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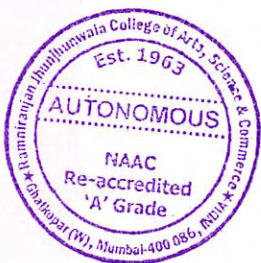
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A Study on Influence of Digital Marketing on Buying Behaviour of Youth

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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,



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