

# AN IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

## AUTHOR:

**Mr. Kishor Kumar Rai K**

Assistant Professor in Commerce Akshaya College Puttur

## Abstract:

The rapid growth of digital technologies has significantly transformed marketing practices and consumer buying behaviour. Digital marketing has emerged as a powerful tool that influences consumer decisions through online platforms such as social media, search engines, websites, and mobile applications. This study offers a thorough examination of how digital marketing affects consumer purchasing patterns, illuminating the intricate relationship that exist between digital channels, customer preferences and purchase decisions. Digital marketing significantly influences consumer buying behaviour, shaping preferences, attitudes, and purchasing decisions. This paper highlights the role of information availability, personalization, social media influence, and convenience in shaping modern consumer purchasing patterns. The findings suggest that digital marketing plays a crucial role in influencing consumer preferences and buying decisions, thereby becoming an essential component of modern business strategies.

**Keywords:** Digital Marketing, Consumer Buying Behaviour, Social Media, Online Shopping, Purchase Decision

## Introduction:

In today's digital era, the internet and digital technologies have become an integral part of everyday life. The growth of digital technology has significantly changed the way businesses market their products and services. Traditional marketing methods such as print media, television, and radio are gradually being supplemented or replaced by digital marketing strategies. Digital marketing uses online platforms such as social media, websites, and search engines to reach and influence consumers. Today, consumers depend heavily on digital media for information, comparison, and purchase decisions. As a result, digital marketing plays a major role in shaping consumer buying behaviour by affecting awareness, preferences, and purchasing decisions. Understanding this impact is essential for businesses in the modern marketplace.

## Objectives of the study:

- To learn and study the concepts of digitalisation, digital marketing, and consumer behaviour.
- To investigate modernisation in the marketing environment.
- To determine the impact of digital marketing on consumer purchasing behaviour.
- To better understand the internet purchasing habits of Indian consumers.

## Need of the study:

The rapid growth of digital marketing has changed the way consumers make purchasing decisions. Understanding how digital marketing influences consumer buying behaviour is essential for businesses to design effective marketing strategies. This study helps in identifying key digital factors such as social media, online advertisements, and customer reviews that affect consumer choices. It also provides insights into changing consumer preferences in the digital era, enabling marketers to improve customer engagement and achieve better market performance.

## Literature Review:

### • **R K Tailor and Simran Kaur**

Their research highlights that social media marketing positively impacts consumer buying behaviour, especially during COVID-19. Digital marketing enhances consumer engagement, convenience, and understanding of customer psychology in a competitive market.

### • **Piyush Kumar**

Digital marketing influences consumer behaviour by leveraging technology and online word-of-mouth. It allows consumers to research products easily and affects customer psychology. Increased awareness and safety can further expand its reach.

### • **NedaKiani**

Social media keeps consumers connected to brands and influencers. Engaging content influences purchase decisions, with consumers tending to follow brands they trust and buy from repeatedly.

### • **M. Vadivel M M and Rahul M**

Social media is the dominant digital marketing channel influencing purchases. Targeted marketing improves brand perception and helps marketers create personalized campaigns, enhancing consumer relationships.

### • **Dr.KomalNagrani and B.V.D.S Sai Pavan Kumar**

Online shopping in India is growing due to better internet access, technical infrastructure, and government support. Digital marketing helps businesses adapt, understand consumers, and increase competitiveness in e-commerce

**Data and Source of Data:**

For this research study I have collected information from both primary and secondary data

**Research Methodology:**

Based on the requirement of the study data is collected from various secondary sources like books, academic journals, websites, and company reports related to digital marketing and consumer buying behaviour. At the same time by the way of structured questionnaire method. The relevant data has been collected to understand the impact of digital marketing on consumer purchase behaviour included a stratified random sample of 80 individuals drawn from a wider pool of online buyers.

**Data analysis and interpretation:**

**Table .1: Frequency of Purchasing Products Through Social Media Platforms**

Frequency of Purchase via Social Media	No. of respondents	Percentage
Sometimes	5	6.8
Rarely	20	25
Never	5	6.2
<b>Total</b>	<b>80</b>	<b>100</b>

From the above table it is clear that, 6.2% of consumers are never used, 25% of consumers are only rarely uses and 68.8% of consumers are sometimes uses to purchase the products. It is clearly shows most of the people sometimes uses the social media platforms to purchase the products.

**Table .2: Preferred Online Platforms for Purchasing Products**

Online Shopping Platform	No. of respondents	Percentage
Amazon	3	6.2
Flipkart	9	16.3
Meesho	32	40
Others	5	7.5
<b>Total</b>	<b>80</b>	<b>100</b>

From the above table it is clear that, 7.5% of consumers uses other platforms to purchase products, 16.2% of consumers depended on Amazon, 36.5% of consumers uses Flipkart for their purchases and 40% of consumers are use Meesho for their purchase of products. It is clearly shows most of the consumers are depended on Meesho.

**Table .3: Importance of Reviews and Ratings in Purchasing Decisions**

Opinion on Importance of Reviews and Ratings	No. of respondents	Percentage
Yes	6	82.5
No	1	1.3
Don't know	5	6.2
<b>Total</b>	<b>80</b>	<b>100</b>

From the above table it is clear that, 6.2% of consumers are don't have awareness about that, 11.3% of consumers are selected rates and review are not important for the purchasing decisions and 82.5% of consumers are agreed to the rates and review are very important for their purchasing decisions. So it clearly defines rates and reviews are important for purchasing the products.

**Table .4: Online Platforms Used by Consumers to Follow Brands or Companies**

Online platform	No. of respondents	Percentage
Facebook	1	1.3
Instagram	5	81.3
LinkedIn	1	5
Twitter	2	2.4
<b>Total</b>	<b>80</b>	<b>100</b>

From the above table it is clear that, 2.4% of consumers follow in twitter, 5% of consumers follows in LinkedIn, 11.3% of consumers follows in facebook and 81.3% of consumers are follow Instagram. It clearly defines most of the consumers are follows brands or company in Instagram.

**Table .5: Types of Digital Marketing Content Followed by Consumers**

Digital Marketing Content	No. of respondents	Percentage
Blog Articles	4	5
Podcasts	3	8.7
Videos	9	16.3
E-books	1	5
<b>Total</b>	<b>80</b>	<b>100</b>

From the above table it is clear that, 5% of consumers find Ebooks, 28.7% of people find most engaging content in podcasts, 30% of consumers are find in blog articles and 36.3% of consumers are find in videos. It clearly shows most of the consumers are find engaging content in videos.

**Table .6: Level of Trust in Online Customer Reviews When Making Purchase Decisions**

Trust in Online Reviews	No. of respondents	Percentage
Yes	10	63.3
No	3	5.2
Maybe	7	21.5
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, 15.2% of consumers are said no, 21.5% of consumers are selected the option maybe and 63.3% of consumers are agreed this. It clearly shows about most of the consumers are trusted about the reviews at the time of purchasing the products.

**Table .7: Factors Influencing Consumer Purchase Decisions**

Influencing Factor	No. of respondents	Percentage
Brand Reputation	10	37.5
Price	4	30
Product Quality	7	21.3
Personal Factors	1	11.3
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that,37.5% Consumers purchases decisions is brand reputation ,30% consumers purchase decision is price,21.3% consumer’s decisions are product quality and 11.3% consumer’s decisions is personal. Overall, the findings suggest that consumers place the highest importance on a brand’s reputation when making purchasing decisions.

**Table .8: Consumers’ Direct Purchases Through Social Media Platforms**

Response	No. of respondents	Percentage
Yes	7	58.8
No	3	41.3
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, 58.8% consumer’s responses in Use and 41.3% of consumers responded in No. It clearly shows that most of the consumers are purchases directly through a social media platform.

**Table .9: Frequency of Online Purchases by Consumers**

Frequency of Online Purchases	No. of respondents	Percentage
Rarely	6	45
Monthly	6	32.5
Weekly	1	16.3
Daily	3	6.3
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, 45% Consumers purchase rarely ,32.5% consumers purchase monthly,16.3% consumers purchase daily and 6.3% consumers purchases weekly. This suggests that while online shopping is popular, most consumers engage with it only occasionally rather than on a regular basis.

**Table .10: Consumers’ Experience of Being Misled by Online Advertisements**

Response	No. of respondents	Percentage
Yes	5	57
No	5	43
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, 57% of consumers reported having felt misled by an online advertisement, while 43% said they had not. This indicates that a majority of consumers have encountered misleading or deceptive online ads, highlighting the importance of transparency and trustworthiness in digital marketing strategies.

**Table .11: Consumers’ Perception of Digital Marketing Influencing Impulse Buying Behaviour**

Response	No. of respondents	Percentage
Agree	7	46.3
Neutral	5	31.3
Strongly Agree	1	18.8
Disagree	1	3.6
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that,46.3% of consumers agree that digital marketing influences their impulse buying behaviour, while 18.8% strongly agree. 31.3% remain neutral, and only 3.6% disagree. This indicates that the majority of consumers perceive digital marketing as a significant factor affecting impulse purchases, demonstrating its strong impact on buying decisions.

**Table .12: Consumers Changing Their Purchase Decision After Reading Negative Reviews**

Response	No. of respondents	Percentage
Yes	5	51.3
No	5	48.8
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, **51.3% of consumers** have changed their minds about purchasing a product after reading negative reviews, while **48.8%** have not. This clearly shows that negative online reviews significantly influence consumer decision-making. The findings highlight the strong impact of customer feedback on purchasing behaviour and the importance of maintaining positive online reviews for businesses.

**Table .13: Importance of Online Reviews in Purchasing Decisions**

Level of Importance	No. of respondents	Percentage
Very Important	5	56.3
Somewhat important	2	27.5
Not very important	0	2.5
Not at all important	3	37
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, **56.3% of consumers** consider online reviews to be very important in their purchasing decisions, while **27.5%** regard them as somewhat important. Additionally, **12.5%** believe reviews are not very important, and only **3.7%** consider them not at all important. These findings indicate that the majority of consumers rely heavily on online reviews when making purchasing decisions, emphasizing the significant role of customer feedback in influencing buying behaviour.

**Table .14: Impact of Repeated Advertisements on Consumer Purchase Likelihood**

Response	No. of respondents	Percentage
Yes	5	51.3
No	5	48.8
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, **51.3% of consumers** stated that seeing repeated advertisements makes them more likely to purchase a product, while **48.8%** reported that repeated ads do not influence their purchase decisions. This indicates that repeated exposure to advertisements significantly increases the likelihood of purchase among most consumers. It highlights the effectiveness of repetitive advertising strategies in influencing consumer buying behaviour.

**Table .15: Sources Through Which Consumers Discover New Products and Services**

Source of Information	No. of respondents	Percentage
Social media	4	38.8
Online search	7	30
Email marketing	1	8.8
Word of mouth	2	24
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, **38.8% of consumers** discover new products and services through social media, making it the most common source of information. This is followed by **online search (30%)**, **email marketing (8.8%)**, and **word of mouth (2.4%)**. These findings clearly show that social media plays a dominant role in creating awareness about new products and services among consumers.

**Table .16: Primary Motivators for Online Purchase**

Primary Motivator	No. of respondents	Percentage
Price discount	10	50.6
Exclusive offers	3	25.3
Social proof	5	17.4
Brand loyalty	4	17.7
<b>Total</b>	<b>10</b>	<b>100</b>

From the above table it is clear that, **50.6% of consumers** consider price discounts as the primary motivator for online purchases. **25.3%** are influenced by exclusive offers, while **17.7%** are motivated by brand loyalty. Only **6.4%** of consumers are influenced by social proof. This clearly indicates that price discounts are the most significant factor driving online purchase decisions among consumers.

## **FINDINGS:**

### ➤ **Moderate Use of Social Media for Purchasing:**

Most consumers (68.8%) sometimes use social media platforms for purchasing products, indicating moderate adoption of social commerce.

### ➤ **Preferred Online Shopping Platforms:**

Meesho (40%) and Flipkart (36.3%) are the most preferred platforms for online purchases, followed by Amazon (16.2%).

### ➤ **Significance of Reviews and Ratings:**

A large majority (82.5%) believe that reviews and ratings are important in purchasing decisions.

### ➤ **Platform for Following Brands:**

Instagram (81.3%) is the most preferred platform for following brands and companies.

### ➤ **Engaging Content Type:**

Videos (36.3%) are the most engaging type of digital marketing content, followed by blog articles and podcasts.

### ➤ **Trust in Online Reviews:**

Most consumers (63.3%) trust online customer reviews when making purchase decisions.

### ➤ **Key Purchase Decision Factor:**

Brand reputation (37.5%) is the most influential factor in purchase decisions, followed by price (30%).

### ➤ **Direct Social Media Purchases:**

A majority (58.8%) have made direct purchases through social media platforms.

### ➤ **Frequency of Online Shopping:**

Most consumers (45%) purchase online rarely, while 32.5% shop monthly.

### ➤ **Misleading Advertisements:**

More than half (57%) have felt misled by online advertisements, highlighting concerns about ad credibility.

### ➤ **Influence on Impulse Buying:**

A majority (65.1% combined agree & strongly agree) believe digital marketing influences impulse buying behaviour.

### ➤ **Impact of Negative Reviews:**

A significant 81.3% have changed their purchase decision after reading negative reviews.

### ➤ **Importance Level of Online Reviews:**

Over half (56.3%) consider online reviews very important in purchasing decisions.

### ➤ **Effect of Repeated Advertisements:**

Repeated advertisements influence 81.3% of consumers to consider purchasing a product.

### ➤ **Source of Product Awareness:**

Social media (58.8%) is the primary source for discovering new products and services.

### ➤ **Primary Purchase Motivator:**

Price discounts (50.6%) are the strongest motivator for online purchases.

## **SUGGESTION:**

- ❖ Companies should provide clear and honest information in their advertisements to build consumer trust and avoid misleading customers.
- ❖ Businesses should actively manage online reviews by encouraging positive feedback and responding properly to negative comments.
- ❖ Firms should adopt effective pricing strategies such as offering discounts, special promotions, and exclusive deals to attract and retain customers.

## **CONCLUSION:**

The study concludes that digital marketing has a strong and significant impact on consumer buying behaviour. Social media, online reviews, digital advertisements, and price discounts play a major role in influencing purchase decisions. Consumers actively engage in online research, trust reviews, and are influenced by repeated advertisements and promotional offers. Overall, digital platforms have become essential in shaping consumer awareness, preferences, and final purchase decisions, making effective digital marketing strategies crucial for business success.

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