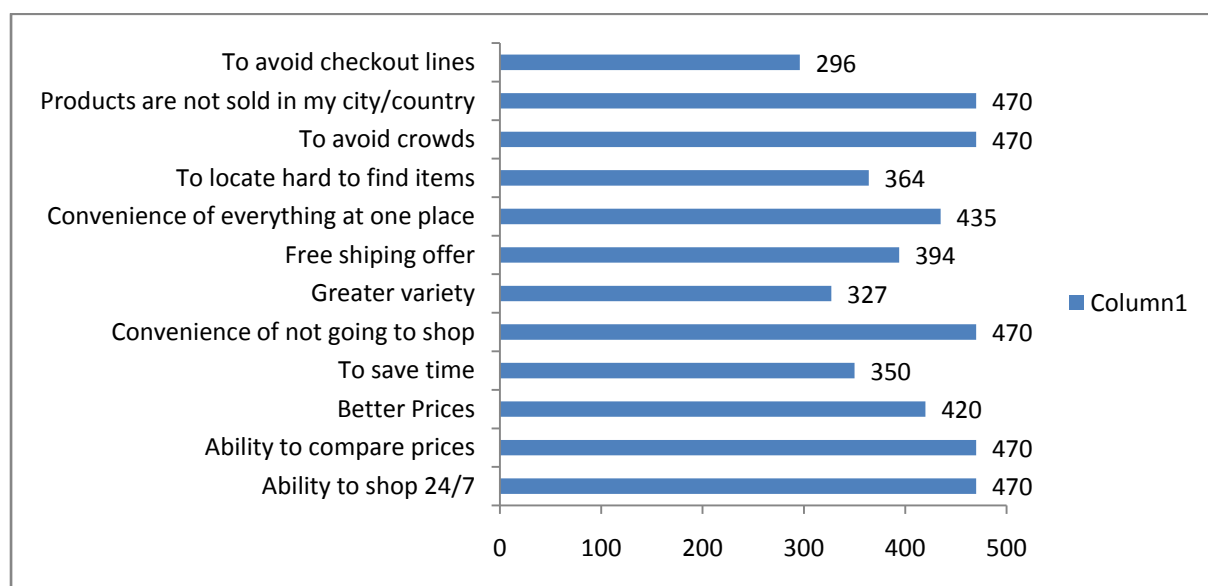
RESEARCH METHODOLOGY

The choice of research methodology for phase one was exploratory, which was undertaken to expand on the limited research done on this topic. In the research process, primary and secondary data were gathered whereby the primary data was specific to the research study, whilst the secondary data were retrieved from data collected for the purposes. The research

methodology chosen for this study was a hybrid approach, i.e. exploratory (qualitative) and descriptive (quantitative). A hybrid approach seemed appropriate as it is a mixed approach of qualitative and quantitative testing, which leverages exploratory and descriptive research. The research was conducted in two phases, with the first phase being exploratory and these phase being descriptive. Population can be defined as a complete set of group members. Region taken under considered is worldwide in order to understand the geographic mentality of the people towards digital marketing. Data gathering process: In order to understand the customer's buying behaviour towards digital marketing a Questionnaire was developed and was circulated worldwide and responses were recorded through this survey.

Analysis:

Reasons why you shop online?



LIMITATIONS OF THE STUDY:

Although the research methodology was well defined, there were limitations to the study.

- Firstly Respondents may not be 100% true about the answers.
- Secondly, Limited information and research were found on digital marketing
- Thirdly, there might be differences in understanding and interpretation.

Summary:

The research methodology for the research study was a hybrid approach, which consisted of an exploratory and a descriptive approach. The research approach consisted of two phases - firstly exploratory, then descriptive. As limited information and research were found on digital marketing and its impact on consumer buying behaviour, an exploratory approach was used to gain new insights into the research topic. The descriptive approach was under taken there after to supplement the exploratory approach. In the exploratory approach, primary data were

gathered through questionnaire and secondary data were retrieved through internet sources. The research process was subject to limitations as indicated and acknowledged.

Recommendation:

When analyzing the themes of the study, businesses must take into account the factors regarding how digital marketing impacts the consumer buying behavior. Firstly, business needs to understand the consumer profile of digital consumers and how their behavior has shifted. These consumers have adverse sets of characteristics and their consumer behavior has shifted to incorporate digital, which is becoming the way of life for consumers – especially the millennial generation – who now have the ability to make more informed decisions. Consumer access to digital is becoming easier and more convenient, so consumers now decide which channels they want to be communicated on rather than businesses deciding for them. To reach out to consumers, business needs to understand this consumer buying behavior shift. This recommendation is for business to be present in the digital space and be represented across a wide range of digital channels. It will be a challenge for businesses to be relevant in their industry if they are not present in the digital environment. Businesses thus need to understand the different sources of information that consumers utilize, and align their marketing messages to consumers across digital and traditional marketing channels. The next recommendation is that businesses understand how digital marketing has impacted the consumer decision making process. In the problem recognition phase, due to the consumers' ease of access to the digital environment, businesses need to market and position their products as solutions to the consumers' needs; digital content needs to appeal to consumers.

Future research recommendations:

Although the research study followed a hybrid approach, the research methodology was primary exploratory which was based on qualitative research. The results of the study were analyzed through themes that were identified in the primary qualitative data, and supplemented with secondary qualitative and quantitative data. Lastly, future research can be conducted taking into account additional factors in digital marketing and the consumer decision making process, and can be compared to the findings of this research study to identify any differences.

CONCLUSION:

The research study was centered around digital marketing and the impact on consumer buying behaviour. According to Tiago and Verissimo (2014), limited research has been conducted on digital marketing from an organizational perspective, thus the academic need for this study. The business need for the study was to identify and evaluate the impact of digital marketing on consumer buying behaviour.

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