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A study on Digital marketing and its impact on Consumer Behavior

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ABSTRACT

With the moving time, Marketing, has also turned towards digitalization like any other mode of business and it is to keep up with the fast paced environment. Digital marketing now covers various techniques such as search engine optimization (SEO), Search Engine Marketing (SEM), Viral marketing, social media marketing, content marketing and many other forms which help catching the eye and pertain directly to potential consumers. Digitalization of marketing channels has helped to reach out to a larger consumer base making it both economical, effective and efficient. With the onset of the global pandemic and people are being forced to work online and it has given an unexpected boost to the marketing industry. Digital marketing has been seeing positive growth ever since and is also expected to grow tremendously in the future. This paper throws light on the transition from traditional marketing to digital marketing and how the pandemic has also given a slight boost in its graph. Due to which a majority of businesses have turned towards digitalization of marketing channels to reach the larger masses. The paper also throws light on the choice of consumer's perspective towards digital marketing.

Introduction

Digital Marketing is a form of marketing that utilizes internet, devices and online services to market a product or service. There are various forms of Digital Marketing which includes Social Media Marketing, Email Marketing, Search Engine Optimization, Search Engine Marketing and many more. The counterpart of digital marketing is Traditional Marketing. Traditional Marketing is that type of marketing which uses banners, print media, radio, newspapers, personal selling and other similar methods. The main disadvantage of traditional marketing is that it consumed a lot of effort but the customer reach was limited. The companies could not customize their ad to the need of the consumer. Digital marketing came around

in 1990s to 2000s and has changed the way companies use marketing. The main benefit of Digital Marketing is that it helps reach a wider consumer base. From the perspective of the consumer, it provides them a wider range or choice. Digital Marketing with the use of artificial intelligence, can cater to the need of consumers. When the Covid-19 pandemic hit, the demand for Digital Marketing also increased tremendously. Since consumers were forced to stay home and work online, their exposure to Digital Marketing also increased. Companies now had to come up with unique and different forms of digital marketing to get a step ahead of their competitor. Digital Marketing is the need of the hour which is helping connect companies and consumers even in this trying times.

Review of Literature

G.K.Ayush & R.Gowda (June, 2020)¹

The authors of “**A Study on the Impact off COVID-19 on Digital Marketing**” impact of the pandemic in marketing. Digital marketing and advertising that were growing at a steady pace, the outbreak of COVID-19 pandemic gave it an unexpected boost. Since people were at home and had less work it influenced a fast paced behaviour shift towards digital platforms , digital media and digital content. The paper further goes on to study the future role of digital marketing post the pandemic.

P. Sathya (February 2017)²

In the paper “**A Study on Digital Marketing and it Impact**”, the author have studied impact and usefulness of digital marketing. Digital marketing that was developed since the 1990s and 2000s has changed the ways brand and business utilize technology and digital marketing to increase their sales and to reach to a larger group of audience. It discusses the difference between traditional and digital marketing. The paper goes on to study the usefulness of digital marketing in the competitive market.

Dr. Madhu Bala & Deepak Verma (October 2018)³

In this paper the authors have done a study on the trends of digital marketing in their paper “**Critical Review of Digital Marketing**”. Digital marketing such as Search Engine Optimization (SEO), Search Engine Marketing (SEM) and other methods like social media marketing (SMM) and e-mail marketing has an influencing impact on the consumers. Digital marketing is cost efficient and also helps reach a larger group of audience. The study further extends to compare the internet marketing techniques in specific with various businesses.

Sanjay Bhayani & Nishant Vachhani (September 2014)⁴

The authors of the paper have studied the differences between traditional marketing and online marketing. The paper, “**Internet Marketing vs Traditional Marketing: A Comparative Analysis**” talks about the differences in impact of the both the methods. The authors have studied the impact of online marketing on the consumers and they found that online marketing has more impact than the traditional method. The authors found that consumers are slowly preferring online marketing as it is customised and informative. The paper concludes that online marketing is the way of the future.

Dr. Uma Sharma & Prof. K.S. Thakur (2020)⁵

The paper “**A Study on Digital Marketing and its Impact on Consumer**

Purchase” Talks about digital marketing and its scenario in India. The paper studies the awareness of consumers on digital marketing and what impact digital marketing has on consumer buying behaviour. Through the survey and research, the authors found that the income of consumer is crucial in their buying decisions. The business must identify the consumer behaviour and use it. The paper concludes that it is beneficial for a business if they use digital marketing the right way.

Rakesh Pandit and Anshu Chauhan (2020) ⁶

Authors of the paper **“Impact of Digital Marketing and Current Scenario in India”** studied the effect of digital marketing in the rural population. The papers talks about the difficulties and challenges of digital marketing in the rural area and some advantages of it. The paper concludes that there are yet a lot to be discovered in digital marketing pertaining to the rural areas. Developing digital marketing for rural area had great impact in increasing the disposable income in rural India.

Objectives:

1. To analyses the types, strategies and usage of digital marketing.
2. To study the impact of digital marketing on consumer behavior during Covid 19- Pandemic.

Statement of Problem

Digital marketing has seen an increase in usage in the recent years. But, Digital Marketing like any other forms of marketing, does not guarantee customers. With the onset of Covid-19, a majority of store and companies are using digital marketing to market their product. Therefore, the marketing of each should be creative and innovative. The consumers have a greater choice and options to choose form. The ad displayed has catch the attention of the consumers and should be persuasive enough for them to buy the product. Therefore, the impact of digital marketing that was previously there has been affected in the current scenario.

Hypothesis:

1. (H0): The type of digital marketing has no impact on consumer decisions.
(H1): The type of digital marketing has a positive impact on consumer decisions.
2. (H0): Digital marketing does not offer consumers a wider base of products
(H1): Digital marketing offer the consumer a wider base of products

Sample Size

In this research paper, we have collected primary data form 170 respondents from a heterogeneous population residing in India on the basis of Simple Random Sampling technique.

Scope

1. The Study gives an insight on the efficiency of Digital Marketing for enterprise from the perspective of consumers
2. The study gives an ides in the type and format of Digital Marketing preferred by consumers
3. The study gives an idea on the scope of Digital Marketing in the future.

Limitations

1. The study is based on simple random sampling; therefore, it does not consider the entire population.
2. The study does is limited to the subcontinent of India. It does not give an idea for the entire world.
3. The study is not based on gender patterns. The respondents for the study are not classified based on gender and their choice.

Data Analysis and Interpretation

1. Table showing the age of Respondent

Below 21	72	42.3529412
21-35	74	43.5294118
36-59	18	10.5882353
60 and above	6	3.52941176
	170	100

Interpretation: From the above table it is found that the maximum respondents belong to the age group of 21-35 years.

2. Table showing the Gender of Respondents

Male	71	41.7647059
Female	99	58.2352941
	170	100

Interpretation: From the above table it is seen that the maximum respondents are Females.

3. Table with the platform where respondents see digital marketing

YouTube	96	35.6877323
Instagram	110	40.8921933
Facebook	50	18.5873606
Twitter	11	4.08921933
E-mail	2	0.74349442
	269	100

Interpretation: From the above table it is seen that the maximum respondents find digital marketing in Instagram.

4. Table showing the digital marketing type which impact the most

Social Media Marketing	122	71.76471
Influencer Marketing	20	11.76471
E-mail marketing	5	2.941176
Content Marketing	16	9.411765
Affiliate Marketing	7	4.117647
	170	100

Interpretation: From the above table it is seen that the maximum respondents find Social media marketing as most impactful.

5. The content most preferred in digital marketing

Video	87	24.03315
Pictures	95	26.24309
Articles	48	13.25967
Blog	40	11.04972
Memes	20	5.524862
Caption	36	9.944751
One-liners	36	9.944751
	362	100

Interpretation: From the above table it is seen that the maximum respondents like to have Pictures as Digital marketing content.

6. The content that attracts the respondents most in the ads displayed

Brand	23	13.52941
Discounts and deals	42	24.70588
Product features	59	34.70588
Customer reviews	28	16.47059
Celebrity/ Influencers	9	5.294118
Price	9	5.294118
	170	100

Interpretation: The table shows that the respondents are attracted by the Product features in any advertisements.

7. Table showing the product bought by respondents due to the influence of Digital marketing:

Food	61	13.17495
Electronic Gadget	73	15.76674
Health care products	75	16.1987
Apparels	96	20.73434
Clothing	96	20.73434
Accessories	62	13.39093
	463	100

Interpretation: The table shows the type of product bought by respondents due to the influence of digital marketing.

8. Has digital marketing reached a wider platform?

Yes	135	79.41176
No	35	20.58824
	170	100

Interpretation: The table shows that the respondents agree that the digital marketing has reached wider platforms.

9. Table showing the increase in digital marketing content received during the pandemic:

Yes	150	88.23529
No	20	11.76471
	170	100

Interpretation: 88% of the respondents agree that there is an increase in the digital contents received

10. Table showing New products are exposed to respondents through digital marketing:

Yes	140	82.35294
No	30	17.64706
		100

Interpretation: 82% of the respondents agree that they are exposed to new products by digital marketing.

The following responses are recorded on Likert Scale method:

11. Efficiency of digital marketing :

Interpretation: it is seen that the 40% of the respondents agree upon that Digital marketing is efficient.

12. Digital Marketing has made you to shopping impulsive:

Interpretation: 30% of the respondents neither agree nor disagree showing a neutral attitude, whereas 12% strongly agree and 11% strongly disagree.

Hypothesis Testing:

1. (H0): The type of digital marketing has no impact on consumer decisions.

(H1): The type of digital marketing has a positive impact on consumer decisions.

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.135246
R Square	0.018291
Adjusted R Square	-0.47256
Standard Error	8.694341
Observations	4

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	2.816872	2.816872	0.037264	0.864754
Residual	2	151.1831	75.59156		
Total	3	154			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	18.47119	33.80327	0.546432	0.639583	-126.973	163.9149	-126.973	163.9149
61	-0.07613	0.394383	-0.19304	0.864754	-1.77303	1.620763	-1.77303	1.620763

Inference: From the above table, p value is found to be 0.63 which is greater than 0.05. Hence, alternate hypothesis (H1) is rejected and null hypothesis (H0) is

accepted. Therefore, there is no significant relationship between the Impact of Consumers decision and the types of digital Marketing.

2. (H0): Digital marketing does not offer consumers a wider base of products

(H1): Digital marketing offer the consumer a wider base of products

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.167071
R Square	0.027913
Adjusted R Square	-0.29612
Standard Error	17.16413
Observations	5

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	25.37815	25.37815	0.086142	0.788273
Residual	3	883.8218	294.6073		
Total	4	909.2			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	83.8257	13.96977	6.000507	0.009271	39.36766	128.2837	39.36766	128.2837
23	-0.11652	0.397003	-0.2935	0.788273	-1.37996	1.14692	-1.37996	1.14692

Inference: From the above table, p value is found to be 0.009271 which is lesser than 0.05. Hence, alternate hypothesis (H1) is accepted and null hypothesis (H0) is rejected. Therefore, there is significant relationship between Digital Marketing and wide base of products.

Findings

- With the present study it is understood the Digital marketing is definitely having a bright future.
- The respondents are more influenced by the Social media platforms for the products they buy online.
- The customer satisfaction on the online purchase is also too high.
- Digital marketing is helping businesses to gain profits.
- The majority of the respondents are female.
- The usage of digital marketing or social media marketing has increased since the onset of the Covid-19 pandemic.
- The consumers find that pictures and videos used via social media marketing is the most useful form of digital marketing.

Suggestions

- There is further scope for the technological advancement in the field of digital marketing.
- There can be more transparency brought in the process of buying and selling system.
- A proper feedback mechanism should to be followed in this field.
- The product should be made more familiar to the buyer.
- The product features should be made available in the ad in an attractive manner.

Conclusion

The study reveals that the digital marketing is the most popular and pocket friendly medium of marketing. The benefits of marketing using digital means outweigh the cost. The study shows that through digital marketing, consumers are exposed to new products offered by different companies thereby increasing their product base. With the onset of Covid-19 Pandemic, the demand for digital marketing has increased. From the study, we found that, the digital marketing content received, increased during the pandemic. With more choices available, consumer prefer to buy clothing and apparel based on the product features and discount deals from the ads they saw online. Based on the study, it is possible to conclude that digital marketing is an efficient form of marketing with social media marketing using videos and pictures on Instagram and YouTube being the most popular ones. Overall, from the study it can be concluded that digital marketing is a growing form of marketing with advantages not only to the business, but also to the consumers as well.

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