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## SOCIAL CHANGE: IMPACT OF DIGITAL MARKETING ON YOUTH

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### **Abstract:**

Society is dynamic. Man is a social animal. There is a need for change. Progress was also the key idea in 19th-century theories of social evolution, and evolutionism was the common core of social evolution, and evolutionism was shared by the most influential social theories of that century. The paper is very much relevant to the theory of evolution. Digital marketing is quickly developing in front of our eyes and it is almost impossible to reject and hide from this new system of media. Digital technology has transformed the way we live and work and has impacted every industry from retail to healthcare. Whoever controls the door to the internet, controls the internet and now search engines have become the default entry point to the internet. Google's knowledge Graph tries to understand searcher's intent while anticipating their end goals. The Facebook platform has exploded over the past 10 years as a social and marketing tool for millions of people around the world. Users can be reached 24 hours a day, 7 days a week. The objective of the paper is to study the impact of digital marketing on youth. The paper tries to highlight the shopping behaviour in the present digital age. The paper is based on goggle survey and secondary sources of data

**Keywords**-Social Change, Digital marketing, Youth, Shopping mode

### **Introduction**

Digital marketing is quickly developing in front of our eyes and it is almost impossible to reject and hide from this new system of media. Digital technology has transformed the way we live and work and has impacted every industry from retail to healthcare. Whoever controls the door to the internet, controls the internet and now search engines have become the default entry point to the internet. Google's knowledge Graph tries to understand searcher's intent while anticipating their end goals. It tries to help people discover key information about a particular business that they may not have been able to

discover through an organic listing. Understanding your customers is the cornerstone of every successful business which is why search marketing is such an important medium for gathering customer insight with every search, users leave small crumbs of personal information behind. The Facebook platform has exploded over the past 10 years as a social and marketing tool for millions of people around the world. Users can be reached 24 hours a day, 7 days a week. Facebook is one of the best platforms to engage people.

### **Objective/Hypothesis**

1. To study about the impact of digital marketing on the youth.
2. To study the impact of the internet on the shopping behaviour of the youth.
3. To study the impact of internet on the shopping behaviour of the senior citizen

### **Sources of data collection**

The paper is based on the primary and secondary sources of data. A goggle survey was done to study the impact of the internet on the shopping behaviour of the youth and senior citizens. It covers the city of Mumbai. The study has a small sample. This is the limitation of the paper.

Society is dynamic. Man is a social animal. There is a need for change. Progress was also the key idea in 19th-century theories of social evolution, and evolutionism was the common core shared by the most influential social theories of that century. The paper is very much relevant to the theory of evolution. In traditional society barter system was practiced. Later on goods were sold for money. Digital transactions have brought about revolutionary changes in our society. Evolutionism implied that humans progressed along one line of development that this development was predetermined and inevitable, since it corresponded to definite laws, that some societies were more advanced in this development than were others, and that Western society was the most advanced of these and therefore indicated the future of the rest of the world's population. Karl Marx and Frederick Engels were influenced by revolutionary ideas.

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to

marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms including online video, display ads; search engine marketing, paid social ads and social media posts. Some marketing experts consider digital marketing to be an entirely new endeavour that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Digital marketing is the use of the internet to reach consumers. Digital marketing is a broad field including attracting customers via email, content marketing, search platforms, social media and more. Digital marketing can take place through mobile devices, on subway platforms, in a video game, via a smartphone app. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media email and mobile. Digital marketing is defined as a marketing approach that primarily relies on the internet to connect with the target audience through various digital media channels and platforms. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies. The Social Web visibly connects your business or organisation and its stakeholders-customers, suppliers and influencers, each of whom have defined new roles for themselves very much in control of the information they share as they evaluate competing options. Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products or services to its potential titles in customers. Digital marketing is the engine that drives today's business, big or small. Effective digital marketing is the marketing that bridges electronic technology with psychology in the market place.

With online shopping, shoppers no longer have to suffer the costs and incomplete information of traditional hierarchical search, making product searches easier and more effective. For example, a shopper is able to search over 3 million titles in Amazon.com from the computer screen at average of 80,000 titles The use of the internet as a shopping medium has empowered shoppers with advantages over traditional store front shopping. Shopping via the internet especially for computer hardware software, books, music cassettes and compact discs is becoming common place among internet uses. Shopping on the internet

offers convenience traditional brick- and mortar stores. Changing consumer lifestyles and lack of time may make it more difficult for customers to shop at physical locations such as stores and shopping malls. Shopping on the internet addresses this problem as shoppers can shop in the comfort and convenience of home. Shoppers can expect to browse and purchase goods on the internet anytime, unlike traditional storefronts that have fixed opening hours. Shoppers can also purchase goods that are unavailable at their location, and are able to bypass restrictive import policies, as the internet allows shoppers to make purchases from vendors in other locations around the world. Ernst and Young's reports 'Internet shopping' and 'Global online Retailing'(1998,2000) noted that in comparison to brick-and-mortar stores, when shopping on the internet, there were no store lines, surely clerks, pickpockets or panhandlers to contend with, no bad weather to travel under, nor any transportation cost involved, the internet allows the shoppers to develop their own timetables for research and purchasing. Shoppers are able to use the internet as a powerful research instrument in the purchasing process. The study by Grayson1998) indicated that there was no tax in e- Commerce, the higher the income group of customers who always transact via- e-commerce would enjoy high tax- saving in the long run. Another aspect of e-commerce is security. Lack of security can be the leading barrier to widespread shopping on the internet due to inherent openness of the web (Wen2001)

#### **Findings:**

1. Around 66.4% of the respondents said that they were aware of the cashless transactions.
2. Around 54.5% of the respondents said that they used cashless mode for payment. Though the digital payments started long ago but presently we can visualise these changes in our society.
3. Around 46% of the respondents said that they used debit and credit card frequently.40% of the respondents said that they used UPI.36% of the respondents reported that they used net banking .36% of the respondents used NEFT while resorting to online purchases.

4. 36.6% of the respondents said that they were very comfortable in using cashless transactions. 8.2% of the respondents said they were not comfortable in using cashless transactions. Around 2.7% of the respondents informed that they found cash transactions very uncomfortable.
5. Around 75.5% of the respondents said that the pandemic has increased their usage of digital payments. —revolution
6. Around 72.7% of the respondents reported that they felt that cashless transactions were more convenient than cash transactions. The study indicates that digital shopping is more safe and secure. It is less tiring and easy to make the payments.
7. Around 47.3% of the respondents said that they did not use cashless payment due to security reasons. 24.5% of the respondents said that they were not using cashless payment method due to connectivity issues. 23.6% of the respondents reported that they were not using cashless payment method due to lack of technical knowledge.
8. 39% of the respondents reported that they were using online payment method as it was time saving. 27.3% of the respondents said that they were using online payment due to safety. 19.1% said that they used online payment method due to discount offers. This motivates them to make more online purchases. Around 13.6% of the respondents said that they used online payment method due to shortage of cash.
9. Around 43.6% of the respondents reported that they make online payment once a month. 13.6% of the respondents said that they used the digital payment fortnightly. 14.5% of the respondents said that they make online payment weekly. 17.3% of the respondents said that they use online payment method 2 to 3 times a week. Around 10 % of the respondents said that they make online payment daily.
10. 64.5% of the respondents said that they would continue to use % of the respondents said that they learnt about the digital payments on their own. 24.5% reported that they learnt from their parents and children about digital payments. 12.7% of the digital payments even in the post pandemic period. Around 35.5% of the respondents said that they would not continue

using digital payment methods in the post pandemic. It has been observed that social change is very easily accepted by the young generation.

11.34.5 respondents said that they learnt about cashless payments from their friends.64% of the respondents said that they learnt about digital payments from their spouse.21.8% of the respondents said that they learnt about digital transactions from others.

12.29.1% of the respondents said that going cashless will uplift the standard of living in the society.59.1% of the respondent said that cashless transactions will improve the standard of living. Around 11.8% of the respondents did not agree that going cashless will uplift the standard of living. The study shows the young generation plays a pivotal role to embrace the changes brought about by cashless transactions.

### **Swoc analysis**

**Strengths:** Cashless transactions on a large scale signify that people are ready for the change. It saves time and it is more convenient.

**Weaknesses:** The study does not cover children. The paper doesn't have gender bias. The sample size is small. The study is not specific.

**Opportunity:** Digital transactions provide more opportunities for the buyer as it can be done from anywhere and anytime.

### **Challenges:**

Digital marketing poses special challenges for its Purveyors. Digital channels are proliferating rapidly, and digital marketers have to keep up with how these channels work, how they are used by receivers, and how to use these channels to effectively market their products or services. In addition, it's becoming more difficult to capture the receiver's attention, because the receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyse the vast troves of data they capture and then exploit this information in the new marketing efforts. The challenge of capturing and using data effectively highlights that digital marketing requires an approach to marketing based on a deep understanding of consumer behaviour.

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