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Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract - The purchase habits of consumers are changing at a never-before-seen pace. Product kind, value, location, technical developments, features, quality, packaging, lifestyle, status, and age are some of the variables that affect this behavior. The young demographic is the most complicated and significant of them. Because they follow the newest trends in fashion and taste, today's young have a big influence on consumer behavior. As a result, marketers spend a lot of money on market research to find and forecast shifting consumer trends, especially among younger consumers. Because digital platforms are so common, companies must increasingly use creative marketing techniques. The influence of digital marketing on consumer purchasing behavior, especially among young people, is the main emphasis of this study. The results show that most young people nowadays approach internet platforms with awareness and responsibility.

***Key Words*:** Digital Marketing, Consumer Buying Behavior, Youth Demographics, Social media influence, Motivational Factors, Consumers trust.

1. INTRODUCTION

Digital marketing is defined as the purchase and sale of products, objects, and services using personal computers or the internet. Web and electronic commerce technologies are affecting the whole industry, including plans of action, revenue streams, customer bases, and flexible supply chains. New plans of action are emerging in all industries of the new economy. The travel business and tickets have seen significant changes in recent decades. According to one study, the internet travel business accounts for around 76% of India's net commerce.

Ticketing is currently done at gathering locations or carrier sires. Clients of online purchasing are delighted with quick delivery and flawless payment options, which instil faith in consumers. Indeed, internet ads have undergone significant changes, with career and matrimonial listings leading the way. Online shops are now promoting a wide range of categories, including hardware and white items. In these emerging models, illusive resources like as connections, knowledge, people, brands, and frameworks are gaining center stage.

The internet is a fascinating technological innovation, but consumers all across the world are becoming more interested in online buying. The impact on retail has been enormous, and as a result, many firms are shifting the channels through which they offer their products and services. In certain regions of the world, merchants have been quick to respond by establishing their own specially marked online business storefronts, whilst in others, the e-commerce center reigns supreme.

I. ADVANCED MARKETING IN INDIA

India has the second-largest population on the internet worldwide. Promoting techniques have taken root to link the general public after the growth of the internet. It is impossible to coordinate the massive advancement that computerized displaying has demonstrated with any other approach. Appreciating the current state of affairs in India, people there are aware of the internet and use it for a variety of purposes in their daily lives. In this way, India's web displaying sector is booming. Online life determines how advanced advertising is received in India.

India's retail sector is booming, both connected and disconnected. Although India is a relative newcomer to online shopping, it is predicted that in the next five years, online sales would increase by 50% annually. With over 120 million users, the country is currently the second-largest web client nation. Rapid adoption of portable technology is expected to increase the number of users to over 330 million by 2015. Advanced showcasing is improving thanks in part to web-based social networking. Increasingly wealthy populations of young internet users are spending more time and money online, which is changing their purchasing habits. Books, buyer hardware, travel, financial management, clothing, and quality care are some of the most popular items available online. Major cities are the primary focus of web-based shopping, with Mumbai leading the way, followed by Delhi and Kolkata. A significant portion of purchases are made through online marketplaces, such as Snapdeal, which was launched in 2010. Although the internet currently accounts for a small portion of India's GDP, retailers anticipate that a web explosion will soon be upon them.

II. BUYING BEHAVIOUR OF THE CONSUMER

Individual purchasing behavior plays a significant role in overall purchasing behavior, particularly among adolescents. The process of creating links between products available in the market and gatherings centered around purchasing behavior is known as purchasing conduct advertising. It entails segmenting the market according to metrics of purchasing behavior, positioning the product in a way that appeals to the activities, prices, and evaluations of the targeted market, and launching clear, targeted campaigns that use purchasing behavior to estimate the market for the given product. Approximately 20 years old in India. With 145 million users, India is one of the top three countries in the world for web clients. Just 34% of commerce is sorted out by advanced advertising. This reveals a few factors that are impeding the success of web-based advertising in India. One of them is the danger that young people in India perceive. Given how many young people live in India, online shopping has become extremely popular there. Even while internet retailers are finding their customers in cities and towns all throughout India, the government is still unable to properly reach the country's rural areas despite investing heavily in digital infrastructure.

LITERATURE REVIEW

The terms "Electronic Commerce," "Web Marketing," and "Web-based Shopping" are already widely used by buyers and business executives worldwide as companies recognize the potential for increased commerce in the online business environment. Computerized marketing is "the process of establishing and maintaining customer relationships through online activities to promote the exchange of ideas, products, and services that meet the goals of the two parties."

The E-commerce site that any internet firm creates is its foundation. Visitors should want to look at the site more if it catches their attention. This propensity is accompanied with a well-thought-out plan, a quick route on the site, and clear instructions. Globally, the number of people using the Internet is growing at an exponential rate. The Internet is a virtual library with an infinite amount of information. This data may be distributed and accessed by anybody.

- The study "Factor influencing consumer buying behaviour towards bikes among Indian youth" was conducted by Khasgiwala Vishal and Sainy Monika (2014). Impulsive buying behaviour is examined. Today, rash purchases are common and can occur in any situation. According to their portrayal, incentive purchasing refers to spontaneous purchases made without prior planning, either to fulfill a certain need or to purchase a specific item category. Although not intentionally planned, it swiftly rises when compared to the unique upgrade India, a traditional economy, needs, such as TV shopping channels and online exhaust clients. Motivation buying opportunities growing both the availability to the goods and administrations and the situation with which drive buy can be done. Drive purchasing is an impulsive purchase characterized by an abstract propensity for guaranteed ownership and a generally fast dynamic.
- In a 2016 study titled "A study on the lifestyle of youth and its impact on online shopping," Dr. Venugopal and Swamynathan C. Purchaser behaviour varies depending on the product, value, features, quality, packaging, lifestyle, status, client's age, and so forth. Today's young people's shifting preferences have an impact on their purchase decisions since they generally follow the trends in fashion and taste. In this way, online shopping has become more and more popular among the younger generation than traditional retail. Advertisers are forced to learn creative ways to sell due to the influence of the younger generation's lifestyle. Young people's lifestyles have a greater influence on their shopping behaviour. The important discovery the analysis reveals that young people's shopping habits have changed significantly as compared to older or more experienced generations. This is further supported by the growing amount of online shopping. The transition in their lifestyles is a major cause for the adolescents' rapid changes in their shopping behaviour.
- In their article, Sharma M. and Mahlawal Seema (2018) found that India's youth are innovative, determined, and certain. Indians under 20 will account for 55% of the population by 2018 and have correspondingly more purchasing power. The younger generation in the west has frequently been pitted against their elders. The major first step was defiance. Experience, music, and other "cool" images became the perfect combination to create a clique brand that resurrected in opposition to the system. According to this tapping youth approach, it's always young versus elderly. What's 'cool' among young people is another constant source of distraction. Motivating young people around such distinctions is not difficult because of the notable behavioural differences between the young and the others in these social hierarchies. In any case, this approach is at a

disadvantage in India, where everyone and everything is young.

RESEARCH METHODOLOGY

Finding out how customers feel with computerized showcasing is the main goal. The person is used as an example here.

- TOPIC "Impact of Digital Marketing on Consumer Buying Behaviour" SIZE OF SAMPLE 300 is the test size selected for this assessment.
- DATA SOURCES essentially, this study project uses both primary and secondary data.

  PRIMARY DATA: Data that is gathered by the investigator themselves is referred to as primary data. The questionnaire filling approach is one of the greatest primary data collection strategies available.

  SECONDARY DATA: This category includes information that the investigator does not personally gather. Instead, the researcher uses already collected data to obtain the information he needs. Journals, magazines, newspapers, and other publications are used as secondary data collection instruments.
- POPULATION'S AREA
  People are customers of AP and Bangalore.
- DATA COLLECTION TOOL
  For this objective, a self-made questionnaire is utilized.

DATA ANALYSIS (Source- Primary Data)

1) What is your gender?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	MALE	215	71.50
2.	FEMALE	82	27.30
3.	TRANSGENDER	3	1.20
	TOTAL	300	100

INFERENCE: Males are more common in the survey than females and transgender people, as shown in the above table. 71.50% of the responses, or 215 people, are men. Of the responders, 82 are female, making up 27.30% of the total. Three more respondents (1.20%) said they were transgender. This suggests that males are more curious than other gender groups about the buying patterns of digital marketers.

2) Which categories best describe your age?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	LESS THAN OR = TO 20 YEARS	15	5.20
2.	21 TO 25 YEARS	175	58.20
3.	26 TO 30 YEARS	52	17.30
4.	31 TO 35 YEARS	33	10.90
5.	36 TO 40 YEARS	13	4.20
6.	ABOVE 40 YEARS	13	4.20
	TOTAL	300	100

INFERENCE: According to the data, the most prevalent age group is those between the ages of 21 and 25, accounting for 58.20% of the respondents (175 people). This implies that internet shopping is more common among younger people in this age group. 52 respondents, or 17.30% of the total, are in the 26–30 age range, and they also show a strong interest in online shopping. In general, younger customers are more inclined than older ones to make purchases online.

3) Which area you belong to?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	RURAL	90	30
2	URBAN	210	70
	TOTAL	300	100

INFERENCE: According to this data, internet buying is more popular in urban regions than in rural ones. Thirty percent (90 people) are from rural regions, whereas seventy percent (210 people) are from metropolitan areas. This implies that urban customers are more likely to purchase online because they have more access to the internet, are more aware of digital trends, and have more money to spend.

4) What is your occupation/employee status?

S.N O	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STUDENTS	145	48.20
2.	WORKING PROFESSIONALS	81	27
3.	GOVERNMENT EMPLOYEE	31	10.30
4.	SELF EMPLOYED	28	9.40
5.	OTHERS	15	5.10
	TOTAL	300	100

INFERENCE: The occupational categories most interested in internet buying are highlighted by this data. Students are the largest category making purchases online, accounting for

48.20% of all respondents (145). They are followed by working professionals, who make up 27% of the sample (81 respondents), suggesting that professionals also strongly favor internet purchasing. Smaller percentages of responders are self-employed people, government employees, and others. This implies that professionals and students are the main online buyers, most likely as a result of their regular digital contacts and tech-savvy.

5) What motivates you for digital shopping?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	EASY PAYMENT	98	32.70
2.	NO HIDDEN COST	9	3
3.	WIDE RANGE OF PRODUCT	70	23.30
4.	NO TRAVEL TO SHOP	54	18
5.	DISCOUNT AND OFFER	69	23
	TOTAL	300	100

INFERENCE: The main determinants of internet shopping are displayed in this table. The most important incentive is still easy payment (32.70%), which is followed by a large selection of items (23.30%) and deals and discounts (20.00%). This suggests that while making selections about online purchases, ease and variety are quite important.

6) What product do you prefer to buy through internet?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	BOOKS	34	11.30
2.	MUSICAL INSTRUMENTS	3	1
3.	GROCERIES	10	3.30
4.	CLOTHING	84	28
5.	MOBILE AND ACCESSORIES	108	36
6.	COSMETICS	10	3.30
7.	PERSONAL HEALTH CARE	4	1.30
8.	SPORT ITEM	5	1.70
9.	FAST FOOD	38	12.70
10.	OTHERS	24	8
	TOTAL	300	100

INFERENCE: The data shows that apparel (28.00%) and mobile phones and accessories (36.00%) continue to be the most popular categories. Fast food also accounts for a sizeable portion (12.70%), suggesting that online meal delivery services are becoming more popular.

7) Which of the following store you visited online?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	EBAY	3	1
2.	AMAZON	132	44
3.	FLIPKART	120	40
4.	ALIBABA	0	0
5.	LEYSBUY	0	0
6.	MYTRA	28	9.30
7.	SNAPDEAL	0	0
8.	AJIO	17	5.70
9.	JABONG.COM	0	0
10.	QUICKER	0	0
11.	OTHERS	8	2.70
	TOTAL	300	100

INFERENCE: Amazon (44%) and Flipkart (40%) continue to be the most popular online retailers among respondents, according to the statistics. 9.3% of respondents said they had visited Myntra, whilst 5.7% said they have visited AJIO. Alibaba, LeysBuy, Snapdeal, Jabong, and Quicker did not receive any answers, while other platforms like eBay (1%) and other websites (2.7%) are just marginally present.

8) What are the factors which motivates you for online shopping?

S.NO	PARTICULAR	RESPONDED	PERCENTAGE
1.	SEARCH ENGINE	40	13.30
2.	PERSONAL RECOMMENDATION	50	16.70
3.	SPECIAL OFFERS AND ADVERTISING	140	46.70
4.	ONLINE ADVERTISEMENT	30	10
5.	TV ADVERTISEMENT	10	3.30
6.	REFERENCE GROUP/FRIEND	20	6.70
7.	OTHERS	10	3.30
	TOTAL	300	100

INFERENCE: The main drivers of internet buying are shown in this table. Advertisements and special offers continue to have the most impact on customer choices (46.70%). Search engines (13.30%) and personal referrals (16.70%) are also important. Friends and reference groups account for 6.70%, whereas online ads have a moderate impact (10%). The least influential elements on the motivation to purchase online are TV commercials (3.30%) and other factors (3.30%).

9) How do you make your payment on internet?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	DEBIT/CREDIT CARD	60	20
2.	INTERNET BANKING	105	35
3.	PAYPAL/PAYTM	70	23.30
4.	GOOGLE WALLET	15	5
5.	CASH ON DELIVERY	50	16.70
6.	OTHER	0	0
	TOTAL	300	100

INFERENCE: Online consumers' favorite payment methods are shown in this table. The most popular payment method is internet banking (35%), which suggests that people strongly favor safe and straightforward transactions. The fact that PayPal/Paytm (23.30%) comes in second underscores the growing confidence in digital wallets. Additionally, 20% of respondents still prefer to pay using a debit or credit card.

It's interesting to see that cash on delivery (16.70%) continues to keep a sizable proportion, indicating that some consumers would rather check the merchandise before paying. Only 5% of respondents said they used Google Wallet, and none of them mentioned using any other payment methods. According to this statistics, traditional cash transactions are gradually dropping as digital payment methods take their place.

10) How often you go for online shopping?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	ONCE IN WEEK	45	15
2.	ONCE IN MONTH	150	50
3.	TWICE IN WEEK	30	10
4.	TWICE IN MONTH	38	12.67
5.	MORE THAN TWO TIMES IN A WEEK	17	5.67
6.	MORE THAN TWO TIMES IN MONTH	20	6.67
	TOTAL	300	100

INFERENCE: The frequency of respondents' internet shopping is seen in this table. Most consumers prefer occasional shopping to regular purchases, as evidenced by the fact that a sizable majority (50%) only buy online once per month.

10% make purchases twice a week, compared to 15% who buy weekly, indicating a smaller but active group of regular consumers. The disparity in purchasing habits is demonstrated by the fact that 12.67% of consumers shop twice a month, while 6.67% make purchases more frequently than twice a month.

Those who shop more than twice a week have the lowest percentage (5.67%), suggesting that daily or extremely frequent online shopping is less widespread. Overall, the data indicates that a significant portion of customers purchase online more frequently, even if monthly shopping is the most popular.

11)

a) How is your previous experience with online shopping?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	HIGHLY SATISFIED	55	18.33
2.	SATISFIED	90	30
3.	NEUTRAL	75	25
4.	NON-SATISFIED	60	20
5.	HIGHLY NOT SATISFIED	20	6.67
	TOTAL	300	100

INFERENCE: According to the statistics, Online shopping is the category with the highest rating, with 30% of respondents expressing satisfaction with their experiences. There is potential for improvement in customer satisfaction, though, since just 18.33% express high levels of satisfaction. A noteworthy 25% have no opinion, indicating that their encounters have not been particularly favorable or unfavorable. 20% of respondents are not happy, and 6.67% are extremely dissatisfied, indicating that some customers have had problems with online buying. Although most respondents (48.33%) are pleased to very satisfied overall, issues must be addressed to enhance the overall experience.

b) What is your future expectation towards online shopping?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	VERY GOOD	110	36.67
2.	GOOD	90	30.00
3.	NEUTRAL	42	14.00
4.	BAD	35	11.67
5.	VERY BAD	23	7.67
	TOTAL	300	100

INFERENCE: The results showed that while 8.20% of respondents disagreed, 36.40% of respondents had very favourable future expectations for online purchasing.

12) What is the reason to use internet?

S.NO	PARTICUL AR	RESPONDENTS	PERCENTAGE
1.	FUN	17	5.67
2.	WORK	48	16.00
3.	INFORMATION	199	66.33
4.	EMAIL	8	2.67
5.	SHOPPING	7	2.33
6.	OTHERS	21	7.00
	TOTAL	300	100

INFERENCE: The numbers show that 66.33% of respondents use the internet for information, with varied amounts also using it for work, pleasure, shopping, and email.

13)

a) Are you agree in compare price through different price comparison website?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	105	35.00
2.	AGREE	79	26.33
3.	NEUTRAL	71	23.67
4.	DISAGREE	32	10.67
5.	STRONGLY DISAGREE	13	4.33
	TOTAL	300	100

INFERENCE: The results show that 43.00% of respondents have mixed feelings about boosting trust in internet retailers.

b) Do you agree to build trust on internet retailers?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	59	19.70
2.	AGREE	77	25.67
3.	NEUTRAL	129	43.00
4.	DISAGREE	24	8.00
5.	STRONGLY DISAGREE	11	3.67
	TOTAL	300	100

INFERENCE: The results show that 43.00% of respondents have mixed feelings about boosting trust in internet retailers.

c) Are you agree in purchasing online saves times compared to purchasing items on a store?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	81	27.00
2.	AGREE	95	31.67
3.	NEUTRAL	79	26.33
4.	DISAGREE	25	8.33
5.	STRONGLY DISAGREE	20	6.67
	TOTAL	300	100

INFERENCE: According to the study, 31.67% of participants concur that making purchases online saves more time than making in-store purchases.

d) Do you agree that e-commerce as commercial means have it advantages over the traditional Commercial method?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	74	24.70
2.	AGREE	89	29.70
3.	NEUTRAL	92	30.70
4.	DISAGREE	32	10.70
5.	STRONGLY DISAGREE	13	4.30
	TOTAL	300	100

INFERENCE: As to the study, 4.30% of participants strongly disagree and 24.70% strongly agree that e-commerce is superior to conventional commercial methods.

e) Do you agree that e-commerce can provide an alternatives marketing channel by eliminating Middlemen?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	72	24.00
2.	AGREE	106	35.33
3.	NEUTRAL	78	26.00
4.	DISAGREE	32	10.67
5.	STRONGLY DISAGREE	12	4.00
	TOTAL	300	100

INFERENCE: The data analysis shows that 24.00% of respondents strongly agree with the notion that e-commerce could offer an alternative marketing channel by eliminating middlemen, while 26.00% are ambivalent about it.

14) On average, how many hours do you spend on the internet per day?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	LESS THAN 1 HOUR	20	6.70
2.	1-2 HOURS	80	26.70
3.	2-4 HOURS	150	50.00
4.	4-6 HOURS	30	10.00
5.	ABOVE 6 HOURS	20	6.70
	TOTAL	300	100

INFERENCE: The study shows that 50.0% of respondents use the internet for two to four hours per day.

15) What do you look out for in a mobile phone advertisement?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	PRODUCT INFORMATION	130	43.33
2.	PRICE INFORMATION	40	13.33
3.	CELEBRITIES AND FAMOUS PEOPLE	10	3.33
4.	DISCOUNTS AND DEALS	50	16.67
5.	CUSTOMERS REVIEW	50	16.67
6.	OTHERS	20	6.67
	TOTAL	300	100

INFERENCE: The majority of respondents (43.33%) search for product information in mobile phone adverts, with those who are interested in discounts, offers, and customer reviews coming in second and third, respectively, according to the statistics.

16) How do you get information about product?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	FRIENDS	45	15.00
2.	FAMILY	20	6.70
3.	ADVERTISE MENT	165	55.00
4.	NEWS	15	5.00
5.	OTHER SOURCES	55	1830
	TOTAL	300	100

INFERENCE: Statistics show that only 6.7% of respondents rely on family for product knowledge, whilst 55.0% of respondents get it from commercials.

17) Do you collect the information before purchasing the product?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	YES	290	96.67
2.	NO	10	3.33
	TOTAL	300	100

INFERENCE: 96.67% of respondents, according to the study, research products before buying them.

18) What types of information will you collect?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	PRICE	30	10..0
2.	QUALITY	120	40.00
3.	ATTRIBUTION	15	5.00
4.	QUANTITIES	5	1.67
5.	CUSTOMER FEEDBACK	130	43.33
	TOTAL	300	100

INFERENCE: The study found that 40.0% of respondents concentrate on product quality, while 43.33% get information based on consumer feedback.

19) How do you normally purchase product?

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	RESERCH ON MOBILE PHONE AND PURCHASE FROM RETAILETERS	90	30.00
2.	RESEARCH AND PUCHASE FROM MOBILE	165	55.00
3.	VISIT THE RETAIL SHOP AND PURCHASE FROM MOBILE	15	5.00
4.	VISIT AND PURCHASE FROM RETAIL SHOPPING	30	10.00
	TOTAL	300	100

INFERENCE: The study shows that just 5.0% of respondents visit physical stores after conducting research on mobile devices, whilst 55.0% of respondents prefer to conduct research and make purchases via mobile platforms.

LIMITATIONS & DIRECTION FOR FUTURE STUDIES

- The analysis relies only on responses from several respondents.
- The study does not target any one brand, product, or service.
- The research did not target specific sectors.
- Note Respondents only provided data from Bangalore and AP.
- Future research could explore sector-specific impacts of digital marketing.

CONCLUSION

The poll was undertaken for academic purposes to highlight the influence of people's internet-based lives. In this study, we sought to understand the behavior of customers who purchased products via online channels such as e-commerce applications and search engines among others. According to this poll, young people are commonly present in these markets. Most young customers choose to buy and sell items and services through internet platforms. It is the most convenient and cost-effective way for them to acquire products and services for their clients today. It gives customers with many sorts of chances that are helpful to them, and it improves people's level of living.

Consumer behavior favors the digital market. It benefits both the buyer and seller. Those who desire to sell their products abroad and give product and service benefits can do so easily. The online market spanned a large territory in a short amount of time. It generates a large number of customers at one time. In digital marketing, we may acquire all forms of product information in one location, among other things.

This study emphasizes how internet marketing is increasingly influencing customer purchase decisions, especially among young people. According to the research, young customers are familiar with digital platforms and like online buying since it's convenient and affordable. Both buyers and sellers may benefit greatly from digital marketing, which gives companies access to a worldwide market and gives customers access to a vast array of goods and services. With a great deal of room for expansion and innovation, digital marketing appears to have a bright future.

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