Impact of Digital Marketing on Consumer Purchasing Behaviour

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Abstract:
Digital marketing is a new technology that has brought the internet into the social realm by introducing social media platforms such as social network sites, user-review websites, discussion forums, and smartphone applications, which are collectively referred to as online data and via which individuals may access and produce data. This study aims to investigate and evaluate the impact of gender on consumer behaviour and the effects of digital marketing on consumer purchasing in Ludhiana. According to the state of marketing, the survey includes the social networks that consumers use the most frequently, including Facebook, Twitter, LinkedIn, Google+, and YouTube. The study’s conclusions show that a substantial portion of participants agreed that digital marketing channels significantly influenced consumer behaviour and purchasing decisions. Our findings emphasise the requirement of authenticity, relevance, and ethical engagement in digital marketing strategies to foster client trust and loyalty.

Keywords: Digital Marketing, Social Media, Consumer Behaviour.

Introduction:
Many businesses realised in the 1980s that they needed to carefully combine their promotional resources. These businesses began implementing integrated marketing communications (IMC) processes, which coordinate various promotional initiatives and other marketing initiatives that interact with an organization’s clientele (Andrienne W. Fawcett, 1994). Advertising agencies have started to coordinate the use of a variety of promotional resources rather than concentrating only on media ads and hiring other promotion specialists to design and carry out specific aspects of their advertising campaigns since advertisers began to embrace the idea of integrated marketing campaigns. According to the United States Association of Advertising Agencies (the "+A"), integrated marketing communications is "a concept of marketing communication planning that acknowledges the added value of an overall plan to evaluate the strategic roles of various communication disciplines." Examples include public relations, sales promotion, direct response, and general publicity, which are combined for clarity. The greatest possible effect of connection and consistency (Don E. Schultz, 1993). The author contends, however, that a brand or organization's point of contact with a potential client on a good or service need to be considered within an even broader framework. This strategy reinforces the traditional approach of handling the many aspects of marketing and communication as nearly independent tasks. According to Tom Duncan and Sandra Moriarty (1998), IMC is one of the "current
generation advertising campaigns used by businesses to better focus their attention on the acquisition, retention, and growth of customer and other stake HR ties. The shift to integrated marketing communications is among the most significant changes in marketing throughout the 1990s. This inexorably leads to the acceptance of a changing environment by advertising, particularly in the consumer, technological, and media space. There have been substantial shifts in the population, way of life, media consumption, and purchasing patterns. For instance, cable TV and digital satellite systems now offer a far greater selection of residential channels. Some of these platforms provide 24-hour shopping, while others include what are known as informative advertising that need a prompt reaction within 30 to 60 minutes. Online platforms now provide a wide range of services, from commerce to entertainment, due to the rise in internet usage. Marketers take advantage of this by creating an online presence to communicate with consumers and promote companies. Traditional media outlets like print, TV, and radio are impacted by this change since audiences are becoming more scattered and smaller. One significant breakthrough that emerged from a study of top advertising managers on industry trends was the identification of media audience segmentation using new media technologies (Robert H. Ducoffe et al. 1996). The shift towards successful marketing and communication is also being propelled by variations in the ways that different businesses promote their goods and services. The primary cause of the rising importance of the IMC method is the ongoing changes that affect the laws that regulate and the status of traditional accounting firms (Sergio Zyman, 1999; Joe Cappo, 1992). One definition of "digital" is a limited and dynamic data transport technique. Digital, as opposed to "analogue," is described as a continuous data transmission technology. When a digital media is used to carry out the marketing function, an activity becomes digital. Zeisser (1996) defines digital marketing as the promotion of goods and services using one or more digital or electronic channels. Digital marketing is the offering of various promotional tactics and approaches to clients using various digital technologies, according to Techopedia (n.d.). According to Bird (2007), digital marketing is a type of media communication that creates personal connections between a business and its clients or potential clients. In this article, "input" refers to the digital codes that are utilised for tools, platforms, instruments, applications, and procedures. Digital media refers to content-based platforms that primarily use Internet technology and gadgets like "mobile phones," such as "websites," "social networking sites," "online communities," "search engines," etc. The word "digital marketing" is used in a specific sense. It is frequently used to stand for "e-business," "e-commerce," and "internet or web marketing," sometimes known as "electronic marketing." Despite the connections between these terminologies, each one is separate from the others. Real-time live Wi-Fi connectivity is part of the online advertising of goods and services. E-business refers more broadly to the use of technology in internal processes and third-party transactions. It comprises e-commerce marketing, which stands for both e-business and e-marketing. Online marketing, often referred to as electronic e-marketing, is the practice of promoting goods and services using digital technology and the Internet using electronic media or methods.
According to Rowan (2002), marketing is the process of utilising IT to finish the marketing process, which includes creating, delivering, and offering value to clients as well as maintaining good customer relations. The buying, selling, and distribution of electronic media via the Internet, including financial transactions, is known as e-commerce and reflects the business side of the organisation.

Review of Literature:
In today's corporate environments, digital marketing has become a powerful force that has radically changed the dynamics of consumer-brand interactions and influenced consumer behaviour across a wide range of sectors. In order to clarify the complex interplay between digital marketing strategies and consumer behaviours, this review summarises recent research findings. These findings cover a wide range of topics, including user-generated content (UGC), mobile marketing, influencer marketing, social media engagement, augmented reality (AR), artificial intelligence (AI), and personalised recommendations. Rekha Dahiya (2017) Researchers have been well aware of the impact of digital marketing on product categories such as fashion shoes, magazines, art, clothes, capitalising and play, etc. but, while one of the biggest virtual consumers in India, the auto industry has been dearly affected by academic studies. The goal of this research is to comprehend the effect on consumer’s ability of taking resolutions on the Indian passenger car marketplace of digital advertising communication. Sivasankaran (2017) Digital marketing has been defined as tactics and techniques used to reach customers online. Today, a lot of businesses market their goods or services using digital platforms. Scanning today is a one-hour need. Indian young people use smart phones to access the Internet much of their time. Companies cannot however ignore the use of any smart phones. Besides touring and ticketing, the digitisation has led to a sea change, we now deliver and sell clothes, Care for appearance, goods, literature and even investment banking online. Khusbhoo Makwana (2019) The manner in which individuals purchase, utilize and get rid of goods or services has changed in Digital Marketing. Web, smart phones and mobile devices are the convenient media to meet everyday requirements and requirements. Today, a broad variety of facilities are offered for customers, particularly apps offered on mobile phones, on all the virtual networks available. Park and Lee (2023) have investigated the revolutionary possibilities of artificial intelligence in providing tailored marketing experiences within the context of AI-driven marketing. Businesses may anticipate customer preferences and behaviour patterns by utilising sophisticated algorithms and predictive analytics, which enables more focused and successful marketing efforts. Furthermore, new channels for reaching out to customers while they’re on the go have been made possible by the growth of mobile marketing platforms. The importance of mobile marketing in promoting customer involvement and enabling smooth buying experiences across many touchpoints has been emphasised by Sharma and Dash (2023). In a similar vein, investigations by Jiang and Ma (2023) and Khan et al. (2024) have looked into how augmented reality technology affects customer buying decisions. AR-enabled marketing campaigns have been demonstrated to improve product engagement and help consumers make well-informed buying decisions by offering immersive and engaging experiences.
Recent research by Li and Hitt (2023) and Wang and Kim (2024) has emphasised the significant influence that tailored suggestions have on customers' purchasing decisions in online retail settings. These results emphasise how crucial it is to use data-driven algorithms to provide personalised product recommendations, which will raise customer happiness and increase conversion rates. Additionally, studies by Chen and Xie (2023) and Gupta and Singh (2024) have provided insight into the significant effect influencer marketing has on the purchasing intentions of consumers. Brands may successfully increase their reach and build brand loyalty among target audiences by developing genuine connections with influencers and building trust among their followers. Research by Lee and Chung (2024) shows that user-generated content (UGC) has also become a potent instrument for influencing customer behaviour. Brands may strengthen trust and credibility by cultivating genuine ties with consumers and establishing social proof through the use of user-generated reviews, testimonials, and social media posts.

**Research Objective:**

1. To study and analyse the level of consumer awareness regarding Digital Marketing in Ludhiana.
2. To study the Impact of Digital Marketing Decision of customer in Ludhiana.
3. To study and understand the challenges faced by customer with regard to digital marketing in Ludhiana.

**Research Methodology:**

Quantitative methods are used in this study, "Impact of Digital Marketing on Consumer Purchasing Behaviour". Online questionnaires that were sent to 375 respondents in Ludhiana, Punjab, were used to gather primary data. Demographic representation was guaranteed through the use of a stratified random sample approach. To study customer attitudes and behaviours connected to digital marketing, the questionnaire included both closed-ended and Likert scale items. We will analyse the data using both descriptive and inferential statistics, always keeping ethical principles in mind.

**Result and Discussion:**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Male</td>
<td>248</td>
<td>66%</td>
</tr>
<tr>
<td>Female</td>
<td>127</td>
<td>34%</td>
</tr>
</tbody>
</table>

Table – 1 Demographic Profile of the Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Mean</td>
<td>31.96</td>
<td></td>
</tr>
<tr>
<td>Median</td>
<td>29.68</td>
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<tr>
<td>Mode</td>
<td>29.75</td>
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According to the data, the majority is male (66%) and they are generally about 32 years old. The fact that more than 81% of participants had graduate or postgraduate degrees suggests that the sample is educated. 33% of the population earns more than $45,000, indicating a wide range of socioeconomic origins in the income distribution. The information sheds light on respondents’ educational attainment and potential gender disparities while also providing demographic information about the population under study.

**Fig. 1. Awareness level of digital marketing concepts and practices**

Respondents' comprehension of digital marketing ideas varies; 42.2% are well aware, while 34.2% are extremely informed. Thirteen percent say they know a lot, seven percent say they are just somewhat knowledgeable, and two percent don't comprehend. This range highlights how different individuals' levels of experience with digital marketing are.
The effects of digital marketing channels on respondents' perceptions of goods and services vary. A sizeable fraction believes they have a moderate (19%) or modest influence (7.2%), but a lesser percentage considers them to have a substantial (47.3%) or very significant (23.6%) impact. Just 2.9% of respondents say there is no impact. This demonstrates how digital marketing channels have a significant impact on how consumers perceive products.

Respondents' perceptions of digital marketing's ability to influence purchasing decisions differ. Notably, 20.2% believe it to be highly successful, while 41.7% find it to be pretty effective. 5.9% of respondents said it was somewhat successful, compared to 29.8% who said it was moderately effective. Internet marketing has a considerable influence on consumer behaviour and decision-making, as seen by the 2.4% of respondents who think it is totally useless.
Although respondents' levels of confidence in information from digital marketing channels vary, a significant number consider it to be either extremely trustworthy (31.6%) or fairly trustworthy (39.9%). Furthermore, a sizable portion (16.5%) think it is totally trustworthy. Lower percentages suggest a little degree of trustworthiness (8.8%) or no trust at all (3.2%). This demonstrates how much customer perception and decision-making are influenced by the confidence that is placed in digital marketing information.

(Primary data 2024)

Regarding the statement "I believe digital marketing has a significant impact on consumer behaviour," respondents' levels of agreement vary. With regard to the statement, a sizable majority agree (52.9%) or strongly agree (16.9%). Notably, just a tiny number (1.6%) oppose or strongly disagree, whilst 27% stay neutral.

(Primary Collected data 2024)
indifferent. This implies that there is a general understanding of the significant impact that digital marketing has on customer behaviour.

Fig. No 6. Influence of Digital Marketing Advertisements on Purchase Behaviour

(Primary Collected data 2024)

The respondents exhibit a range of purchasing behaviours that are impacted by internet marketing campaigns. A sizeable percentage either purchases frequently (42.7%) or seldom (33.9%), with 15.1% making incredibly frequent purchases. Such advertisements provide the basis for purchases for a minority (7%) or never (1.3%) of consumers, demonstrating the varied influence of digital marketing on consumer choices.

Fig. No 7. Purchases impacted by incentives and digital advertisements

(Primary data 2024)

The respondents exhibit a range of purchase behaviours that are impacted by promotions or adverts from online marketing platforms. A sizeable fraction purchases either regularly (33.9%) or infrequently (42.7%), with 15.1% making purchases extremely frequently. A small percentage of respondents (7%) or never
(1.3%) base their purchases on these kinds of commercials. This illustrates how different levels of influence digital marketing has over customer choice.

**Fig. No 8. The Influence of Online Reviews on Purchase Decisions**

(Primary Collected data 2024)

Online suggestions and reviews have varied degrees of effect on respondents' purchase decisions. While some are persuaded seldom (33.2%), a considerable part is influenced frequently (42.4%) or very frequently (16.7%). Just 6.4% of respondents say they are seldom impacted, and 1.3% of respondents say they are never influenced by suggestions or evaluations they read online. This emphasises how crucial internet reviews are in influencing customer behaviour.

**Fig. No. 9. The extent of the content overload from digital marketing**

(Primary Collected data 2024)

Different respondents had different opinions on digital marketing, with a significant number believing it to be too overwhelming. Although 27.3% find it pretty overwhelming, the majority view it as very (18%) or very overwhelming (43.8%). A significant portion of participants are struggling with the deluge of digital marketing information, as seen by the lower percentage of participants who find it somewhat (8%) or entirely overwhelming (2.9%).
Different respondents have different opinions about how to differentiate accurate information from misleading in digital marketing. The majority (58.3%) find it easy or very easy, whereas 2.1% find it extremely tough and 6.7% find it hard. Furthermore, 32.9% of respondents said they had no opinion, indicating a range of opinions about the veracity and clarity of digital marketing material.

**Findings:**
1. The majority of respondents, especially men and those with higher education levels, demonstrate a high degree of understanding about digital marketing concepts and techniques.
2. There is a noticeable age skew towards younger persons, suggesting that in order to properly target this audience, digital marketing methods must be customised.
3. A sizable percentage of respondents acknowledged that digital marketing channels had a major impact on customer behaviour and purchase decisions.
4. While respondents' levels of confidence in digital marketing material vary, a sizable portion of them do, highlighting the significance of preserving authenticity in marketing communications.
5. The respondents face a range of difficulties when it comes to digital marketing, such as the abundance of useless material, the deluge of information, and privacy concerns.
6. Despite these difficulties, most respondents think it is quite simple to tell the difference between accurate and false information in digital marketing, which points to chances for more transparency and content relevancy.

**Suggestions:**
1. Conduct educational programmes to raise consumer knowledge of the consequences of digital marketing techniques.
2. Make tools and training courses available to customers so they may more easily distinguish between trustworthy and deceptive digital marketing.
3. Increase customer trust by using clear disclosures and making sure privacy laws are followed to improve openness in digital marketing strategies.

4. Use improved data protection procedures and open data practices to allay customer worries about privacy issues pertaining to digital marketing.

5. To provide customers choice over their personal data and preferences, provide opt-in/opt-out options and transparent privacy rules.

6. Use customer feedback and data analytics to customise advertising content and distribution strategies to match the tastes and habits of your target audience.

7. Promote genuine interaction with customers via digital marketing platforms by offering insightful information, encouraging two-way dialogue, and quickly responding to their comments and questions.

8. Showcase ethical company practices and corporate social responsibility to win over customers' confidence and credibility. This will increase brand loyalty and reputation.

Conclusion:

As a result, our study clarifies the substantial influence that internet marketing has on Ludhiana consumers' purchase decisions. Respondents show a strong understanding of digital marketing ideas and a high degree of confidence in its ability to influence purchasing decisions, despite differences in demographics. The significance of clear and focused marketing techniques is brought to light by issues like information overload and privacy concerns. In order to cultivate customer trust and loyalty, our findings highlight the need of authenticity, relevance, and ethical participation in digital marketing techniques. Through tackling these obstacles and utilising customer data, companies may bolster credibility, stimulate significant interaction, and eventually mould favourable consumer experiences. In order to navigate the changing digital world and fully use its potential to satisfy the wide range of wants and preferences of Ludhiana consumers, cooperation between academics, business, and government will be essential going forward.

References:


