

A Study on Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract

Digital marketing has revolutionized the way businesses engage with consumers, fundamentally altering the landscape of consumer behaviour. This article examines the impact of digital marketing on consumer decision-making processes, exploring how strategies such as social media marketing, search engine optimization (SEO), and personalized content influence consumer attitudes and purchasing behaviours. The rapid growth of digital platforms and technologies has led to a shift in how consumers interact with brands, allowing businesses to gather vast amounts of data to better understand and predict consumer preferences. This article delves into key digital marketing tools and techniques that shape modern consumer behaviour, analysing how online interactions, reviews, and targeted ads create new expectations for consumers and challenge traditional marketing methods. Furthermore, it explores the ethical implications and potential challenges businesses face as they navigate this evolving digital landscape. Ultimately, this exploration aims to shed light on how digital marketing not only drives consumer behaviour but also transforms the relationship between businesses and their target audiences.

Keyword: Digital marketing, Consumer behaviour

Introduction

The emergence of the internet and digital technologies has significantly revolutionized the way business connect and interact with consumers. Traditional marketing methods, which relied heavily on face-to-face interaction or mass media channels like television and print, have been supplanted by the growing influence of digital platforms. Digital marketing, encompassing tactics such as social media engagement, content marketing, and data-driven advertising, has reshaped consumer behaviour in profound ways.

Consumers now have access to an unprecedented amount of information at their fingertips, enabling them to make more informed purchasing decisions and interact with brands in real-time.

Marketing includes the identification of needs of the prospects, producing and delivering the product and services which can satisfy the needs of them. So, marketing refers to satisfy the needs and wants of the target consumer. Marketing includes the Promotion, Creating awareness of the Product and Service. Marketing Activities includes advertising, promoting, selling and delivering the product and service to end user and other business too. The use of technology in Marketing helps marketers to precisely know the customer preferences, their behaviour and a purchasing trend which ultimately helps to design the most effective marketing strategy to target them. It also helps to reach the prospects and existing customers to market the products and services through the combination of digital marketing channels. Digital marketing is also known as e-marketing, web-marketing and online-marketing. It helps to identify the right prospects for their products and service.

Objectives of the Study

1. To study the theoretical framework of Digital Marketing
2. To know the benefits of Digital Marketing
3. To understand the concept of Consumer buying behaviour
4. To analyze the impact of Digital Marketing on Consumer buying behaviour

Methodology of the Study

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports and company website and the research of the study covers regarding the impact of digital marketing on Consumer Buying behaviour.

Literature Review

The literature on digital marketing and consumer behaviour explores various factors such as consumer psychology, digital platforms, and data-driven marketing techniques. This review examines key themes and findings from existing research on the impact of digital marketing on consumer behaviour.

1. Digital Marketing Techniques

- Digital marketing encompasses various techniques, including social media marketing, search engine optimization (SEO), email marketing, and content marketing. Studies have shown that each of these strategies has a distinct influence on consumer behaviour.
- Social Media Marketing: Tuten and Solomon (2017) emphasize how social media platforms have transformed consumer-brand interactions, enabling real-time communication and personalized experiences.

2. Consumer Behaviour in the Digital Age

- Understanding consumer behaviour in the digital age is central to any digital marketing strategy. Research has shown that digital environments influence how consumers search for information, make decisions, and engage with brands.
- Decision-Making and Information Search: According to Schwartz (2013), the abundance of information available online has changed how consumers make purchasing decisions. Consumers are now more empowered to research products thoroughly before making a decision.

3. Psychological and Social Factors in Digital Marketing

- Social Influence and Peer Reviews: Social influence is a significant factor in the digital space, with consumers relying heavily on peer reviews and recommendations.
- According to Delarosa's (2003), online reviews and ratings impact consumer trust, which in turn influences purchase decisions.
- Trust and Brand Loyalty: Research by Chiu et al. (2012) indicates that trust, especially in digital platforms, plays a crucial role in shaping consumer loyalty. Consumers are more likely to engage with brands that maintain transparency and offer secure online experiences.

Theoretical Framework of Digital Marketing

Digital marketing is the new method of marketing commodities using-digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. The development of digital marketing has altered the method companies use technology for

promotion, as digital podiums are progressively changed into advertising plans, as individuals use digit campaigns like mobile, computer/laptop and tablet instead of visiting physical market.

The Evolution of Digital Marketing and Consumer Behavior

The integration of digital marketing strategies has revolutionized how businesses engage with their audiences. Unlike traditional marketing, digital marketing focuses on creating a personalized, two-way interaction between brands and consumers. Consumer behaviour, driven by technological advances, is now influenced by factors such as convenience, accessibility, and real-time interaction. Social media platforms, online reviews, and search engine results play a significant role in how consumers discover, research, and make purchase decisions. Moreover, the COVID-19 pandemic accelerated the shift to online shopping, making digital marketing practices even more relevant in influencing consumer choices.

What is Digital Marketing?

Digital marketing includes all marketing efforts that apply electronic devices or the internet. This includes online marketing, internet marketing, or web marketing, and involves leveraging digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. It includes a variety of tactics like SEO, SEM, content marketing, influencer marketing, and more, extending to non-internet channels like mobile phones Kapoor & Kapoor, (2021).

Digital Marketing Tactics and Examples

Digital marketers employ various tactics to drive brand awareness and lead generation across digital channels such as social media, websites, search engines, email, and display advertising. Examples include SEO to improve search engine rankings, social media marketing to promote brand content, content marketing to generate leads, affiliate marketing, native advertising, and more Karjaluoto et al., (2015).

Concept of Digital Marketing

It involves sum total of marketing work that usage of an electric component and internet, Businesses leverages various digital ways like-search engine, social medias, e-mail, website in addition offline marketing such as SMS and MMS to attach with present and potential customers. Digital marketing is also stated as online or internet marketing. Digital

marketing is the promotion of business organization or brand by means of various channels such like the Internet, mobile devices, TV radio in addition to consuming different online advertising, podcasts, video and other such approaches to communicate message. Internet promotion in specific plays a vital share in somewhat promotional plan and it is fetching the basis of numerous establishments' complete promotional policies.

Benefits of Digital Marketing

Global reach and visibility: Digital marketing is a worldwide term and the reach that could be achieved is boundless. Even small businesses can have access to a global audience which paves the way to growth opportunities. Compared to the traditional market, which is bounded by geography international marketing can be cost and labour intensive. Online accessibility has accelerated growth avenues for traditional businesses to explore. This blend of reach and visibility has provided a gateway of opportunities even for a niche product in the business.

- **Effective targeting:** Digital Marketing allows one to mine data to see which audience has worked best for the company and optimize the campaign with lessons. With digital marketing, the company can always be on top of deciding which customer has been offered with maximum satisfaction and opportunity to develop better. Digital marketing is a broad concept that describes the marketing of products or services using digital technologies, mainly on the Internet which results in effective targeting.
- **Cost-effective:** companies using digital marketing strategies to foster business whether big or small consider it as a cost-effective solution for growth. Every platform of online marketing may not be suitable for every business but any business can find fruitful solutions in digital marketing. When it comes to management and labour or content creation price of digital marketing tools is within the flexibility of the company.
- **Digital marketing strategy:** As business needs change a well-executed digital marketing strategy can also be modified accordingly. New business needs more careful planning because of their limited approach; a well-executed digital marketing strategy is a great key to better development.

- **Branding opportunities:** The topmost benefit of digital marketing is a branding opportunity. It is the ability to use different types of content to express a brand online. Creating an independent campaign using appropriate ways and tools that best suit the company's brand name is a powerful digital marketing tactic. When compared to traditional markets where easy content creation and distribution may be tiresome. Digital marketing keeps branding fresh to attract new and suitable customers to achieve organizational goals.

Digital Marketing Channels

- Search Engine Optimisation (SEO) • Twitter • LinkedIn • Face book • Google+ Blogging
- Social Bookmarking • Video • Alerting Applications • Online Advertising • Google AdWords
- Banner Advertisements • Facebook Advertising • Affiliate Marketing • Website • Email Marketing • Search engine marketing (SEM)

Factors that affect consumer buying behaviour

A variety of factors go into the consumer buyer behavior process, including cultural, social, personal, and psychological factors. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Let's take a closer look at each of these factors.

- Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.
- Social Factors - Elements in a person's environment that impact the way they see products.
- Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals.
- Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Impact of Digital Marketing on Consumer Buying Behaviour

This impacts consumer behaviour since today, brand presence is a combination of

associations, such as values, products and ideals, made by consumers after they have interacted with your business. An online presence is also a means to communicate directly with costumers; this translates to a one-on-one communication medium with both happy and dissatisfied customers.

- ❖ A brand's online presence can communicate its message more clearly and accurately considering it's the business that controls the information placed online. Nowadays, we can see a very steep decline in print advertising. It is estimated that the print advertising revenue from newspapers will decrease to 5.3 billion dollars by 2024 in comparison to the estimated 25.20-billion-dollar revenue it procured in 2012.
- ❖ This makes an online presence crucial as it is the first point of communication between a brand a customer, a brand's response to both praise and criticism is done through digital platforms, making a brand's digital presence crucial to its survival.
- ❖ The powerful tool of digital word-of-mouth a dependable way to get recommendations is through digital word of-mouth, also called influencer marketing. Digital word-of-mouth, also known as influencer marketing is a dependable method of recommendation.
- ❖ Consumers today seek recommendations from peers or look for endorsements from their role models. In addition to customer reviews, influencer marketing, testimonials, and comments, other types of recommendations can also assist brands in establishing trust with consumers.
- ❖ Customers are more likely to trust a brand if it has a good digital word of mouth. Businesses have also been able to maintain a presence online through this. Word-mouth can have a huge impact on any brand's sales.
- ❖ Furthermore, it is safe to assume that digital marketing has placed consumers in control. Unreliable clientele loyalty prior to the digitalization of the marketing world, customers were more prone to staying partial to their brand of choice. They chose to stick to the brand they are already familiar with; this was a result of low exposure to the different available products on the market.
- ❖ Today, customers actively search for different products that cost the same but provide them with increased value. Customers now feel less hesitation when replacing their go-to brands with brand new ones, this is because customers are now able to judge a product based on a range of different criteria including sales and discounts, value, and customer support. Since customers are able to research everything, they need to know, if they find a better deal they are more likely to take it.

- ❖ Consumers exhibit a lower level of patience nowadays; consumers demand fast responses to their questions and concerns. Digital marketing makes this possible. You can easily share customer queries and thoughts on social media for a large audience. Positive and negative customer reviews greatly influence consumers.
- ❖ By empowering customers and giving them tailored experiences, digital marketing allows brands to establish transparent and stronger relationships with them. Consequently, digital marketing is a strong motivator for consumers. Impulse buying is driven by digital marketing through digital media allows brands to promote their products at the right time and in the right place where consumers are most likely to make spontaneous or impulsive purchases.

Conclusion

Advancement in technology infrastructure, Internet penetration and access by the rural & urban people shows there is a great opportunity for online market in the future. Online shopping and e-commerce play an integral part of India. The success of online shopping and e-commerce resides in the hands of online retailers by making necessary changes in their business models, and more they understand their consumers. It has been witnessed that the government support, FDI investment, rapid internet penetration, and young age population all these factors favouring e-commerce have wider scope in the coming years.

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