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Impact of Digital Marketing Strategies in Reshaping the Buying Behavior

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ABSTRACT

With the growing Digitalization and increasing use of social media and Internet technologies, companies are facing huge challenges to understand the changes in consumer behavior. The customers are not loyal anymore as they are seeking for more consistent and personalized experience. The companies who are engaged in unique offerings through digital marketing are witnessing high degree of changes in consumer behavior. Social media platforms like Facebook, twitter, Instagram etc., today has the ability and power to build and destroy brands. E -word of mouth is gaining momentum and is one of the biggest factors today which influences user behavior. The companies need to build better relationships with their prospects through social media, content marketing and public relations. With the growing use of analytics companies can foster growth by analyzing the trends, patterns of buying and preferences of customers. Digital marketing also plays a significant role in establishing brand relationships and transformed the way a business acquires and retains customers. This study focuses on understanding various aspects of digital marketing and how it affects the consumers buying behavior.

I. Introduction

Businesses across the world are constantly striving towards understanding consumer behavior. Understanding consumer behavior helps firms to understand varied needs and requirements of the consumers, also helps in enriching the shopping experience of the consumers, empowers the consumers in making better purchase decisions. Consumer behavior tells us about what consumers buy, when they buy, what they buy and how much they buy. It also helps in understanding the buying intent and frequency of purchases made. It provides insights about buying patterns and decision process of the customers.

Digital marketing strategies have transformed the game of Marketing to a great extent as a result of which there is a paradigm shift in the consumer behavior and

decision-making abilities. We are witnessing digital marketing is also influencing the way people shop and how they are slowly moving away from buying from retail stores and resorting to shop online via E-Commerce platforms. Modern day consumers are digitally naive and they are exceptionally good in conducting basic research when it comes to making purchase decisions. Modern day technology such as search engines, voice assistants, artificial intelligence etc. have enabled the consumers across the world to gain more insights, make comparisons and take decisions regarding what needs to be bought and from where it has to be bought. Feedback provided for each product listed on E-commerce platforms are enabling the consumers to assess the product quality. Digital marketing enables customers also to engage with their brands on social media and other review websites.

II. REVIEW OF LITERATURE

Anupam Sharma and Deepika Jhamb (2020): In this study, the researchers focused on issues and perspectives of online marketing due to Covid 19. It also explores the impact of the epidemic on various products ranging from toilet tissue rolls to baby gear, pet food to many more daily essentials. Findings of this study suggests that around 46% of the respondents are of a view that social networks are important platform for information sharing and making product choices during pandemic amid lockdown.

Alok Kumar Pal and Dr Bharti Shukla (2020): The study tries to understand the changing purchase behaviour of the buyer in relation to various factors such as place, highlights, status, age, quality, advancement and so forth. The objective of the study is to find out the impact of the buying behaviours on the customers with the help of questionnaire which is a source of primary data as well as secondary data. The findings suggest that the behaviour of the consumer is in favour of the digital market which is good for both the customer as well as the seller.

Ugonna, Ikechukwu A et al. (2019): The study tries to understand the influence of online marketing and timely delivery of goods. It used six research questions and six hypothesis and two sets of structured questionnaire for data collection. The objective of the study was to understand the influence of online marketing, effective communication and on time delivery on customer patronage. It was found that online marketing is a very viable tool and an effective communication channel to attract customers towards online stores.

Naseeth Ahamed Nizar and Chrishankar Janathanan (2019): The study focusses on understanding how social media marketing has an impact on the purchase behaviour of the consumer purchase decision. The major objective of this research is to identify how social media and consumer purchase behaviour are related to one another. It uses survey method where questionnaires were used to collect data from the public. It was found that the consumers can make purchases online and the companies consider checking the competitor's price as well as the pricing strategy to attract consumers to buy the product at affordable rates.

Dr. Simran Kaur, Ms. Nidhi Tandon et al (2018): The advancement of technology, increased usage of internet and high competition in the market, has led to a shift from the traditional market to the digital market. The objective of the study is to find out the impact of digital marketing on consumer buying behaviour and secondary data was used as a source of data for drawing inferences. The findings

state that digitalization has brought positive change in the buying behaviour of the consumers.

Diana Ahmed Ghazie and Jasnie Dolah (2018): Online marketing has become a biggest platform for the sale of products and services using digital marketing for their marketing strategy. The objective of this research is to find out the behaviour and understanding of consumer with regards to digital marketing. The study uses the survey method of primary data and secondary data methods. In this study it was found that it is an added advantage for both marketer, designer and consumer in fulfilling their requirements and needs.

Jenyo Gabriel K. and Soyoye Kolapo M. (2015): This major objective of the study is to understand to what extent internet and internet related security issues have an impact on the consumer purchasing behavior. The survey research used a structured questionnaire to collect data from the client. The data was analyzed using simple regression and the hypothesis drawn were tested. The findings suggest that online marketing has a greater impact on consumer purchase decisions and that there is a significant relationship between consumer purchase decisions and the internet infrastructure.

C. Raghunath and Mridula Sahay (2014): The study focusses on finding out the various factors that impact decision making of customers while making online purchases. The objective of the study is to find out the consumer behaviour towards online shopping of electronic goods in India. The research methodology used for this study include questionnaire, expert interview and netnography. It was found that the major websites like Flipkart, Snapdeal have attracted the consumers to a large extent towards online purchase and made shopping easier with the help of internet.

III. OBJECTIVES OF THE STUDY

1. To examine the impact of Digital marketing on Buying behavior.
2. To examine the impact of Digital marketing strategies on purchase habits.
3. To examine the impact of Digital communication strategies on buying behavior.

IV. HYPOTHESIS OF THE STUDY

H0 1- There is no significant relationship between Digital marketing strategies and Purchase habits

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H0 2 – There is no significant relationship between Digital communication strategies and types of products purchased.

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V. RESEARCH METHODOLOGY

For this present study, both primary as well as secondary data has been collected. Close ended structured questionnaire has been administered to collect information and stratified random sampling technique was adopted. The sample size is restricted to 220 respondents belonging to different age, gender, occupation, income level etc. Pie charts and bar graphs has been used extensively for data analysis and

interpretation. Tools like SPSS have been used for cross tabulation and Hypothesis testing.

DEMOGRAPHIC PROFILE OF RESPONDENTS					
Gender			Marital status		
Male	85	38.60%	Married	85	38.64%
Female	135	61.40%	Unmarried	135	61.36%
Age			Occupation/ Employment status		
Less than or equal to 20 year	45	20.45%	Student	76	34.55%
21-25	60	27.27%	Professionals	20	9.09%
26-30	20	9.09%	Government employee	50	22.73%
31-35	50	23%	Private employee	40	18.18%
36-40	25	11.36%	Self employed	15	6.82%
Above 40 years	20	9.09%	Others	19	8.64%
Educational qualification			Income Level		
10th or SSLC	10	4.55%	< 1,00,000	78	35%
PUC or +2	26	11.82%	1,00,001 to 2,50,000	47	21.36%
Under graduate/ Diploma	125	56.82%	2,50,001 to 5,00,000	50	22.73%
Post graduate	50	22.73%	5,00001 to 7,00,000	25	11.36%
Professional (Doctor, Lawye	5	2.27%	7,00,001 to 10,00,000	12	5.45%
Ph. D	4	1.82%	> 10,00,000	8	3.64%

VI. ANALYSIS AND INTERPRETATION

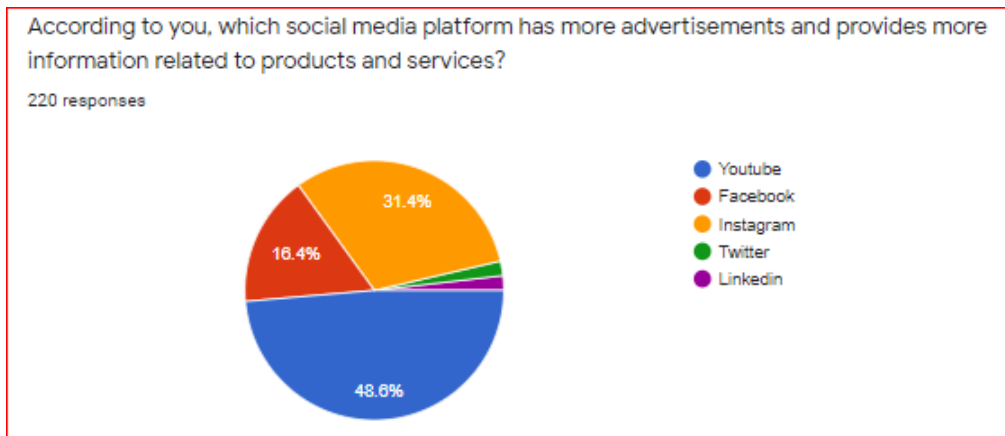


Chart 6.1 This chart represents various social media platforms and its relevance for information search

The above chart shows that 48.6% of the people are of an opinion that YouTube has more advertisements and also provides more information relating to products and services when compared to the other social media platforms. Instagram is the second most preferred choice of customers for seeking information about products and services.

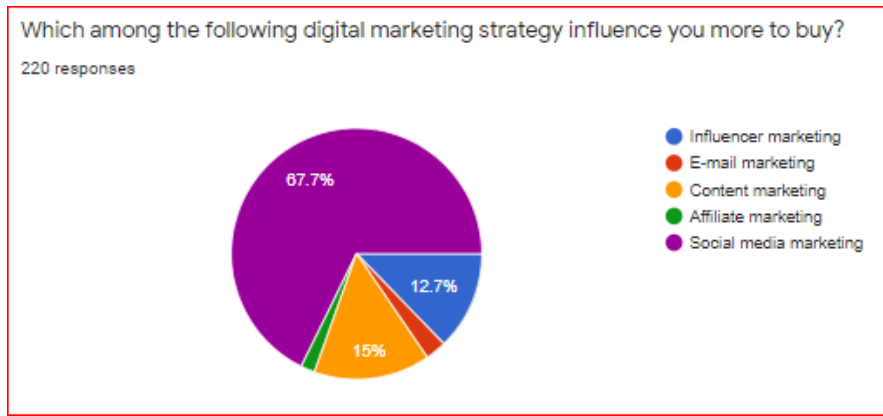


Chart 6.2 This chart represents digital marketing strategies and its influence on Buying decisions

From the above chart it is evident that 67.7% of the people are influenced by social media marketing strategy for purchase of products. Content marketing is the second largest strategy which influences the customers to buy more followed by influencer marketing.

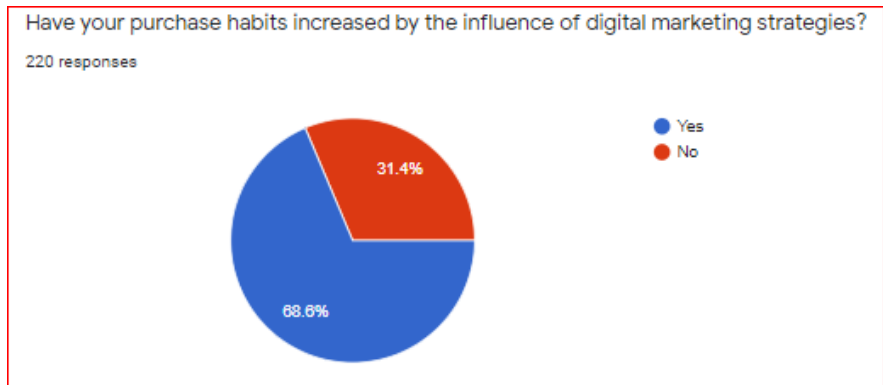


Chart 6.3 This chart represents whether the buying has increased due to influence of Digital marketing

From the above chart we can understand that digital marketing strategies have a greater bearing on the purchase habits of the customers. 68.6% of the customers are influenced by digital marketing, which shows that digital marketing has influenced the purchasing habits of the customers to a greater extent.

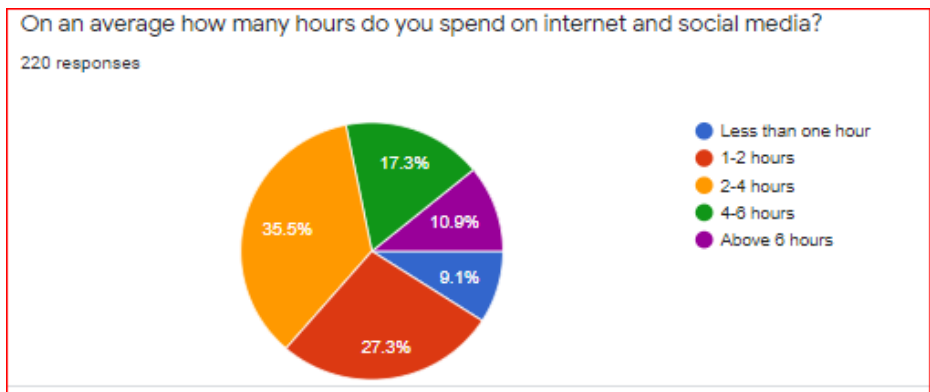


Chart 6.4 This chart represents total hours spent by individuals on social media platforms

The above chart helps in understanding the time that is spent by individuals over the internet and social media websites. It is observed that majority of the people spend 2-4 hours over the internet and social media websites. 27.3% of the people spend 1-2 hours followed by 17.3% of the people who spend 4-6 hours over the internet and social media websites.

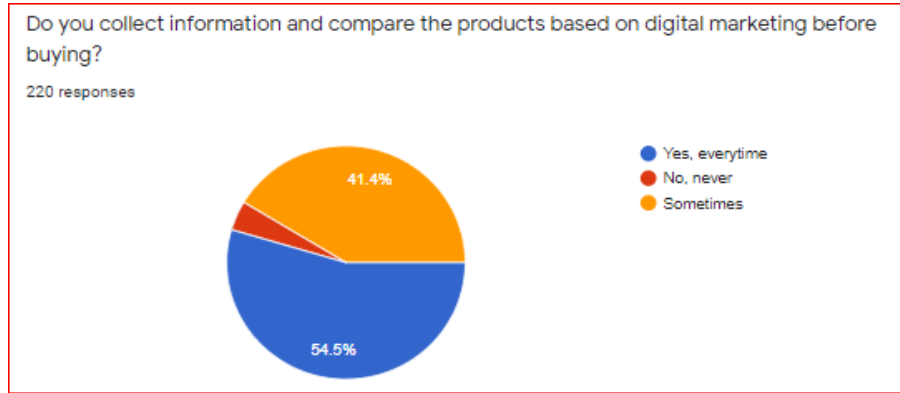


Chart 6.5 This chart represents whether consumer collects and compares products before buying

It is clearly seen in the above chart that 54.5% of the people collect information as well as compare the product information regarding digital marketing before buying the products. This shows that people are more interested in digital marketing platform for seeking product information. 41.4% of respondents are of a view that sometimes they tend to check information related to products and services based on digital marketing.

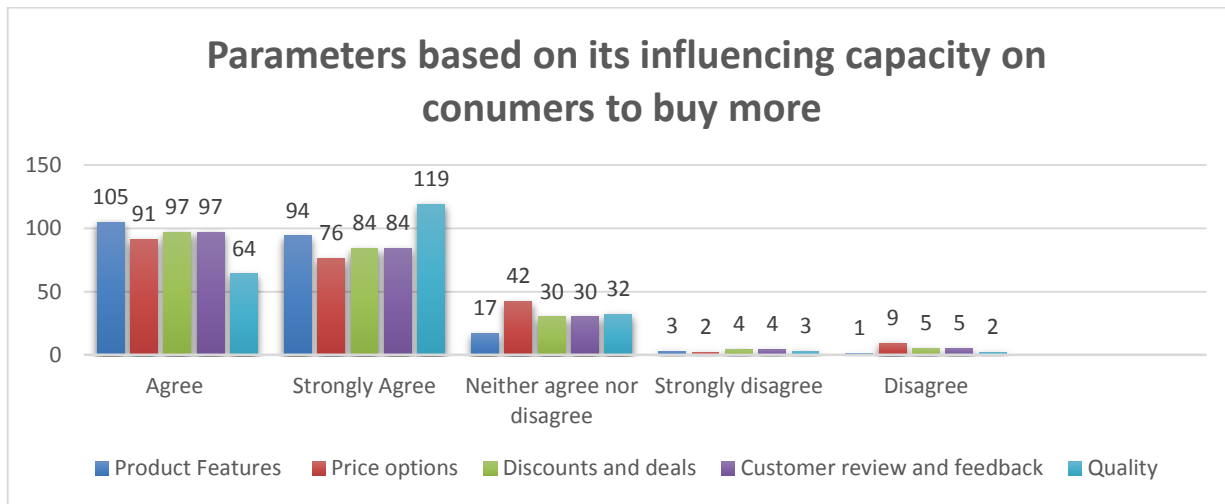


Chart 6.6 This chart shows different parameters based on its influencing capacity to buy the product

The above chart depicts the various factors that poses a major influence on the buying capacity of the customers. In the above chart, we can observe that majority of the people are influenced by product features and agree that it influences their buying capacity closely followed by customer review, feedback and discount and deals. Also, we can observe that majority of the people strongly agree that product quality influences the customers to buy the product followed by the other factors

such as product features and discount and deals.

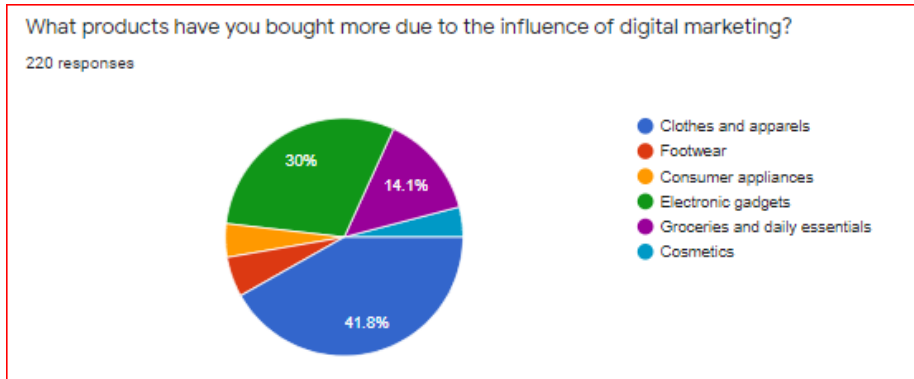


Chart 6.7 This chart represents products that are mostly bought due to the influence of Digital marketing

The above chart depicts the type of products which the customers are buying with the influence of digital marketing. It is seen that 41.8% of the customers purchase clothes and apparels due to the influence of digital marketing. Electronic gadgets is the second largest category of product which has influenced the customers through digital marketing followed by groceries and daily essentials.

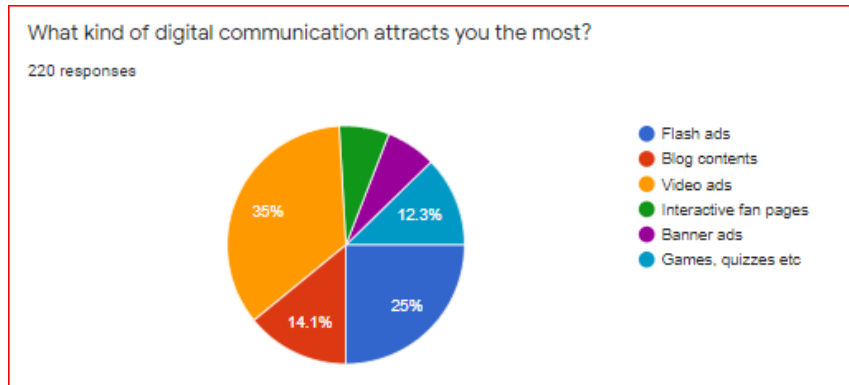


Chart 6.8 This chart represents various types of Digital communication and its impact on attracting the consumers

The above chart explains that majority of the people are attracted by video ads and this stands as one of the best tools for digital communication. 35% of the people are attracted by video ads. Flash ads is the second largest communication strategy that attracts the customers followed by blog contents, games, quizzes etc.

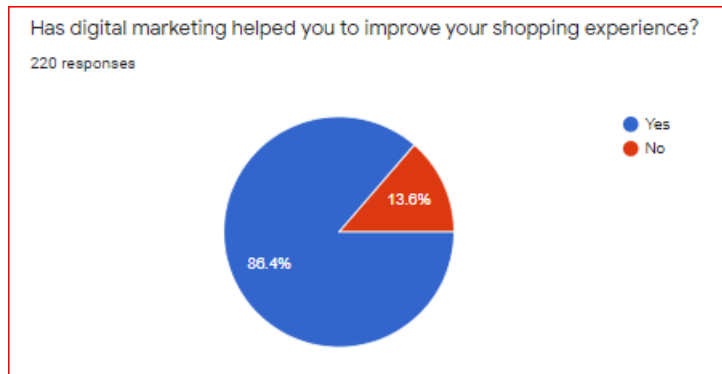


Chart 6.10 This chart shows that whether Digital marketing impact on the shopping experience of customers

From the above chart, it is implied that majority of the people have a good shopping experience with the help of digital marketing. It is seen that 80.4% of the people have seen improvement in shopping experience. This shows that digital marketing has a positive impact on the customers and has influenced the customers to a greater extent to purchase products through the digital platform while ensuring a better shopping experience.

Table 6.1 The below crosstabulation shows various Digital marketing strategy and change in Purchase habits due to Influence of Digital marketing

		Have your purchase habits increased by the influence of digital marketing strategies?		Total
		No	Yes	
Which among the following digital marketing strategy influence you more to buy?	Affiliate marketing	2	2	4
	Content marketing	13	20	33
	E-mail marketing	1	5	6
	Influencer marketing	10	18	28
	Social media marketing	43	106	149
Total		69	151	220

The above cross tabulation clearly reveals that majority of respondents i.e 67.7% agree that social media marketing strategy is having significant influence on them and inducing them to buy more, content marketing and influencer marketing also has influencing power to certain extent on consumer buying behavior. Affiliate marketing and E -mail marketing are the least powerful tool among other in influencing the consumers.

Table 6.2 Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.916 ^a	4	.572
Likelihood Ratio	2.905	4	.574
N of Valid Cases	220		

The above chi-square test statistic the significant value is 0.574 which is greater than 0.05 which suggests that alternate hypothesis is rejected so, there is no significant relationship between Digital marketing strategies and Purchase habits.

Table 6.1 The below crosstabulation shows Types of Digital communication strategies and types of Products bought due to influence of Digital marketing

		What products have you bought more due to the influence of digital marketing?						Total
		Clothes and apparels	Consumer appliances	Cosmetics	Electronic gadgets	Footwear	Groceries and daily essentials	
What kind of digital communication attracts you the most?	Banner ads	6	1	0	3	0	5	15
	Blog contents	15	2	2	8	2	2	31
	Flash ads	19	3	1	19	3	10	55
	Games, quizzes etc	9	1	0	13	0	4	27
	Interactive fan pages	8	1	0	4	2	0	15
	Video ads	35	2	6	19	5	10	77
Total		92	10	9	66	12	31	220

The above cross tabulation clearly portrays that all digital communication strategy tools have influenced majority of consumers towards buying Clothes and apparels and electronic gadgets. We can also clearly understand from the above table that Video ads is emerging as the most powerful tool in attracting the consumers which is closely followed by flash ads and blog contents. We can also understand that Banner ads and Interactive fan pages still is not been a powerful tool in attracting the consumers and needs improvement.

Table 6.4 Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.652 ^a	25	.373
Likelihood Ratio	31.336	25	.178
N of Valid Cases	220		

VII. FINDINGS OF THE STUDY

1) In this study our findings reveal that, on an average that most of the respondents will spend around 2 to 6 hours on internet and social media platform. Majority of the respondents are of a view that YouTube, Instagram and Facebook are the best sources of social media to seek product information. Majority of our respondents are of a opinion that video ads and flash ads, games ,quizzes found on internet and social media attracts them more compared to other strategies.

2) Our study reveals that social media marketing strategy is most popular in

influencing the consumers to buy more. 54.5% of respondents collect information through digital marketing before buying and 41.4% of respondents say that sometimes they collect information through digital marketing for buying decisions. Results of this study also indicates that 68.6% of the respondents are of a view that their purchase habits have significantly gone up due to the influence of digital marketing strategies.

3) In this present study we also found that due to the influence of digital marketing majority of the respondents say that they end up buying clothes and apparels, electronic gadgets mostly and also groceries and daily essentials to some extent. this study indicates consumers check information on product features, customer reviews, discounts and deals mainly making purchase decisions. Nearly 86.4% respondents, majority of them said they have witnessed significant improvement in their shopping experience due to digital marketing.

4) Through cross tabulation we found that social media marketing and influencer marketing have been successful to induce consumers to buy more. We also understood that all sorts of digital communication strategies attracted consumer towards buying apparels and e-gadgets compared to other product categories.

5) The first chi square statistic test revealed that there is no significant relationship between Digital marketing strategies and Purchase habits and second chi square statistic test revealed that there is no significant relationship between Digital communication strategies and types of products purchased.

VIII. CONCLUSION AND LIMITATIONS

From the study we can conclude that social media platforms such as YouTube and Facebook and digital communication strategies such as video ads, flash ads and blogs have played a vital role in influencing the customers. Social media marketing has emerged as the digital marketing tool that has a significant impact on the purchasing habits of the customers. We can also observe that people have become more aware about digital marketing and therefore check for information related to products and services as a part of their buying decisions. We can also say that overall shopping experience enhanced with digital marketing with this, we can conclude that digital marketing is indeed a great tool to attract, retain and create happy and satisfied customers for businesses. However, in this study, we have restricted our sample units to 220 respondents and restricted to geographical location of Bengaluru city urban limits since its conducted for academic purpose which is the major limitation of this study.

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