



**THE INFLUENCE OF DIGITAL MARKETING ON INDIAN
CONSUMERS**

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Abstract

Putting your marketing efforts online means using digital marketing. The term "digital marketing" refers to any promotional effort that takes place entirely online. Consumers have gradually begun paying greater attention to digital advertisements. There are numerous varieties of digital connection, including SEO, affiliate marketing, content marketing, and so on. While digital platforms don't outright sell products, they do interest customers in solving problems and urge them to take some kind of action. The impact of digital marketing strategies on consumers' decisions to purchase electronic goods is the focus of this article. This research mostly consists of describing phenomena. Two-hundred participants were chosen via judgment sampling for the research. The research concluded that five digital marketing construct have a substantial impact on consumers' purchasing decisions.

1 Introduction

Advertisements for products or services, as well as attempts to get in touch with potential buyers, are commonplace uses of digital marketing. Digital marketing employs offline strategies as well as online ones. It includes everything from short message service (SMS) and multimedia messaging service (MMS) texts to social media advertising and display advertising and search engine optimization (SEO). Digital media have made it possible for consumers to get information anytime and wherever they want. In addition to hearing what the company has to say, consumers may now hear what others (the media, friends, organizations, peers, etc.) are saying about the brand.

The term "digital marketing" is often used to refer to any kind of advertising that employs the usage of digital means to reach consumers. The term "digital marketing" is used to describe a broad range of approaches to advertising goods and services using electronic mediums such as the World Wide Web, mobile phones, and more traditional broadcasting platforms. Canon's iMage Gateway makes it easy for users to share their digital photos with the world.

Merisavo et al. (2004) found that L'Oréal's Lancôme uses email newsletters to maintain touch with customers and, ultimately, inspire brand loyalty. To boost their re-subscription rates, magazine publishers may employ e-mails and SMS messages to activate and drive their customers into the Internet (Merisavo et al., 2004).

The term "digital marketing" has come to be employed in a specific context. E-commerce is an abbreviation for electronic commerce, online marketing, electronic marketing, and electronic business. These concepts are related to one another, but they are not interchangeable. Real-time Wi-Fi connectivity is an integral part of online product advertising. E-business refers to the use of technology in both internal operations and external transactions. Its commercial and online marketing efforts include promotion of online purchases. Electronic marketing, often known as online marketing, is the promotion of goods or services over the Internet and related digital technology. According to Rowan (2002), e-marketing is the process of utilising information technology to create, distribute, and track customer-facing content in order to better serve existing consumers and attract new ones. Buying and selling digital content online, as well as conducting financial transactions, constitutes "e-commerce," which stands in for the business side of the corporation. In computing, the term "digital" refers to a method of transmitting data that is both limited in scope and highly malleable. While "analogue" refers to a discrete data transmission system, "digital" refers to a continuous one. When a digital media is used to perform a marketing function, that marketing activity is considered digital.

According to Kotler et al. (2012), the purpose of advertising is to "identify and respond to cultural and natural needs." Success will eventually be understood as "meeting needs profitably." The United States Marketing Association (2008) defines "merchandising" as "the activity, set of institutions and processes used to produce, communicate, deliver and exchange offers that have experience for the consumer, customers, partners and society at large."

2. Review of Literature

2.1 Consumer Buying Behavior

According to Baji and Sekhar (2013), even if customers' fundamental purchasing behaviours are same, their behavioural pattern in regards to product quality, choice, and determination is different. The author of the research contends that consumers have strong opinions about the current system of product distribution, which calls for significant reform to provide access to a wider variety of devices while maintaining high standards of quality and competitive pricing.

Consumers' attitudes towards electronics were studied by Rajeselvi (2013). Although consumers' basic shopping patterns are consistent throughout cultures, there are clear cultural differences in how customers respond to product quality, variety, and persistence.

The influence of both internal and external factors on consumers' purchasing choices was discussed by Vijayalakshmi et al. (2013). Subsequently, the researcher offered his opinion that, in order to deliver maximum consumer pleasure via individualised options, marketers should be aware of the impact of these variables.

According to research conducted by Baines (2013), the marketing of services involves seven different "Ps," whereas the marketing of commodities only involves four. People, Physical Evidence, and Processes are the three more Ps. A service is defined by its users. It's the backbone of service marketing since it encompasses the people actually providing the services. Since services are ethereal, providing clients with concrete proof enhances the likelihood that they will accept the service. A company's competitive advantage may also stem from the physical evidences it employs. Last but not least is the procedure, which details how the business provides its service to customers.

According to a study by Arshad et al. (2014), television advertising is more successful than other forms of marketing because it elicits a stronger emotional and contextual reaction. Based on the results of the research, it is clear that the instantaneous presentation of pictures, text, and information has a greater impact on consumers than any other platform. The thesis titled "Categorising Consumers' Buying Behaviour" illustrates how consumers are influenced to buy a certain brand of television due to advertisements seen on that brand. The author continued by saying that people make choices prior to making purchases. Consumers are swayed by the product's price, quality, advertising, and recommendations from people they know.

The gender of a consumer base, as shown by research by Kumar et al. (2014). The research also demonstrated how people make alternative choices while shopping for high-tech items like smartphones, refrigerators, and more.

The psychology of internet shoppers was studied by Prasad et al. (2014). According to the findings, consumers' preferences have shifted towards higher-priced products including air conditioners, refrigerators, smart phones, and other electronics. Customers have reflected on their actions while purchasing these items online.

According to Luo and Toubia (2015), businesses should continue tailoring their communications to each individual customer's area of expertise. Customers learn more and provide better ideas because of this. As innovation platforms grow in popularity, researchers are devoting more time and energy to studying them.

2.2 Digital Marketing

Foux (2006) found that, when compared to communications funded by corporate organisations through marketing, social media provided a more honest and trustworthy source of information about the products and services supplied by an organisation.

According to research by Lages et al. (2008), there are five main requirements for positive word-of-mouth and client loyalty. Relationship satisfaction, relationship commitment, trust, and collaboration are the other two.

According to Venkatesh's (2008) analysis, several technology developments have altered the global landscape and made businesspeople's lives easier. One of the most noticeable changes is the rise of "Internet and Online Marketing." As a result of this breakthrough, buyers and sellers no longer need to leave the comfort of their cubby to do business. While consumers have more access to product information when purchasing online, marketers lack the resources to monitor and analyse every part of their efforts.

According to Russell (2008), businesses use social networking in all its forms on a massive scale. They are honing down on certain groups to design effective campaigns that will win over. They've been more effective than conventional outlets in spreading their message.

Researchers Brosekhan and Muthu (2008) found a significant difference in the effects of contemporary and classic forms of advertising on shoppers' perspectives. It has been shown that customers' purchasing choices are heavily influenced by seemingly little details associated with both the media and the advertisement itself. Companies can learn more about their customers' emotions, thoughts, families, reference groups, and other personal, environmental, cultural, social, and psychological influences by conducting a comparative analysis of the two forms of advertising. All of these should be taken into account by any serious online marketer.

Using data from the gaming industry, Feng Zhu (2010) examined the impact of customer reviews on product sales and the significance of product and consumer features. According

to the findings, online reviews are more useful for widely played games and games whose players have a higher level of Internet literacy.

Using digital marketing tasks, multichannel marketing shops, ambiance, and layout as examples, Shanker et al. (2011) shed light on shopper marketing and demonstrated the efficacy of these innovative approaches. Retail and industrial consumers' judgements are strongly influenced by the allowances they are offered.

Most of the company's internet presence was recently analysed by Kotler and Armstrong (2012). Only accessible through mouse click, examples include Amazon.com. These businesses do their customer service entirely on the web. Traditional businesses are increasingly using cutting-edge tools to improve their sales processes. In today's increasingly competitive business environment, offline businesses struggle to compete. The popularity of social networking sites has skyrocketed in recent years. Winer's research on e-commerce revealed the value of social media in marketing and brand awareness. According to his definition, a blog is an online journal where readers may share their thoughts and inspire one another. However, the importance of word-of-mouth advertising in blogs was not investigated in his studies. He thought that a corporate blog was a great way to connect with consumers without being obtrusive. User reviews and suggestions were another something he said may be useful or harmful.

According to Kumar's (2014) research, e-commerce plays a crucial influence in the property market. However, agents and brokers play an important role in this industry by connecting buyers and sellers. He emphasised the potential for e-commerce and digital marketing to generate a large number of qualified leads for sales teams to pursue. When the proper consumers are linked, the lead-to-customer conversion rate rises.

Digital marketing, which Dara (2016) defined as "the use of digital media to attract customers," is on the rise. Digital photographs and movies, mobile phones, social networking sites, display advertisements, web pages, etc. are all examples of digital media. Its usage in advertising products and services has increased significantly in recent years. Her primary focus was on how important internet marketing is for both buyers and merchants. She said that in order to be successful, it needed to focus more on the requirements of its users and adapt to meet those needs. As a result of digital marketing, new needs might be identified and met. It's a fantastic chance for companies to connect with a wide audience.

According to research by Kaptyukhin et al. (2013), digital marketing offers superior levels of interaction, measurable success, and pinpointed placement. According to Kaufman and Horton (2014), digital networks have improved the marketing and consumer interaction experience by expanding the interactive platforms.

Using a validated questionnaire, Elisabetaloo et al. (2014) investigated the impact of social networking sites on customer behaviour. According to his research, social media does have an effect on shifting consumer habits.

This investigation would focus on gauging how consumers see digital marketing and the impact that digital channels have on their purchasing choices as a result of the research showing that a change in consumer buying patterns is taking place as digital marketing evolves. Customer expectations for different digital product kinds will also be investigated.

A lot of studies are discussed here. Research shows that the phenomena known as "consumer buying behaviour" is quite nuanced. Numerous variables influence Consumer Purchasing Behaviour. Online advertising on social media and other websites has been expanding rapidly, as noted by a number of studies included in the aforementioned body of research. However, the following gaps have been discovered after a study of the literature: The "relationship between digital marketing and consumer buying behaviour" has not been well researched, hence there is room for development in this field.

3. Objective of Studies

Following are the main objective of our study:

- [1]. To study factors which influence consumer towards online shopping.
- [2]. To study the impact of digital marketing on "Consumer Buying Behaviour"

4. Research Methodology

Both primary and secondary sources were used in the investigation. The primary data was collected using a structured questionnaire from a random sample of 200 people in the study area. Non-probability sampling methods (convenience sampling) were used to assess the samples, and these results were then used to inform further research. Secondary sources, such as scholarly articles, are also being combed through.

4.1 Research Model

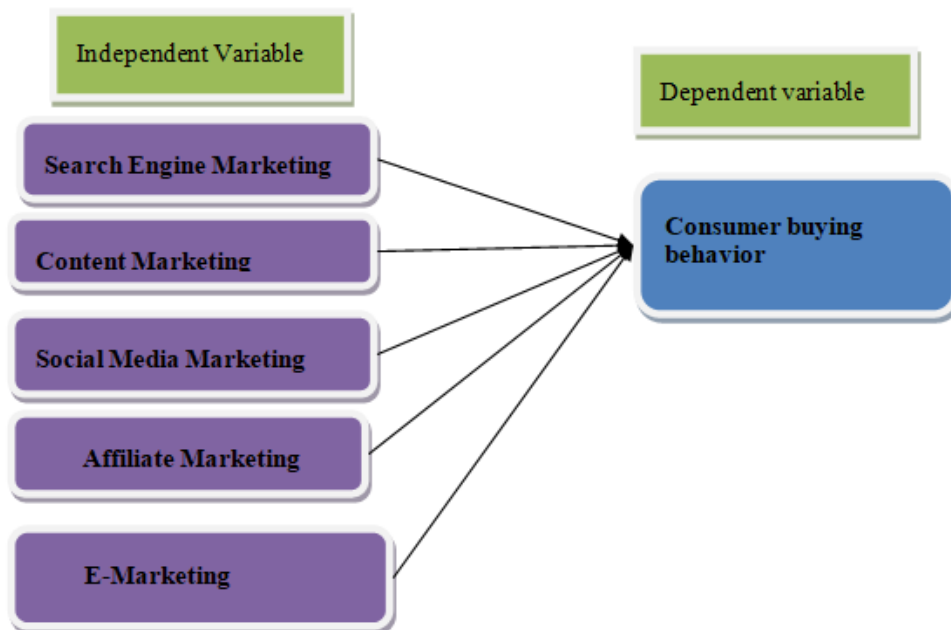


Figure 1: Research model

The study's framework is well-suited to assessing how digital marketing influences consumers' decisions to make purchases. The primary goals of the research were to determine whether or not consumers intend to use digital marketing channels in their purchasing decisions and, if so, for what types of items. Search Engine Marketing, Content Marketing, Affiliate Marketing, Social Media Marketing, and Email Marketing are all included as independent variables in this research. In this case, customer purchasing habits serve as the dependent variable.

4.2 Area of the Study

The participants in this survey are all residents of Delhi.

4.3 Research Approach

Data is gathered using a survey administered to participants who are instructed to fill it out independently after being given a thorough explanation of its purpose and its usage. It was formatted with both free-form and closed-ended questions.

4.4 Sample Size

A pilot research was conducted with a sample size of 200 to determine whether or not respondents used digital channels while making purchases.

4.5 Research Instrument

The data was gathered via the use of a structured questionnaire that used the non-comparative likert scale. The effect of digital marketing may be investigated by sifting through the acquired data, which has been split into two categories: (1) how people are aware of digital marketing, and (2) how digital marketing affects the purchasing decisions of consumers. Journal articles, case studies, websites, e-books, and so on were mined for secondary data.

Only questionnaire data are included for analysis and interpretation; these data are processed by frequency analysis, chi-square test, analysis of variance, and linear regression.

5Result and Discussion

According to the figure 2, 110 (or 55%) of the 200 total responders are male, and 90 (or 45%) are female. As per figure 3 ,out of the 200 respondents, 134 (or 67%), originate from urban areas, followed by 44 (or 22%) and 22 (or 11%) from semi-urban areas and rural urban areas.Out of 200 respondents, 81 (40.5%) had completed their undergraduate degrees, 88 (44%) had completed their postgraduate coursework, 23 (11.5%) had completed their PhDs, and 8 (4%) had completed their education in the "others" group.

Out of a total of 200 respondents, 42 (21%) mention manufacturing as their profession, 45 (22.5%) mention professionals, 55 (27.5%) mention services, 41 (20.5%) mention traders, and the remaining 17 (6.5%) mention other professions.

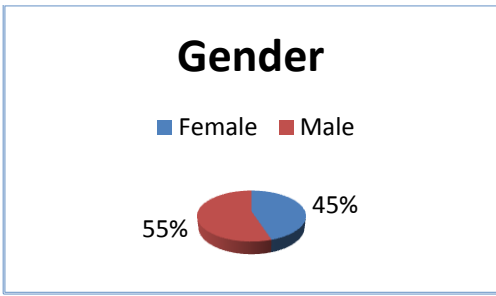


Figure 2: Gender of respondents

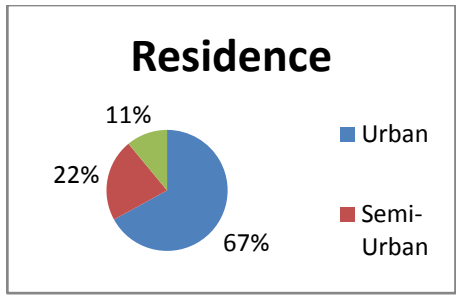


Figure 3 Residency of respondents

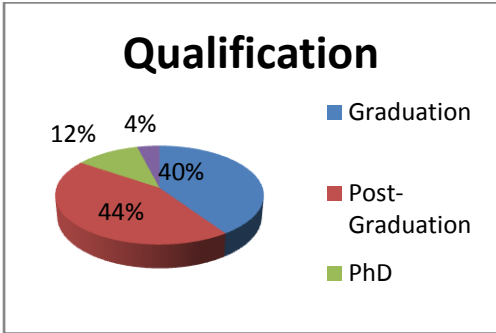


Figure 4 Qualification of respondents

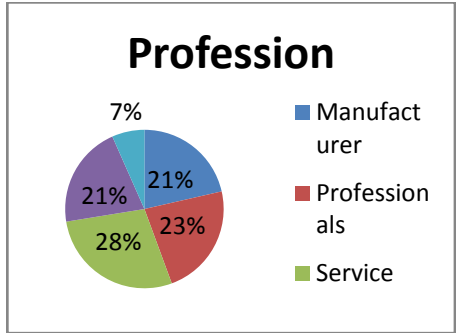


Figure 5 Profession of respondents

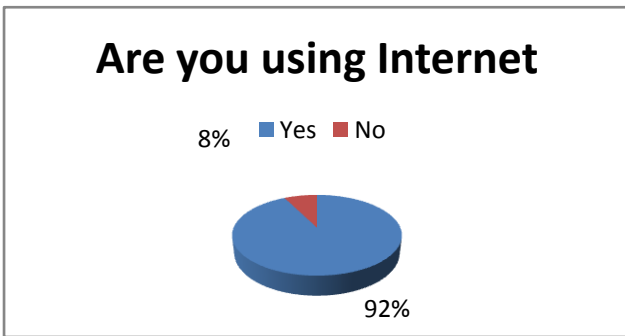


Figure 6: pie charts of percentage analysis on respondent's response on are you using Internet

In the question of whether or not they use the internet, 185 (92.5%) of the 200 total respondents gave a yes answer, while 15 (7.5%) did not.

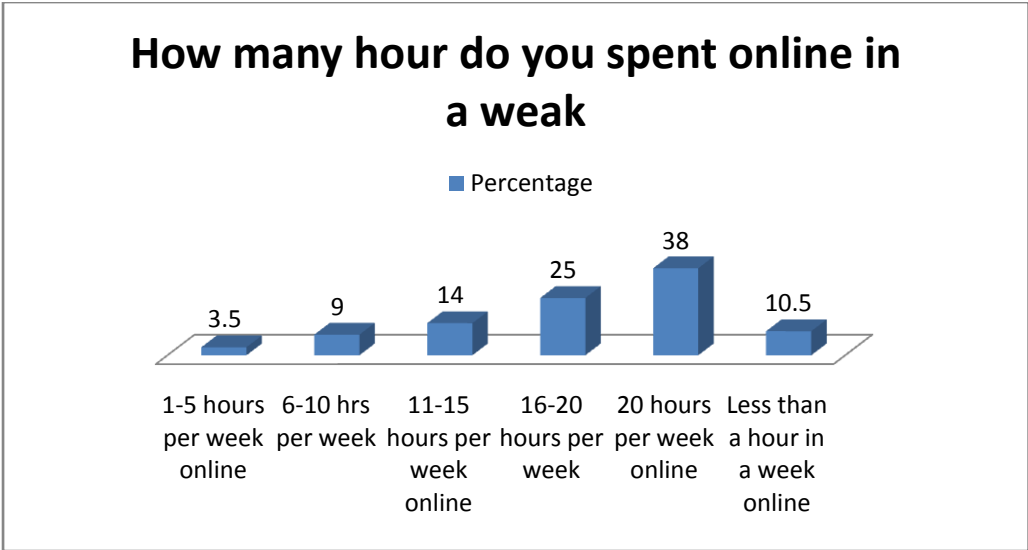


Figure 7: Bar chart of percentage analysis on respondent’s response on how many hour do you spent online in a week

Out of 200 respondents, 7 (3.5%) said they spent 1 to 5 hours per week online, 18 (9%) said they spent 6 to 10 hours per week, 28 (14%) said they spent 11 to 15 hours per week online, 50 (25%) said they spent 16 to 20 hours per week, and 76 (38%) said they spent 20 or more hours per week online. The remaining 21 (10.5%) respondents who were asked how much time they spend online in a week responded with Less than an hour.

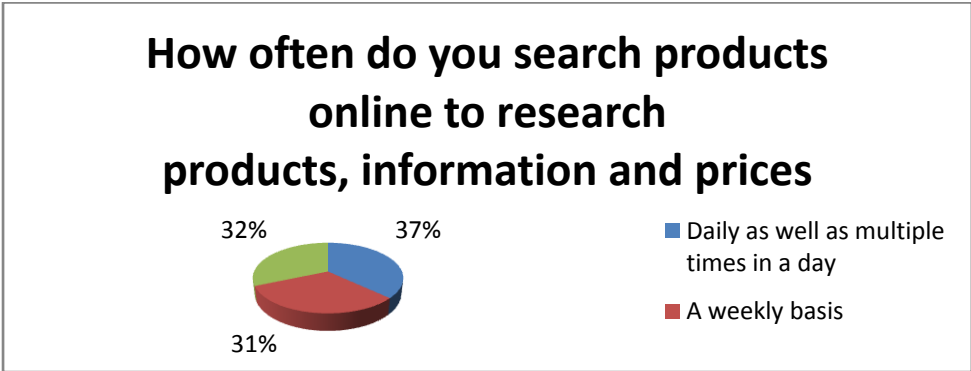


Figure 8: Pie chart of percentage analysis on respondent’s response on How often do you search products online to research products, information and prices

Out of 200 respondents, 74 (37%) said they look for products daily and numerous times during the day, 63 (31.5%) said they search for products six times each week, and the remaining 63 (31.5%) said they search for products once per week.

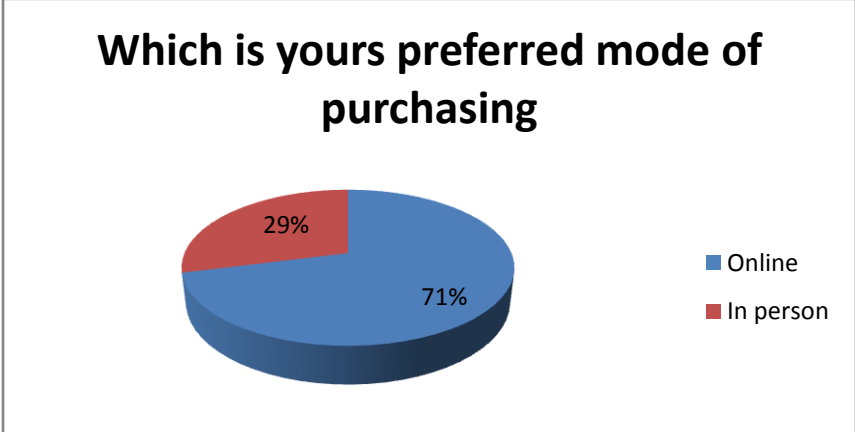


Figure 8: Pie chart of percentage analysis on respondent's response on which is your preferred mode of purchasing

Out of 200 respondents, 142 (71%) stated they preferred to shop online, and the remaining 58 (29%) said they preferred to go into stores.

Variables	Chi-Square	Asymp. Sig.
Search Engine Marketing	327.333	.000
Content Marketing	240.000	.000
Social Media Marketing	155.040	.000
Affiliate Marketing	253.667	.000
E-mail Marketing	299.900	.000
Consumer buying Behavior	186.720	.000

According to the chi-square test mentioned above, all of the variables under study had a highly significant association (a significant difference between observed and expected frequency) with a significance level of 0.000%, including search engine marketing (327.333), content marketing (240.000), social media marketing (155.040), affiliate marketing (253.667), e-marketing (299.900), and consumer buying behavior (186.720) for online shopping.

It indicates if two variables are independent of one another. The causal relationship between two variables cannot be determined via chi square. If the chi square test result for any of them is 0.000, it means that the observed and anticipated frequencies were the same. The frequency (seen and predicted) must fall within the range of 5–30 according to the chi square rule.

Table 1: Model Summary of regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Linear	0.264	0.705	0.571	0.48091

The values for R and R² are listed above. The moderate level of correlation indicated by the R value of 0.264 for the simple correlation.

The R² value (0.705) shows that all independent factors together explain 70% of the total variance in the dependent variable (consumer purchasing behavior). In this scenario, a sizable amount (70.5%, to be exact) may be explained.

Adjusted R² value (0.571) reveals the independent factors that have the most impact on the dependent variable, purchasing habits of consumers.

Table 2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.260	8	1.283	5.546	.000
Residual	136.680	591	.231		
Total	146.941	599			
Dependent Variable: Consumer buying Behavior					

The preceding table demonstrates that the regression model provides reliable and significant predictions of the dependent variable. The F statistic value of 5.546, which is significant at the 1% (0.000) level, indicates that there was a substantial effect on the dependent variable.

Table 3: coefficients of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.973	.364		8.172	.000
Search Engine Marketing	.138	.038	.153	3.660	.000
Content Marketing	.106	.034	.123	3.071	.002
Social Media Marketing	-.169	.039	-.183	-4.378	.000
Affiliate Marketing	.108	.034	.133	3.206	.002
E-mail Marketing	.051	.024	.086	2.109	.035
Dependent Variable: Consumer buying Behavior					

Regression analysis coefficients are shown in the above table. The dependent variable, Consumer Buying Behavior for Online Shopping, was significantly impacted by the examined variables Search Engine Marketing (3.660), Content Marketing (3.071), Social Media Marketing (-4.378), Affiliate Marketing (3.206), and E-Marketing (2.109).

Conclusion

This research provides strong empirical evidences on the impact of digital marketing. Customers who do online information searches are targeted by search engine marketing strategies. Instead of trying to sell the items or services itself, digital marketing provides a solution, aid, or assistance. Effective content marketing occurs when the marketer makes material accessible to the prospective customer in a manner that the consumer recognizes as being of interest to them. A buyer's journey to the product begins with the appropriate content. The effectiveness of word-of-mouth was also confirmed. Consumers are discovered

to be quite active on social media platforms such as Facebook, Twitter, YouTube, Snapchat, TikTok, Instagram, etc., which is why social media marketing covers such a broad range of activities. This finding lends credence to the idea that social media marketing might affect how customers interact with electrical products. Marketing through e-mail was one of the first forms of digital advertising. According to the results, E-mail marketing may significantly affect consumers' decisions to purchase electronic goods. Emails that have a high rate of opening, click-through, and conversion on the landing page are successful. Email marketing proves to be a useful technique for establishing lasting connections. Finally, affiliate marketing is the only kind of digital marketing that has been shown to have no appreciable effect on consumers' decision to purchase consumer electronics. Due to the obfuscated and technical nature of the affiliate marketing system, the average customer is often unaware of when they are being subjected to this kind of advertising. In conclusion, the research strongly suggests that electronic product promotion make advantage of digital channels. The expansion of online connectivity and mobile phone use is facilitating the reach and interaction of digital marketing. Since both online commerce and digital marketing operate on the same platform, the latter's popularity may be expected to continue to soar in tandem with the former.

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