



## Impact of digital marketing on purchasing behaviour of young consumers

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### Abstract

Nowadays, consumer buying patterns are changing faster than ever before. Consumers are the kings of the market, and their behaviour varies based on factors such as price, quality, packaging, product age, gender, status, features, and generation. However, the youth demographic presents a unique challenge for marketers. The changing preferences of young people influence their purchasing patterns, as most tend to follow the latest fashion trends. As a result, marketers invest significant amounts of time and money each year in market research to identify the changing behaviour of young consumers. They focus on introducing innovative and creative ways of selling products to this demographic, to capture their attention and drive sales. Overall, the changing behaviour of young consumers represents both a challenge and an opportunity for marketers. By staying up-to-date with the latest trends and preferences, they can develop effective strategies that resonate with this demographic, ultimately leading to growth and success in the market.

**Keywords:** youngsters, purchasing power of consumers, digital marketing, social media, information

### Introduction

Traditional marketing has taken a backseat to digital marketing in modern and youth-oriented businesses. Digital marketing achieves marketing goals through various online modes, including mobile marketing, social media marketing, email marketing, and more. As technology advances and the world becomes more dynamic, digital marketing has become increasingly vital. Its primary purpose is to attract new customers and provide information about products. Customers who purchase products online are delighted with the fast delivery and secure payment mechanisms, which help build their trust. Digital marketing has become a key player in modern business due to the increasing use of the internet and mobile devices, as well as the rise of social media. It allows businesses to reach a wider audience and engage with customers in real time through various online channels such as social media, email, search engines, and mobile apps. With digital marketing, businesses can target specific demographics, track and analyze consumer behaviour, and adjust marketing strategies in response to trends and feedback.

One of the major benefits of digital marketing is its ability to provide immediate feedback, enabling businesses to quickly adapt to changing market conditions and consumer preferences. Additionally, digital marketing can be much more cost effective than traditional marketing methods as it eliminates the need for expensive print, TV, or radio advertising. Overall, the rise of digital marketing has transformed the way businesses approach marketing, opening up new opportunities for companies to connect with their customers and grow their brands in the digital age.

### Digital Marketing Scenario in India

India boasts the third-largest internet population in the world. With the advent of Internet marketing strategies, businesses have been able to reach out to the public and expand their reach. In today's day and age, people not only have an awareness of the internet, but they also use it for a wide range of purposes. As a result, the market is experiencing steady growth. Both the online and offline retail sectors in India are thriving. Although India was a

relatively late adopter of the online shopping revolution, online sales are projected to grow by 50% annually over the next few years. India already has the third-largest number of internet users, and as more people use mobile phones and the internet, their tastes and preferences are evolving. The Internet is now a popular medium for purchasing a variety of products, such as booking tickets, buying books, consumer electronics, and financial services. A significant portion of these purchases is conducted on online marketplaces like Amazon, which was founded in 1994.

### Literature Review

Following an important review that is related to this study Study many research papers, Nishant Kashyap, Nabh Kapadia, Parul Baghel, Aditi Vaishnav, and Riya Goel (2023) studied the effect of digital marketing on consumer (youth) behaviour they talk about how digital marketing plays a vital role that influencing consumer buying behaviour, Dr. S. Sivasankaran (2017) studied impact of social media or digital marketing on youth generation because present-day many factors like age, gender, status, education etc effect customers. Most people invest their time in the use of the internet so they prefer to buy a product online.

### Need of Study

Digital marketing has brought about significant changes in the way that businesses promote their products and services and the way that consumers make purchases. Consumer buying behaviour is influenced by many factors, and these factors also impact marketers' ability to fulfil the needs of individuals and youth. Nowadays, digital marketing plays an essential role, and marketers must understand digital marketing and its impact on consumers to cater to their needs effectively. Digital marketing has profoundly transformed the way that consumers interact with brands, thanks to the rise of social media, search engines, and other digital channels. This allows marketers to reach their target audiences more effectively and efficiently than ever before. Consumer behaviour is influenced by various factors, such as culture,

family, social class, personal factors, and psychological factors. These factors play a crucial role in how consumers make their purchasing decisions, and marketers need to understand and cater to them to fulfil the needs of individuals and youth.

Digital marketing has a significant impact on consumer behaviour as it allows marketers to engage with their audiences in real-time, provide personalized content, and track consumer behaviour and preferences. By leveraging digital marketing channels such as social media, email marketing, search engine optimization, and content marketing, marketers can create targeted and customized campaigns that appeal to their audience's needs and interests. Moreover, digital marketing provides marketers with valuable insights into consumer behaviour, allowing them to refine their strategies and improve their overall performance. With the help of digital analytics, marketers can track metrics such as website traffic, engagement rates, conversion rates, and customer lifetime value. This enables them to make data-driven decisions and optimize their campaigns for maximum effectiveness.

In conclusion, digital marketing has a significant impact on consumer behaviour and provides marketers with innovative ways to reach and engage with their audiences. As the digital landscape continues to evolve, marketers need to stay up-to-date with the latest trends and technologies to succeed in today's competitive marketplace.

### Objective of the Study

"Various objectives of the study

- Identify the factors that influence the changing buying behaviour of individuals.
- Examine the changing behaviour of individuals or customers and understand the impact of digital marketing on them.
- Advise Indian marketers on how to identify changing buying behaviour of customers and its influence on their purchasing decisions."

### Research Methodology

#### Sources of Data

"Researchers utilize two types of data in their studies, namely primary and secondary data. Primary data is collected through methods such as questionnaires and surveys, while secondary data is sourced from published research papers, census data, articles, and other relevant websites."

#### Sample Design

"The present study is research-oriented, and the researchers are utilizing both primary and secondary data in their investigation. To collect samples from various locations in India, the researchers have opted to use a simple random sampling method."

#### Sample Size

To achieve the objective of the study, the researcher randomly selected 100 individuals or youths from various locations across India.

### Findings of the Study

The study reveals several important findings regarding social media usage and online shopping behaviour in India. Firstly, India ranks as the fifth country with the most extensive YouTube user base. A significant portion of the

Indian population spends around 14 hours per week online, leading to increased advertising on social media platforms. Advertising markets are growing rapidly at a rate of 50% per year, and it is predicted that they will cross 1000 crores by 2020. The study shows that several factors influence consumer buying behaviour, including factors like status, sex, age, income, family, lifestyle, education level, and culture, particularly among the youth population. In India, more than 90 million websites and approximately 500 million Facebook profiles exist. Every day, over 8 million incoming messages and approximately 12 billion messages are sent through WhatsApp. Online shopping is gaining momentum in India, with a majority of people opting to buy products online. As a result, present-day marketers and researchers face the challenge of understanding consumer buying behaviour, taste, and preferences. The changing patterns of consumer buying behaviour among the youth population pose additional challenges for traders. Many consumers find it convenient to purchase products online, making it suitable for respondents to buy products online at any time.

### Suggestion

"Following are some suggestions from the study:

1. Researchers and marketers should assess the accessibility of internet facilities to consumers before introducing any product.
2. Marketers should ensure that consumers are properly informed about digital marketing.
3. Since consumers tend to avoid risks, it is important to educate them on how to handle any risks associated with digital marketing."

### Conclusion

According to the National Youth Policy, nearly 33 crore people in India are aged between 15-29 years. This large youth population can greatly influence the purchasing behaviour of consumers. Therefore, marketers need to understand the psychology and needs of the youth to satisfy their demands. In today's digital age, marketers face numerous challenges as they shift from a customer-oriented marketing approach to a technological customer-oriented marketing approach. As a result, it is becoming increasingly important for marketers to keep up with the latest trends and technologies to effectively target and engage with the youth market. By doing so, they can ensure their products and services are relevant to the needs of the younger generation.

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