



IMPACT OF DIGITAL MARKETING ON CONSUMER DECISION MAKING

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Abstract

The purpose of this study is to analyse the impact of digital marketing on the consumer in decision making, while buying and to find out how consumers are changing their decision or preference based on digital marketing. The objective of this research is: (1) To find the customers loyalty towards particular brand on digital marketing. (2) To find out the confidence level of consumers on digital marketing platforms. (3) To find if digital word of mouth is trusted the most or not. This study explains the role of digital marketing in the modern world and concludes that it is an important tool in consumer decision making which additionally improves the organizational productivity and helps in capture broader area of the market. Therefore digital marketing can impact the decision making of the consumers. The research gap is the factors and the platforms that made consumers to change their buying decisions. The research methodology chosen for this study is simple random sampling method with the help of questionnaire.

Keywords: - Digital marketing, consumer behaviour, consumer decision making...

Introduction

Digital marketing is also known as internet marketing, it is the tool use for promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes multimedia message as a marketing channel apart from email social and web-based advertising.

Consumer decision making is a process under which consumers go through in deciding what to purchase, including problem recognition, information searching, evaluation of alternatives, making the decision and post purchase evaluation.

Digital marketing has transformed the marketing gain and has reached new levels, so much that the once who were not aware of this field are now wanting to use this to promote their brands with the shift of marketing techniques from traditional to digital, the process of consumer decision making has also changed. As per reports as of October 2019, almost 4.48 billion people were active internet users, encompassing 58% of global population.

In 2021, traditional businesses notices that incorporating Digital is no longer optional, nearly all marketing channels became Digital during the lock-down, and the Digital marketing impact on consumer behaviour is shaping the industry by forcing businesses to adapt their digital marketing approach and population. Businesses all across the world need information on consumer behaviour, this is due to their desire to improve their shopping experience and, their sales figures.

Consumer behaviour research allows them to gain a better understanding of market expectations, it also assists them in making purchasing decisions.

Statement of the problems

The aim of the research is “Impact of Digital Marketing on Consumer Decision Making”.

Objective

1. To find the customers loyalty towards particular brand on digital marketing
2. To find out the confidence level of consumers on digital marketing platforms
3. To find if digital word of mouth is trusted the most or not.



Review of literature

1. (Stephen, 2015)

This article reviews recently published research about consumers in digital and social media Marketing settings. Four themes are identified: (i) consumer digital culture, (ii) responses to digital Advertising, (iii) effects of digital environments on consumer behaviour, (iv) mobile environments. Collectively these articles shed light from many alternative angles on how consumers experience, Influence, and are influenced by the digital environments within which they're situated as a part of their Daily lives. Much remains to be understood, and existing knowledge tends to be disproportionately focused on WOM, which is merely a part of the digital consumer experience. Several directions for Future research are advanced to encourage researchers to think about a broader range of phenomena.

2. (Constantin ides, 2002)

Addresses one altogether the essential problems with e-marketing: the because of attract and convince the patron within the highly competitive Internet marketplace. Examine the factors affecting the online customer's behaviour and examines how e-marketers can influence the simplest results of their buying process and virtual interaction by focusing their marketing efforts on elements forming the consumers virtual experience, the web experience. Identifying the net experience components and understanding their role as inputs within the net customer's decision- making process is that the opening in developing and delivering an exquisite online presence likely to possess the utmost impact on Internet users. Click-and-mortar firms brings superior Web experience influence their physical clients' attitude and perceptions, driving extra traffic to traditional sales outlets. Contributes to the theoretical debate round the factors influencing the online consumer's behaviour and descriptions some noticeable similarities and differences between the standard and virtual consumers.

3. (Tandon & Kaur, 2018)

Impact of Digital Market on Consumer Buying Behaviour. Within the highly competitive market and Technology advancement with the usage of internet it's shifted the quality market to digital Marketing strategies. Digital marketing grabs wide area and within the highly competitive retail it to you Involves exploring business patterns using electronic technologies which reduces cost and expand Business globally. Today digital marketing includes a greater scope of expanding their business within the long run as customers are far more satisfied by doing online shopping as they find digital Marketing much safer than traditional marketing. Digital marketing provide opportunity to the Customers to possess a look on the info of the merchandise provided by the company and might able to do comparison accordingly, so they're able to enjoy right to choose and will place order at Any time 24*7 at anywhere. With the updated technologies and increase within the usage of internet Engagement, interconnectivity of consumers is increasing day by day as a results of which consumer Behaviour changed and companies should understand the behaviour of consumer. This research Study analyses the digital marketing impact on consumer buying behaviour

Research Methodology

The method used for the collection of data is simple random sampling. Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected.

The source of data used is primary data which is directly collected from the respondents, and the sampling technique used is survey method. The target population is students, private employees and government employees. The method used for measuring instruments is Likert scale, multiple choice and linear scale.

Microsoft excel 365 MSO 2021 V.16.1 was used to analyse the data and to get the descriptive statistics, Likert scale and linear scale questions using various data visualization methods.



The data Visualization method used are as follows

1. Bar Charts
2. Pie Charts

Data Analysis and Interpretation

Out of total sample of 111 people who responded to the questionnaire 52% were female and 47% were male and 1% were others. Out of the total population the wide variety of the respondents were fallen under the age category of 22-25, which is 51% of the total population, next was the age group that falls under 18-21, which is 27%, 11% of the population category falls under 26-30

and the remaining 11% falls under 30-35. Our target population in this research were Students who contributed 58% of the responses, Private employee with a contribution of 33% and Government employees is 7% and 2% is others respectively.

Gender	
Male	52
Female	58
Others	1

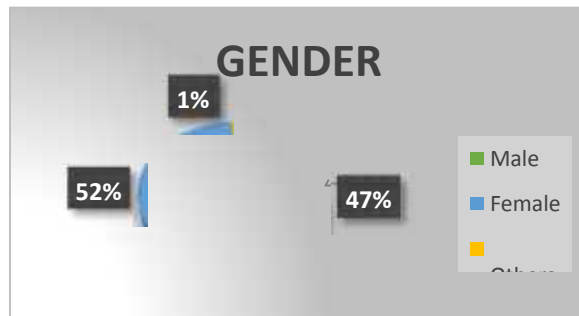
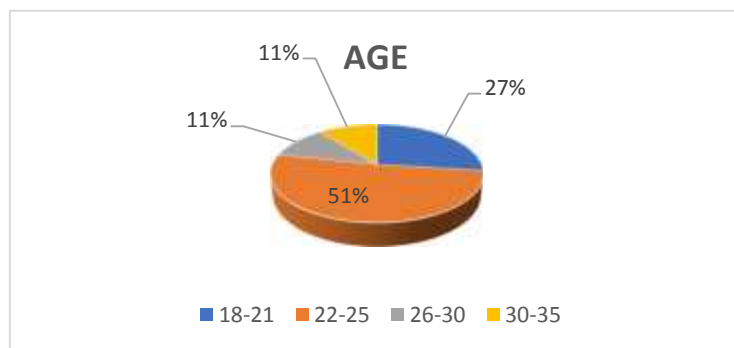


Chart 1.0

The above data (chart 1.0) illustrates the percentage of male and female involved in this survey. The graph clearly shows the female involved in the survey are more than male i.e., 52% of female and 47% of male. This is calculated based on taking the total respondents of 111.

Age	
18-21	30
22-25	57
26-30	12
30-35	12



The above data (chart 2.0) illustrates the age category of respondents involved in this survey. The pie chart clearly shows the age category falling in between 22-25 are high in number with the percentage of 51%, the age category of 18-21 is of 27% which are in moderate number, age category of 26-30 are of 12% and age category of 30-35 are of 12% in this survey.



Occupation	
students	64
private employee	37
government employe	8
other	2

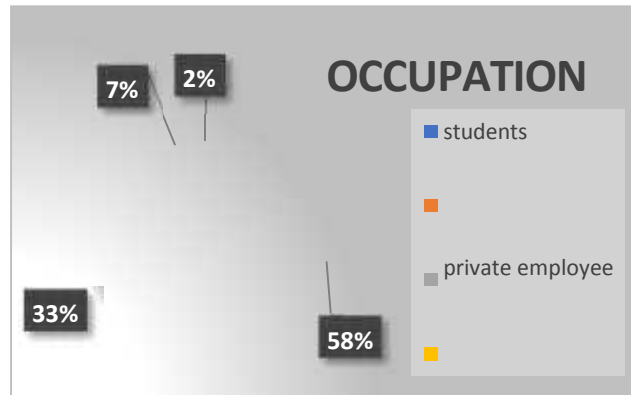


Chart 3.0

The above data (chart 3.0) clearly shows that most of the population that is 58% are students, 33% of the population are private employees, 7% of the population are government employees and 2% of the population are others.

Satisfied Digital Marketing	
Yes	94
No	17



Chart 4.0

The above data (chart 4.0) clearly shows that most of the population that is, 85% of the respondents are satisfied with digital marketing and the remaining 15% of the respondents are not satisfied.

Brand loyalty	
No	56
Yes	55



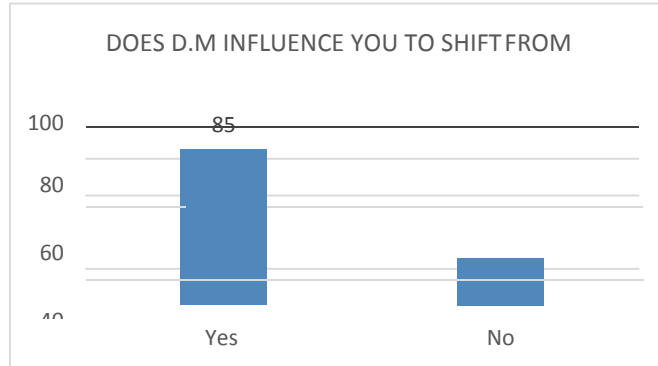
Chart 5.0

The above data (chart 5.0) depicts that half of the respondents are brand loyal. The remaining 50% are not fallen under a particular brand loyalty. Because now a days consumers have a wide variety of options available in the market and consumers want to try every options depending on their taste and preference.



Chart 6.0

Influence To Shift Brand	
Yes	85
No	26



The above bar chart (chart 6.0) shows that whether digital marketing influence them to shift from one brand to another. Out of the total population 85 respondents with a percentage of 76.5 are influenced to shift from one brand to another and the remaining 26 respondents with a percentage of 23.5 are not influenced.

Trust digital marketing	
1	4
2	16
3	43
4	40
5	8

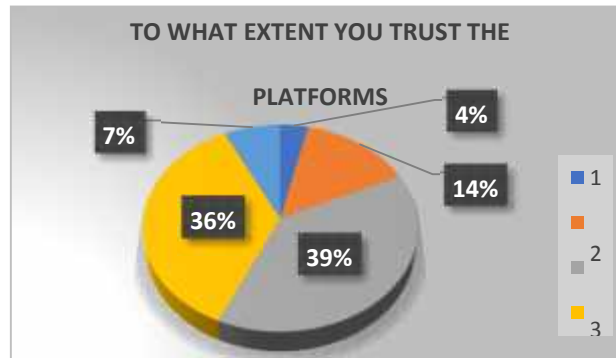


Chart 7.0

The above pie chart (chart 7.0) shows the level of trust by the consumer given towards the information provided by the digital marketing platform. According to the data, Minimum scale is scale 1 and the maximum is scale 5. Among 111 people only 4 people selected scale 1, 16 people selected scale 2, 43 people selected scale 3, 40 people selected scale 4 and 8 people selected scale 5. From the above data, we can conclude that among 111 people, 8 people trust the digital marketing platform the most and 4 people trust the least.

Does digital W.O.M Provide Enough Infor	
neutral	53
agree	38
disagree	11
strongly agree	8
strongly disagree	1

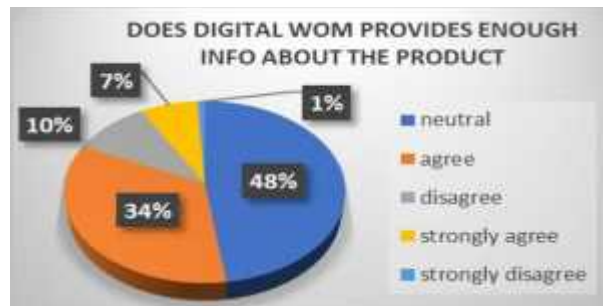
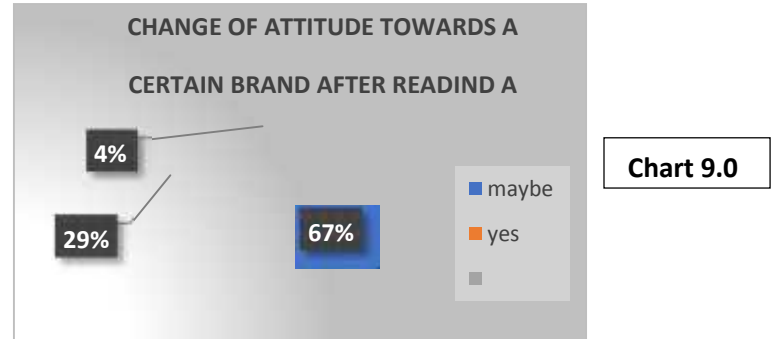


Chart 8.0



From the above (chart 8.0) it is clear that,48% of the people are neutral regarding the digital word of mouth which provides reviews about the product, 34% of the people agree with reviews of the product, 10% of peoples disagree with the reviews of the products and only 1% of the people strongly disagree with digital word of mouth of the product as they may be not totally depending on the reviews of the products.

Change Attitude	
maybe	74
yes	32
no	5



From the above (chart 9.0) it is shown that 67% of the respondent are neutral about the change of attitude towards a particular brand after reviewing a product and 29% of the respondent would agree with the reviews and also change their attitude towards a particular product after reviewing and 4% of the respondent are indifferent, they would not agree with the reviewing and will not change the attitude towards a product.

Findings

1. Why the digital marketing is in headlines nowadays?
2. Why consumers are not loyal to particular brand or product?
3. The platforms influence the most to choose online shopping.
4. Impact of digital word of mouth among youngsters as consumers.

1. Suggestions

By accessing the various websites and through the collection of primary data it was observed that the Digital Marketing plays an important role in decision making of the consumers and the loyalty of the consumers on the particular brand. It is concluded that the loyalty of the consumers on various brands are neutral, not every respondent would strongly decide which brand they would confined too. Many of the respondents also trust or have confidence on the reviews of the product and digital word of mouth plays a prominent role in digital marketing which provides a detailed review of the product. From our studies it was found that more than half of the respondents would believe in digital word of mouth before purchasing the product from a particular brand.

Consumer’s decision-making pattern in today’s world keeps changing and expanding now and then, so the decision making of the consumer has to sync with their preference and also the brands that are categorizing to the customers.

Recommendations

1. As most of the studies shows the research only on either particular brand, one geographical area and consumers decisions making depending on cultures. It is recommended to show the customers decision making on a wider range in digital marketing.
2. Age also plays a prominent role in digital marketing decision making because of change in brands and innovation in the product.

Conclusion

The research paper helps us to arrive at a conclusion through the study on impact of digital marketing on consumer’s decision making. The results showed that there is significant relationship between digital marketing



and brand loyalty and the trust on the digital word of mouth to make decision. So it is necessary for the producers to retain with a good quality of product to attract the customers and to continue to the increase the sale of digital marketing products it is said that the customers are king of the market. Therefore, it is needed to provide trusted brand to the customers.

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