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## A Study on Impact of Digital Marketing on Consumer Buying Behavior

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### Abstract:

The way businesses and other organizations interact with their audience has drastically changed as a result of digital marketing. Together with traditional marketing strategies, the five Ds of digital marketing namely, digital devices, digital platforms, digital media, digital data, and digital technology, can let marketers reach audiences more closely than ever before. Nowadays, consumers can choose and buy products more conveniently and have access to a far greater variety of entertainment, goods, services, and prices from various suppliers. Companies have the chance to enter new markets, offer new services, engage audiences in ample ways, and compete more fairly with bigger companies. Marketers employed by these companies have the chance to learn new talents and apply these new resources to increase the company's competitiveness.

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**Keywords:** Digital Marketing, Consumer Buying Behavior, Marketing Strategies

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### Introduction:

To promote products and services, **digital marketing** makes use of digital technologies, majorly through the internet. Digital marketing techniques use a variety of digital networks to help brands change and provide value to potential customers. The activities that customers do both online and offline prior to purchasing a goods or service are collectively referred to as **consumer buying behavior**. Search engines, social media posts, and a host of other activities could all be part of this process. Consumers' methods for finding, investigating, assessing, and purchasing goods and services have all been

profoundly altered by the development of digital marketing.

Marketing involves determining the needs of potential customers and creating and providing goods and services that meet those demands. Therefore, marketing refers to meeting the target consumer's demands and desires. Promotion and raising awareness of the product and service are both included in marketing. Advertising, promoting, selling, and providing the product or service to customers and other businesses are all examples of marketing activities. Technology in marketing enables marketers to accurately understand consumer preferences, behavior, and

purchase trends, which in turn aids in creating the best possible marketing strategy to reach them. Reaching both current and potential clients is another benefit of using a variety of digital marketing platforms to promote goods and services.

E-marketing, web-marketing, and online-marketing are other names for digital marketing. Finding the ideal customers for their goods and services is aided by it. Using a variety of electronic media to promote goods and services is known as digital marketing. Digital marketing's primary goal is to draw in new and current clients while enabling them to communicate with the company via digital platforms. The manner that marketing and business are conducted has altered as a result of the internet and information and communication technology. E-commerce, also referred to as internet commerce or electronic commerce, is the buying and selling of goods or services using the internet, as well as the exchange of money and information to complete these transactions.

#### **Review of Literature:**

The primary goal of **Kalpna Mathur and Arti Sharma's 2014** study on Indian online shoppers' habits was to examine Indian online shoppers' habits and pinpoint the major determinants of their purchasing behavior. A sample of 100 persons from various backgrounds, including students, working professionals, and business people, participated in this survey. To examine the data gathered from

the survey, the study employed techniques like chi-square testing, percentage analysis, and ranking methods. The researcher came to the following conclusions after examining the survey data like low prices, free delivery, cash on delivery, 24/7 services, easy exchange, easy refund, market accessibility, and internet availability.

A study on how consumers perceive internet purchasing by gender was conducted by **Pratiksinh Vaghela in 2014**. The main goal of his study is to determine how consumers feel about internet buying based on their gender. The survey, which had 150 respondents from different parts of Surat, employed a variety of analysis approaches, including chi-square frequency distribution, and ultimately came to the conclusion that there is a considerable difference between the attitudes of men and women toward internet purchasing. Additionally, it was found that women are more likely than men to shop online, with the majority of females buying food, clothes, and fashion accessories while men are more likely to buy electronics, household appliances, and other items.

According to **Bagozzi's 1974** research, internet buyer's e-shopping behavior is a complex procedure. The consumer bases their purchasing decisions on the demands of their family and their financial constraints. They are hence likely to maximize need compatibility and minimize transaction costs. Additionally, societal norms and competing offers were found to have an impact on e-shopping.

The study "An Analysis of Consumer Behaviors in respect of Online Electronic Purchase of Electronic Devices with special reference to Bhopal and Jabalpur city" was conducted by **Manisha Kinkar and N.K. Shukla in 2016**. In order to understand consumer expectations in online stores, identify features that influence users who make online purchases, and analyze customer needs and requirements, particularly in Bhopal and Jabalpur in the city of Madhya Pradesh, the researcher's main goal was to clarify and gain insight from consumer behavior in relation to the online purchase of electronic goods. Forty respondents from the cities of Bhopal and Jabalpur made up the study's sample size. The research's suggested conclusions which are as follows: customer-centric, time-saving, product quality, product price, easy accessibility, and buy anywhere, at any time. These are a few of the most significant elements influencing consumers' attitudes on internet shopping. Small elements like technology features, quality assurance, delivery costs, and a range of sales and discounts affect how customers feel about buying gadgets online. In Bhopal and Jabalpur, the philosophy of online buying is different.

The main goal of **Dr. R. Shanthi & Desti Kannaiah's 2015** study on consumers' perceptions of online shopping was to determine the kinds of things that consumers buy online. The study was conducted on a sample of 100 consumers. The vast majority of responders are members of that student body. The survey

discovered that a few of the elements that have encouraged consumers to make purchases online are product details, flexibility, cost, product variety, ease of use, and delivery time.

#### **Objectives of the Study:**

1. To investigate the impact and efficacy of digital marketing.
2. To investigate how digital marketing affects customer behavior.
3. To examine how trust, perceived value, and favorable reviews relate to customer purchasing behavior.

#### **Research Methodology:**

The research methodology used in this study examines how digital marketing strategies affect consumer behavior using a descriptive method inside a qualitative research approach. With an emphasis on comprehending the present condition and features of the research subject, the descriptive technique seeks to offer a thorough and in-depth description of the phenomenon being studied. Additionally, the study intends to offer solid and trustworthy insights on how digital marketing tactics affect customer behavior, assisting marketers and companies in making wise choices and maximizing their digital marketing initiatives.

#### **Sources of Data:**

For the present research paper use secondary data is only been made. Such secondary sources are drawn from the published articles, research papers,

published general reports, sources through related websites etc.

### **Impact of Digital Marketing on Consumer Buying Behavior:**

The study of consumer behavior examines the where, when, how, and why of the product purchases. Customer satisfaction is positively impacted by digital marketing, yet; issues like prompt delivery and excessive social media promotion still exist. Customers' purchasing decisions are greatly impacted by digital marketing, which is determined by social media usage, income, and educational attainment. As we've seen, digital marketing has a significant and varied effect on contemporary businesses. The transition from traditional to digital marketing is not only a trend, but also essential for success, as seen by enhanced customer involvement via social media and the use of data analytics for focused initiatives. One particularly important component of expanding reach and client involvement is digital marketing.

In addition to increasing brand recognition, this contemporary marketing strategy cultivates meaningful connections with the target market, which promotes consumer loyalty and brand expansion. Consumer decision-making is influenced by marketing and advertising at several phases of the consumer's moral process. Customers are influenced, informed of the advantages of goods and services, and choose particular products over others based on marketing and advertising. Numerous internal and external elements,

including situational, psychological, environmental, and marketing aspects, as well as personal, familial, and cultural factors, affect consumer behavior. The study of how psychological, cognitive, emotional, cultural, or social aspects affect our purchase decisions is the first step in behavioral economics. Marketers can affect our daily purchasing behaviors and forecast the most effective way to promote their goods or services by examining human behavior. The shift to digital today's consumers have access to a multitude of online platforms that allow them to compare prices, read reviews, and make purchases whenever it is most convenient for them, unlike conventional shopping experiences that are limited to physical storefronts.

### **Impact of Internet-Based Research and Data:**

The greater accessibility of information is one of the main effects of digital marketing. Consumers may now perform extensive research online before making a purchase, comparing products and brands and obtaining the data they need to make wise choices. A good online presence is essential for brands and organizations, since, consumers today have easy access to a multitude of information and frequently evaluate them based on their reputation and online visibility. Customers' judgments of businesses and products are greatly influenced by the reviews, comparisons, and professional opinions they can access. Traditional print advertising has decreased

as a result of this change as companies prioritize on a strong online presence.

### **Changing the Loyalty of Customers:**

Due to limited exposure to alternatives, customers used to have a tendency to remain with well-known brands. Digital marketing, on the other hand, has enabled customers to compare products according to a number of criteria, such as price, value, and customer service. Due to consumers' increased propensity to move brands in search of better offers or goods that better suit their needs, brand loyalty has decreased as a result. This is because of digital marketing.

### **The Demand for Quick and Tailored Experiences:**

Instant gratification has become more and more popular in the digital era. Customers anticipate receiving prompt answers to their questions and issues. Businesses can respond quickly to client demands by using digital marketing to offer real-time customer care via email, chatbots, and social media. Digital marketing also makes it possible for firms to customize their offers and content to each customer's interests, resulting in more individualized purchasing experiences. Brands may improve customer engagement and happiness by developing tailored campaigns that appeal to particular demographics by utilizing data analytics and consumer insights.

### **Conclusion:**

The way that customers engage with brands and make judgments about what to buy and what not to has been completely transformed by digital marketing. Customers are now able to evaluate items, do in-depth research, and ask peers and influencers for advice because to the wealth of information available online. Consumer loyalty has also changed as a result of digital marketing since customers are now more open to trying out new businesses that provide better experiences or value. Additionally, the digital era has raised the need for tailored experiences and prompt replies, both of which digital marketing may successfully meet. Businesses must modify their tactics as digital marketing develops further in order to satisfy the shifting demands and expectations of customers. Businesses can design more successful campaigns that connect with their target audience, foster enduring connections, and eventually increase revenue by knowing how digital marketing affects customer behavior.

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