

Chapter-18

EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT

*When competitive market and technological advancement came into introduction with the help of internet usage it changed the traditional marketing into digital marketing which gripped a wide section of the market, explored business for marketers and gave them a good competitive edge in the industry. Digital marketing helped reduce the costs and stretch the business worldwide. Digital marketing changed the customers perception about their shopping for their day-to-day needs. Customers find more easefull to buy the things through the online than the traditional methods. Digital marketing gives the benefit of knowing the information of the product before purchase. In digital marketing there is a length and breadth of the products, so customer can choose their products and services according to their tastes and demands. Digital marketing also helps us to do comparison of our products. Digital marketing is a 24*7 service and gives complete control in the hands of customers. It helps one track the orders where the products are coming from and where they have reached. If the customer is not satisfied with the markets product the digital marketing gives the option of returning it according to marketer's policy. Thus, digital marketing has put a great power in the minds of customers. Digital marketing has made life very convenient by making a single click from Hands without any hurdle.*

Keywords: *Digital Marketing, Customers, Online Shopping, Innovation, Technology.*

INTRODUCATION

Digital Marketing can be explained as online marketing or internet marketing which not only helps the marketers for grabbing a large section of the market but also make shopping easier for customers (Tandon & Kaur, 2018). Availability of wide variety of products without geographical, 24*7 shopping facility, facility of return policy are some of the important reasons for every day increasing popularity of digital marketing among consumers.

In Digital marketing market the product and services are marketed through internet on various electronic devices like mobile, laptop, desktop, mac book etc. It provides the online facility of resolving customer queries, gives suggestions related to any product and services, facilitates communication mainly through website, chat, Email, etc. and makes marketing much easier for marketer and shopping for consumer.

LITERATURE REVIEW

The process through which a company connects with, interacts with, and attracts its target market in order to demonstrate the value of, and eventually sell, its products and services is known as digital marketing(Shah, 2019). Promoting has been

around for quite some time. Previously, businesses used traditional marketing tactics to spread the word about their products or services, such as newspapers and verbal. The evolution of computerized advertising has had a huge impact on how today's brands and organizations employ innovation and computerized channels to promote their operations. Product advancement has unquestionably become a vital component of the contemporary computerized age as a result of computerized promoting(Patel & Dixit,2018). Advanced marketing, which gives clients with new opportunities such as personalized messaging or solutions to a persistent inquiry, is gaining momentum on traditional advertising (Istvan, Milic and Kopic, 2017) Advanced marketing efforts are growing more prevalent and effective as computerized stages are increasingly integrated into advertising techniques and daily life, and as individuals use computerized gadgets instead of travelling to physical stores.

RESEARCH OBJECTIVE

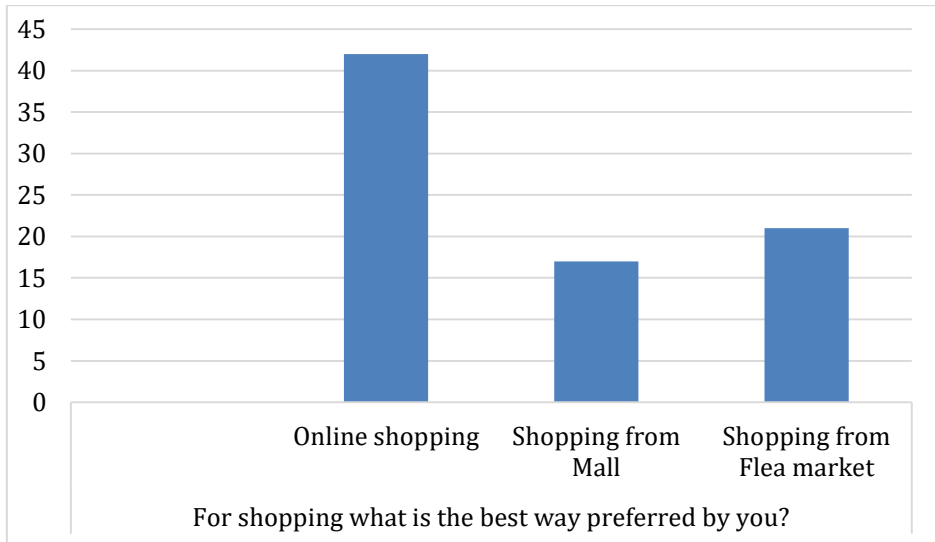
The objective of the paper is to explore the effect of digital marketing on consumer buying behaviour.

RESEARCH METHODOLOGY

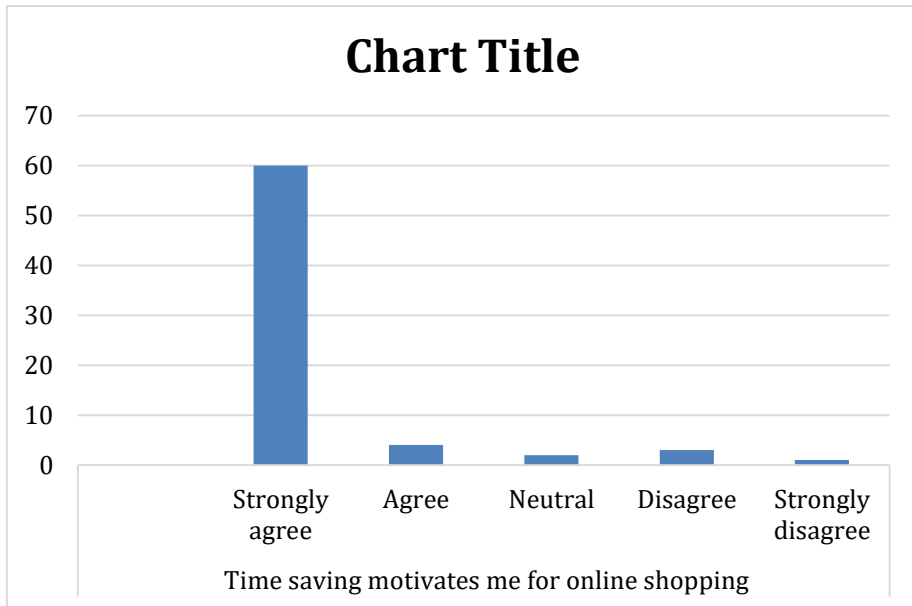
For conducting my research, a questionnaire was created and distributed to students at Sharda University from various disciplines. Total 100 questionnaires were distributed. When I collected responses from them, I have ignored the data that was not useful of me and I have keep the data that was needed in my research. Out of these 70 filled questionnaires received from the respondents were found valid for the research.

ANALYSIS AND FINDINGS

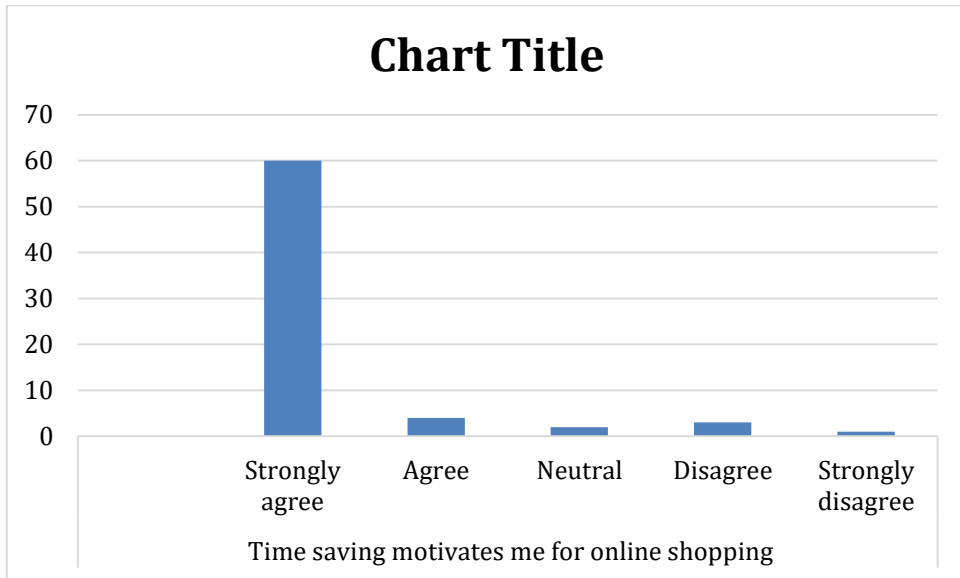
For shopping what is the best way preferred by you?



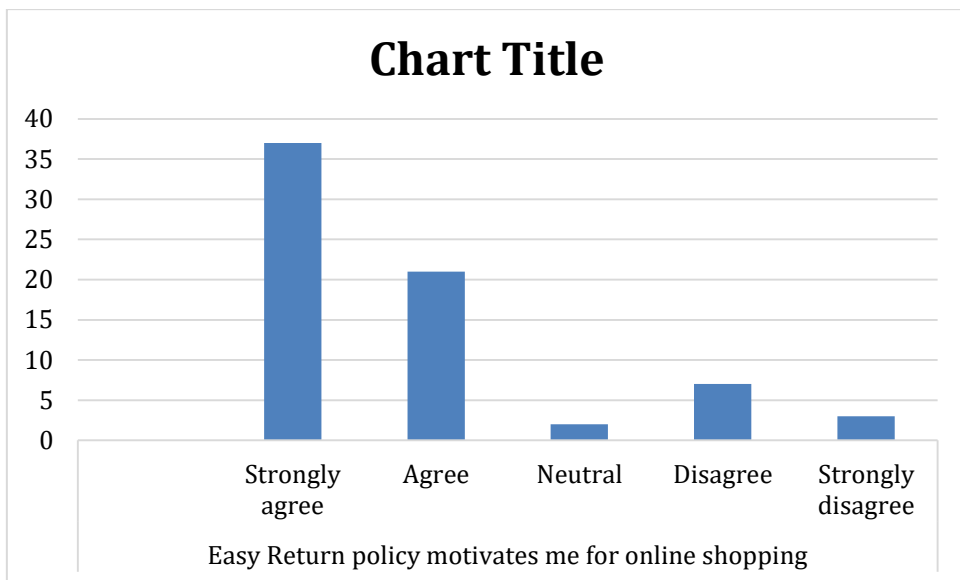
Time saving motivates for online shopping.



Time saving motivates me for online shopping



Easy Return policy motivates me for online shopping



DISCUSSION

This part presents information examination and translation of the information gathered from the field of the review involving survey as an information assortment instrument. The overall goal of this examination work is to dissect on the impact of

digital marketing on customer purchasing conduct. Discoveries of this examination work are directed and introduced by the design and the blueprint of the survey. The review was directed by the accompanying explicit examination goals: Analyse the idea of advanced advertising and customer purchasing conduct in the computerized time, to research different instruments and channels of web-based entertainment that straightforwardly impacts buyer conduct, distinguish the classes of items that shoppers purchase on computerized media stages, to dissect the impact of computerized promoting on purchaser dynamic interaction.

CONCLUSION

This study examines the effect of online Marketing on Consumer buying behaviour from Sharda university students from a buyer's angle s. In view of writing audit and results from this review gathered from 70 respondents, we can reason that digital marketing has significantly affected buyer purchasing conduct.

RECOMMADATIONS

Today our world is driven by innovations and new technologies which has made our lives easier and relax able to live through various innovations. Digital marketing is popular among people specially amng youth.The organizations, therefore, should pay attention to the research that is needed in determining consumer buying behaviour and digital marketing.

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