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Paper code	Page No	Title
M.101	321-328	A Study On Purchasing Method Of Vegetables Online V/S Offline During Lockdown (COVID-19) - With Special Reference To Kalyan City
M.102	506-515	Relationship Between Socio- Economic Factors And Risk Bearing Capacity Of The Investors Towards Stock Market: A Study With Reference To Thane City
M.103	415-423	Estimating Uncertainty Of Bus Arrival Time By Examining Environmental Conditions
M.104	335-348	A Study to comprehend Nifty50 Index of India during COVID 19 Pandemic epoch
M.106	447-452	Improving Computer Games Marketing Using Classification
M.107	396-401	COVID 19 Pandemic: Impact on MSMEs
M.108	349-356	A Study to Review Charity and Philanthropical Activities As A Leadership Practice In India During COVID 19 Pandemic Era
M.110	376-379	Book Review of 'Right to Education: Imperative for Progress
M.113	313-320	A Study On Influence Of Digital Marketing On Buying Behaviour Of Youth
M.114	405-407	Development and Displacement Issues with reference to Samruddhi Mahamarg, Maharashtra
M.115	478-491	Need Of Value Based Education In Indian Maritime Education And Training: A Holistic Approach
M.117	309-312	A Study on Factors affecting Personal and Professional life of People in Ratnagiri District due to Covid -19
M.118	300-308	A Study On Efficient Management Of Homosexual Employees In Indian Organizations

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Pape r code	Page No	Title
M.119	502-505	Problems and Prospects of Women Entrepreneurship in India
M.120	459-467	Managing Solid Waste: Rules and Practices with special reference to Borivali (Mumbai)
M.121- colleg ename	402-404	Criminalization Of Marital Rape In India – A Distant Dream
M.122	329-334	A study on television advertisement on Children with reference to Mumbai city.
M.123	516-518	The Effect Of Coronavirus On E Commerce
M.124- title	357-363	An Economic Analysis Of Bharat Nirman Yojana In Rural Development Of Sangli District, Maharashtra
M.125	380-395	Breast Cancer Prediction Using Machine Learning Algorithm
M.126	468-473	Mobile App Store Rating Analysis
M.127	492-501	Next Generation User Experience Using Design Thinking
M.128	453-458	Industrial Projects And Social Development In Konkan Region: A Sociological Thinking
M.129	438-446	Impact And Uncertainty Of Blockchain Usage On Supply Chain
M132	474-477	Need Of Technologies In Libraries For Giving Best Services To Academic Library Users
M134	408-414	Effective factors in changing the buying behavior of consumer due to COVID-19
M135	364-375	An Exploratory study of buying behavior of Retail Investors towards Initial Public Offerings in India with special reference to Navi Mumbai
M136	424-429	Formulation and Shelf Life Analysis of a Value Added Food Product from Flax Seed - 'Soup Powder'
M137	430-437	Growth Of Regional Rural Banks In Himachal Pradesh
M138	519-523	The Impact of Lockdown on India's Informal Sector
M139	524-527	To Study Impact Of Technology In Indian Economy

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A Study on Influence of Digital Marketing on Buying Behaviour of Youth

Goplani Mala, Gupta Akash and Sabhani Jewel

ABSTRACT

The development of technology in the world has increased so fast that today people are taking the help of technology in every task. In olden times, people used to take many kinds of strategies for marketing in business for their products. But in today's time, people are taking technical assistance too much in business or personal work. Simply put, digital marketing is the promotion of products or brands using electronic devices or the internet. Nowadays the digital marketing is growing at its fast pace because it is found that online surfing, online shopping, online communication, etc are very common among the youth, also people belonging to old age now started adopting online platforms for payment of bills, shopping, surfing for information, etc. These habits of people turned into an opportunity for the business to market the products and get the customers easily. It is also found that people prefer many of online websites or technologies for shopping rather than visiting retail outlets. As it saves time and energy of users which put forth a positive impact on their buying behavior. In this study, we will highlight the Influence of digital marketing on the buying behavior of youth.

Keywords: Technology, Marketing strategy, Digital marketing, Buying behaviour

1. INTRODUCTION

Digital Marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.

Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media.

Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behavior. For example, it requires companies to analyze and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

Digital marketing includes a raft of Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), call back and on-hold mobile ring tones, e-books, optical disks, and games.

A key digital marketing objective is engaging customers and allowing them to interact with the brand through servicing and delivery of digital media. This is achieved by designing digital media in such a way that it requires some type of end-user action to view or receive the motive behind that media's creation. For example, to receive a free e-book, a customer might be required to register or fill out a form, benefiting the advertiser with a valuable customer or lead.

DIGITAL MARKETING CHANNELS

Website Marketing: A website is the centrepiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and services clearly and memorably. It should be fast, mobile-friendly, and easy to use.

Pay-Per-Click (PPC) Advertising: PPC advertising enables you to reach internet users on several digital platforms through paid ads. You can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show your ads to people searching for terms related to your products or services. PPC campaigns can segment users based on their demographic characteristics (age, gender,

etc) or even their particular interests or location. The most popular PPC platforms are Google Ads and Facebook.

Content Marketing: The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, eBooks, online courses, info graphics, podcasts, and webinars.

Email Marketing: Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages we all receive per day, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

Social Media Marketing: The primary goal of a social media marketing campaign is brand awareness and establishing social trust but as you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

Affiliate Marketing: Affiliate marketing is one of the oldest forms of marketing, and the internet has brought new life to this old standby. With affiliate marketing, you promote other people's products, and you get a commission every time you make a sale or introduce a lead. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

Video Marketing: YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and social media marketing campaigns.

SMS Messaging: Political parties and candidates use SMS messages to send positive information about their candidates and negative messages about their opponents.

DIGITAL MARKETING 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're used by receivers and how to use these channels to effectively market things. Besides, it's becoming more difficult to capture receivers' attention, because receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyze the vast troves of data they capture and then exploit this information in new marketing efforts.

The challenge of capturing and using data effectively highlights that digital marketing requires a new approach to marketing based on a new understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as likes on Facebook and tweets on Twitter.

2. REVIEW OF LITERATURE

Janathanan, Chrishankar & Nizar, Naseeth. (2018)

The research helps to overcome the issues encountered in the based articles. Also, this research develops a much functional and less complex process to develop social media marketing to predict consumer purchase behavior.

Tandon, Nidhi & Kaur, Simran. (2018)

Digital marketing provides an opportunity for the customers to have a look at the information of the product provided by the company and can able to do comparison accordingly so that they can enjoy the right to choose and can place an order at any time 24*7 at any place. With the updated technologies and an increase in the usage of internet engagement, the interconnectivity of consumers is increasing day by day as a result of which consumer behavior changed and organizations should understand the behavior

of a consumer. This research study analyzes the impact of digital marketing on consumer buying behavior. As a result, digital marketing has a positive impact on consumer buying behavior, traditional marketing soon should be shifted to digital marketing.

Teo, Thompson & Yeong, Yon. (2003)

This research focuses on the consumer decision process in the context of the online shopping environment in Singapore. An Internet survey was implemented and 1133 responses were received. Using structural equation modeling, our findings show that perceived risk has a negative relationship with consumers' overall evaluation of the deal, and overall evaluation of the deal has a positive relationship with consumers' willingness to buy online. Besides, there is a positive relationship between perceived benefits of search and overall deal evaluation. The implications of the above results are discussed and suggestions for future research are also proposed.

Li, Hairong & Kuo, Cheng & Russell, Martha. (1999).

This study proposed and tested a model of consumer online buying behavior. The model posits that consumer online buying behavior is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. Data were collected by a research company using an online survey of 999 U.S. Internet users and were cross-validated with other similar national surveys before being used to test the model. Findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of the Internet users. Implications of the findings and directions for future research were discussed.

3. OBJECTIVES

- To study the buying behavior of youth with regards to digital marketing.
- To examine the weather online shopping is safe and secure.
- To analyze the factors influencing the behavior of youth to buy the products online.
- To analyze the most preferred method of marketing amongst the youth.
- To suggest and recommend effective ideas for the growth of digital marketing.

4. HYPOTHESIS

HO: Most of the people do not prefer traditional methods of marketing.

H1: Most of the people prefer traditional methods of marketing.

HO: Online offers and schemes do not attract customers to buy the product online.

H1: Online offers and schemes attract customers to buy the product online.

HO: Online shopping is not safe and secure in terms of payment or monetary transactions.

H1: Online shopping is safe and secure in terms of payment or monetary transactions.

HO: Online shopping does not provide quality information.

H1: Online shopping provides quality information.

5. RESEARCH METHODOLOGY

DATA COLLECTION

Primary Data: To get the data from the Youth, the survey method is carried out. Data has been collected from 227 respondents by using a Random sampling technique with the help of a structured questionnaire.

Secondary Data: This data has been collected from, research articles, journals, and writ-up, theses and dissertations, etc.

RESEARCH DESIGN

The present study is analytical and descriptive in nature. It will highlight how digital marketing influence the behavior of consumer with special reference to youth.

SAMPLING PLAN

- 1) Sample Unit: Youths from Mumbai. (Only the internet users)
- 2) Sample Size: 227.
- 3) Sampling Selection: Random Convenience sampling
- 4) Sampling Techniques- Non-Probability
- 5) Sampling Instrument- Structured Questionnaire
- 6) Sampling statistical Tools- Likert scale method, Chi-Square method, and percentage method.

This study is done on the consumers who are frequent users of the Internet and the results will be assumed to apply to other youths of the same age. It was assumed that all responses given by respondents are true and unbiased.

LIMITATIONS

The study is restricted to the youth aged between 18 and 30 years who reside in Mumbai city.

A few platforms are used for this study such as Facebook, Instagram, YouTube, and WhatsApp.

The study was done for a short period which might not hold the long run.

6. DATA ANALYSIS & INTERPRETATION:

1. Number of Internet users (In terms of Gender)

Gender	No. Of Users	%
Male	122	54
Female	105	46

Out of 227 respondents, around 46% of users are Males and 54% of users are Females.

2. Most preferred method of Advertisement

Methods	No. of Respondents	%
Modern Methods (Online/Digital Marketing)	195	86
Traditional Methods(Wall painting, Banners, Free Samples, etc.)	32	14

Only 32 respondents i.e. 14% are attracted to the traditional method of advertisements through radios, newspapers, etc. And a majority of respondents (195 out of 227) i.e. 86% are fascinated towards Modern methods of Advertisements through Digital platforms.

3. The most frequently used Social networking sites

Social Networking sites	No. Of total users	%
YouTube	153	67
Facebook	83	37
Instagram	144	63
WhatsApp	165	73
Others	26	12

Most of the Social networking sites frequently used are WhatsApp, YouTube and Instagram (73%, 67%, and 63% respectively) therefore advertisements done through these social networking sites are worth more than any other websites.

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4. The purpose of Being Online

Purpose	No. of Respondents	%
Shopping	71	31
Mail	67	30
Browsing	123	54
Social Networking	172	76

It is found that the maximum no. of respondents use the Internet (the main reason for being Online) for social networking and browsing i.e. 76% and 54% respectively.

Whereas only a few of them are spending time online for shopping and mail.

5. Useful source/s of getting the quality information

Sources	No. of Respondents	%
Newspaper	52	23
Radio	10	4
Websites/Social networking sites	203	89
SMS/E-mail	43	19

The most useful source of getting quality information about the product to be purchased online is through Websites/Social networking sites which are around 89% and the least useful sources are Newspapers, Radio, and SMS (23%, 4%, and 19%)

6. Factors affecting Purchasing Decision

Factors	No. of Respondents	%
Watching Ads online	104	46
Family/Friends references	140	62
Through salesmen	10	4
By visiting the retail outlets	110	49

According to this study, Most of the people prefer to purchase a product through references by their Family/Friends i.e. 62%. Few customers prefer Watching Ads online (46%) or by visiting retail outlets (49%). Very few or least no. of customers want to purchase through salesmen (4%).

7. Factors affecting while purchasing products online

Factors	No. of Respondents	%
Online offers(cash back/vouchers,etc)	158	69
Availability of instant information	109	48
Could not visit Retail outlets	46	20
Attractive Web design	32	14

It is seen that many customers are influenced by online offers or Vouchers (69%) and the availability of instant information (48%) while they purchase the products online.

8. Highlights of the factors affecting Convenience of online shopping as compared to retail outlets

FACTORS	Strongly Agree	Agree	Disagree	Strongly Disagree
Online shopping is Convenient and Time saving	82 (36%)	131 (58%)	12 (5%)	2 (1%)
I can buy the product anytime 24 hours a day	111 (49%)	94 (41%)	20 (9%)	2 (1%)

I feel safe and secure while shopping online in terms of payment	15 (7%)	122 (54%)	80 (35%)	10 (4%)
I prefer to buy from the websites that provides me the quality Information of the product	68 (30%)	133 (59%)	23 (10%)	3 (1%)
It is easy to choose and make comparison with other Products while shopping Online	85 (37%)	119 (52%)	19 (8%)	4 (2%)
Detailed information is available while shopping online	51 (22%)	144 (63%)	31 (14%)	1 (1%)
I get On-Time delivery while shopping the products online	40 (18%)	139 (61%)	44 (19%)	4 (2%)

Around 58% of customers agree to the convenience of online shopping, 49% strongly agree to buy online because it is available any time 24 hours a day, 54% of them agree that online shopping is safe and secure, 59% of them agree to buy online from those websites that provide me the quality Information of the product, 52% agree that it is easy to choose and make comparison with other Products, 63% agree that detailed information is available while shopping online and 61% agree that they get the product on time (On-Time delivery).

From this data, it is seen that the majority of customers prefer to buy the goods online as they feel it is more convenient, easy and time-saving as compared to shopping from retail outlets.

9. Customer Opinion/Suggestions regarding digital Marketing

When reviewed by customers, they came out with some suggestions and opinions. Many of them positively replied to using digital platforms while shopping online because it becomes convenient, time-saving, 24 hours availability, and easy comparability, etc. Whereas few of them feel that online shopping is not safe and secure in terms of the payment system, stealing of data, default products, delivery issues, etc. Last but not the least, some of them suggested that before opting to buy the goods on-line, we should always check the reviews about that particular product which will ultimately help us to take the correct decision for buying the product.

HYPOTHESES TESTING

1. **HO:** Most of the people do not prefer traditional methods of marketing.

H1: Most of the people prefer traditional methods of marketing.

Methods	Actual Response	Expected Response	Results
Modern Methods	195	113.5	Calculated Value 2.807
Traditional Methods	32	113.5	Table Value 3.841
Total	227	227	Level of Significance 5%

After applying the CHI-SQUARE TEST, the calculated value is 2.807, which is less than the tabulated value 3.841 at the level of significance of 5%. Therefore, Null hypotheses are accepted because the outcome is most of the people prefer modern methods of marketing.

2. **HO:** Online offers and schemes do not attract customers to buy the product online.

H1: Online offers and schemes attract customers to buy the product online.

Concerning Q.7 Out of 227 responses, 158 positively responded regarding online offers and vouchers which attract them to purchase the products online. Therefore, from this data, it is cleared that the majority of customers are attracted to online offers and schemes for buying online. So, the Null hypothesis is rejected.

3. **HO:** Online shopping is not safe and secure in terms of payment or monetary transactions.

H1: Online shopping is safe and secure in terms of payment or monetary transactions.

Likert Scale Analysis	SA	A	DA	SDA	Total	Calculation
Response of customers towards how safe and secure they feel in terms of payment while shopping online	15	122	80	10	227	596/227 =2.63
Weight Assigned	4	3	2	1	10	
Total Weight(Value)	60	366	160	10	596	

As per Likert scale analysis, the calculated mean value is 2.63 which is around point 3 i.e. Agree.

Therefore, this test proves that, most of the customers feel safe and secure in terms of payment while shopping online.

4. **HO:** Online shopping does not provide quality information.

H1: Online shopping provides quality information.

Likert Scale Analysis	SA	A	DA	SDA	Total	Calculation
Response of customers towards the quality information provided by different websites while shopping online.	68	133	23	3	227	720/227 =3.17
Weight Assigned	4	3	2	1	10	
Total Weight(Value)	272	399	46	3	720	

As per Likert scale analysis, the calculated mean value is 3.17 which is at point 3 i.e. Agree.

Therefore, this test proves that, most of the customers agree to the quality information provided by different websites while shopping online.

CONCLUSIONS

As per the study, it is found that nowadays customers are more attractive to modern methods of marketing i.e. through websites, social networking sites, etc. they feel it is more convenient and time-saving as compared to shopping from retail outlets. The majority of the customers feel safe and secure in terms of payment while shopping online. Online schemes and offers are one of the important factors provided to customers that attract them to buy the products online. Also, there are few more factors that draw the attention of customers towards online shopping i.e. 24 Hours availability, Quality information, and On-Time delivery. Therefore, Digital marketing plays a crucial role in influencing the buying behavior of youths in India.

SUGGESTIONS

The suggestions for **customers** before opting to buy the products online are:

1. Check with their internet connection well before buying the products or making the payment online.
2. Check the reviews of the particular product that is on their wish list.
3. They are also suggested to purchase only from the authentic websites.
4. Check the authenticity of online offers and schemes available on different products.
5. Scrutinize the quality and other details well before accepting the products.
6. Try as far as possible to purchase online through CASH-ON-DELIVERY mode.

The suggestions for **marketers(companies)** to market their products online:

1. WhatsApp, YouTube, and Instagram are found most active social platforms amongst youths. Therefore, companies are suggested to market more and more on these social networking sites to promote their products.

2. Most of the customers i.e. 89% use different websites and social networking sites for seeking information about the product. Therefore, it is suggested that companies should provide quality information on websites and social networking sites to attract youths.
3. Companies are advised to provide better online offers, schemes, vouchers, cashback offers, etc. to appeal to the customers to buy the product online.
4. Companies should make their payment system more strong and secure to make their customers feel secure and safe while making the payment via Digital mode i.e. credit cards, debit cards, E-wallets, etc.
5. As far as possible, the companies should try to fulfil their customers' needs and requirements about the product that they want to purchase in terms of quality, On-time delivery, availability of different and easy modes of payment, availability of instant and quality information about the product, etc.

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