



An Investigation of Digital Marketing And Its Influence On Customer Purchasing Behavior For Digital Products

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ORIGINAL ARTICLE



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An Investigation Of Digital Marketing And Its Influence On Customer Purchasing Behavior For Digital Products Bhavna Basist Research Scholar Department of Commerce Shri Krishna University Village Chauka, N-H 86, Chhatrasal Chowk to Sagar Rd, Chhatarpur, Madhya Pradesh-471001 An Investigation Of Digital Marketing And Its Influence On Customer Purchasing Behavior For Digital Products Abstract: Digital marketing is the promotion of products and services via the use of internet-connected gadgets.

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ABSTRACT

Digital marketing is the promotion of products and services via the use of internet-connected gadgets. Digital marketing refers to advertising that takes place on online media platforms & links companies & customers. With the passage of time, customers have begun to pay greater attention to digital marketing. There are numerous other sorts of electronic connections, including such search engine advertising, online advertising, online marketing, and so on. Rather of explicitly selling the goods, digital technologies involve the client in beneficial ideas and then encourage her / him to react on those alternatives. Today's modern economical expansion & advancement have resulted in significant increases in digital marketing tendencies, which have resulted in a thriving profession. It is a full shift since it connects individuals all over the globe in an uncomplicated manner. Digital marketing has brought about a complete revolution in engaging prospective customers by employing a variety of techniques that are adaptable enough to deal with challenging scenarios. It is the purpose of this article to investigate the impact of different digital marketing elements on customer purchasing behavior when it comes to electronic devices. The current investigation is mostly qualitative in character. But, there are some individuals who continue to have reservations about the usage of technologies in everyday life. There are also just few folks who are still unsure about how to use modern technologies. As a result, the focus of this research is to investigate the influence of buying behavior toward digital marketing & online goods.

KEYWORDS

Digital Marketing, Products, Customer, Data, Marketing, Social Media, Behavior, Purchasing.

INTRODUCTION

Digital marketing is among the technology available today that has aided a large number of marketers in their efforts to advertise their item, organization, or services. This sort of marketing encompasses all marketing activities that take place via the use of a digital gadget or the web. Marketing is now being offered more flexibility, resources, or information to assist them assess the group's efficiency via the use of digital platforms. To interact with present and future customers, the organization use digital channels like as social media, emails, search engines, and other websites, among other things. For instance, a new role called as social media administrator has been created for most companies, and their responsibility is to administer the firm's social media accounts. They must generate material that is relevant to the item and services in order to attract the interest of consumers. Consumers will become more aware of the brand as a result of this. Purchase operations are also moving in order to suit the transition.

That's how marketing efforts has been influenced in this way. Digital marketing is also divided into two categories: digital platform advertising & offline platform advertising. The key distinction would have been that online channels were totally reliant on the Internet, but offline activities merely needed a gadget but was not reliant on being connected to the Internet in any manner. By digitizing the virtual advertising, it is possible for it to play around the clock, without even any restrictions, and to attract a greater spectrum of consumers. The fact that digital marketing is very inexpensive attracts the attention of most businesses. The price is reasonable and significantly cheaper than that of conventional marketing¹. You may simply build a successful internet marketing strategy inside your cost by using digital marketing, which is a low-cost method when compared to traditional promotional tools including such radio, television, and other media outlets.

SEM (search engine optimization), PPC (pay-per-click advertising), content marketing (including social media platforms), and other types of digital marketing are all available. This sort of marketing may capture the interest of those shoppers since it often provides a cheaper cost than a physically establishment while also providing additional benefits. It also makes it easier for the buyer to evaluate the prices of different products and services. The advantages of online marketing outweigh the advantages of conventional marketing by a significant margin. Online marketing is a much more practical & speedier method of immediately addressing the customer, and it is the most effective method for firms to promote regionally and internationally, regardless of their size. Additionally, depending on the findings of the research, they predict that the usage of internet marketing will expand outside current limitations and therefore will bring products & activities to a broader range of demographics than previously existed. Accretionary digital marketing is the usage of the internet as a platform by sellers in order to offer their products or services to a wider audience².

Objectives

The research aimed to fulfill the following objectives:

1. To study about the digital marketing and purchasing behavior in literature review.
2. To study about the significance of digital marketing.
3. To study about the digital marketing channels
4. To study about the customer behavior.

5. To study about the what impact does digital marketing have on customer behavior.
6. To study about the changing customer behavior as a result of digital latest innovations.
7. To study about the customer behaviour & marketing of digital product.

Methodology

Digital marketing advertises products & services over the internet. Digital marketing links companies & customers through the internet. Customers are now conscious of internet marketing. Search engine marketing, internet advertising, as well as other electronic links. The consumer is engaged with useful ideas rather than constantly sold things. A great career has developed from today's growth in the economy. It's a huge shift since it simply connects individuals worldwide. A broad variety of digital marketing approaches have transformed customer involvement. The aim of this section is to evaluate the impact of digital marketing on consumer products purchasing behavior. This research is mostly subjective. But other individuals are still cautious about regular technological use. Few individuals are still unsure how to use modern technologies. As a result, this research looks at how digital marketing & online goods affect buying behavior.

Literature Reviews

A. Digital Marketing

As a result of the technological revolution, an unique kind of marketing has emerged: digital marketing. It is intended to serve as a digital medium for the promotion of a product yet also offering a platform for the firm to do trade³. Marketing & advertisement on the internet are two types of marketing that are commonly utilize to offer services or goods, as well as to contact customers, via the use of network interfaces⁴. The word "digital marketing," which refers to the strategy of just have used digital mediums to assemble consumers as well as building consumer satisfaction, sell brand names, retain consumer retention, as well as boost sales, has changed over the years from the a particular definition trying to describe the promotions of services / goods through digital platforms to an overarching term word referring the use of virtualization innovations to assemble consumers but also construct consumer desires. Digital marketing & internet marketing are 2 very separate concepts, with digital marketing utilizing both online or offline technology, whilst internet marketing mostly utilizes innovations or is conducted entirely online⁵. It may also aid the client in obtaining data for their purchasing actions via the use of these technology. Customers' attitudes regarding goods, companies, and branding are considered to be altered by digital technologies⁶. Only with emergence of digital marketing, the method in which marketers sell their products, as well as the way wherein customers purchase for those products, have both changed⁷. Due to the obvious expansion of digital marketing, the barriers in the marketing business are now being broken down one by one.

B. Purchasing Behavior

Purchasing behavior advertising is the act of developing linkages amongst market items and certain purchasing behavior segments. Consumer behavior may also be described as the actions of customers in acquiring, utilizing, assessing, and categorizing products & activities that are intended to suit their needs⁸. Customer behavior is the outcome of an intellectual response, so consumers may create conditions in which they acquire goods or services. This instinctual reaction is influenced by three distinct factors: enjoyment, excitement, & leadership. A consumer behavior knowledge enables a marketer to make marketing choices that are in line with the demands of their customers. Products category, past Online purchasing, or sexuality are all factors that influence buy intention⁹. Consumer buying behavior, as per, is a choice processes as well as an attitude of the individuals involved in acquiring & utilizing things. Customers begin looking for items or services that meet their needs or desires after identifying a want instead. Underlying moods & extrinsic circumstances both

impact behavior¹⁰. Acquiring clients to an online business is tough since the internet firm must first persuade people to purchase online, and afterwards the consumer must choose a preferred company among a vast number of rivals. To be chosen, the internet organization build excellent client interactions. Recognizing customer behavior is essential for developing such partnerships¹¹.

The Significance of Digital Marketing is as follows:

Due to India's large number of internet consumers (624 million), advertisers have an excellent opportunity to connect their clients straight via digital sites & so boost their visibility. Taking use of having a broad customer profile, digital marketing has the potential to reach big consumers & influencing their purchasing choices. Consumer behavior has significantly altered as a result of the shift from conventional to digital marketing, and is now much more simplified. Because data is readily accessible online any time of day or night, people may purchase, read opinions, comparison, & do a plethora of other things simultaneously moment¹².

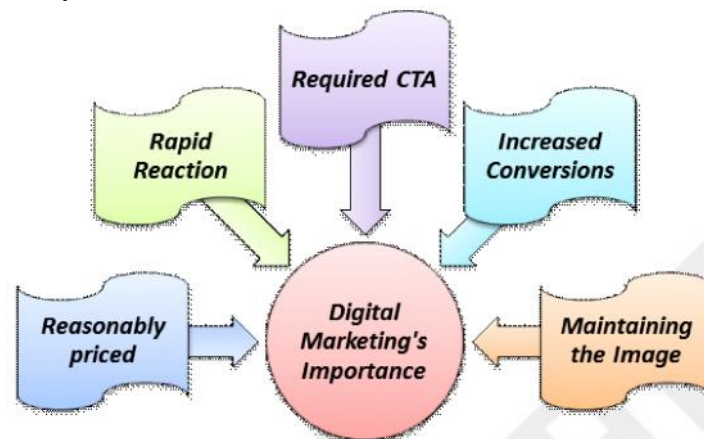


Figure 1: *Digital Marketing's Importance*

Digital Marketing Channels

Digital marketing is a contemporary style of advertising in which internet-connected gadgets have been used to interact with customers and sell products. Digital marketing encompasses a wide range of platforms. Artificial intelligence uses on numerous marketing channels have already been discussed¹³. The systems are broadly classified into two types: social media marketing channels as well as other digital marketing channels. In Table 1, a basic overview of all digital marketing channels is provided.

1. **Social Media Marketing:** Channels for social media marketing includes Twitter, Instagram, Reddit, Facebook, Whatsapp, Vimeo, Wiki, & Tumblr, among others. They offer marketers several possibilities for marketing their goods, including as company profile sites, various organizations, messaging, or marketing in numerous forms. Social media marketing is expanding at a fast pace. Facebook has 2.3 billion daily active users; Twitter has over 350 million monthly active users; and YouTube has 1.8 billion login information. Every day, 1 billion hrs of video are seen on YouTube. Social media influences customers in a variety of ways: individuals are persuaded by their contacts to purchase certain items, and they are also affected by sponsored advertisements on social media¹⁴. "Social network advertising is the activity of increasing the numbers of one's commercial and/or social relations by connecting with others. Social media is not even an isolated entity. It's a powerful propeller on the bigger advertising vessel.
2. **Search Engine Marketing:** Search engines are essential in this day and age. We use search engines to look up millions of inquiries in the format of phrases are indeed generalized questions explored, but also questions about goods or activities. Because there are so many vendors in the

marketplace, all advertisers endure stiff rivalry from one another. Consumers respond on hyperlinks that display at the head of search engine results when they looking for a products and services. It is worthwhile to get to the elite, perhaps organically or by compensated means. Search engine marketing is nothing more than paid advertising on every search engine¹⁵.

3. **Affiliate marketing:** It is the most recent evolution of commission-based advertising. In affiliate marketing, an affiliates connection is developed for an individual who has additional relationships with clients. These clients are linked to the individual who owns the affiliated link through the internet. The individual owning an affiliated connection distributes it to prospective clients, and if a consumer purchases a goods via his hyperlink, he receives a board. Probably one of the best instances of affiliate marketing is Amazon affiliate. Click Bank is an internet marketplace that allows anyone who wish to sell things & get to be a middleman to collect a fee to do so¹⁶.
4. **E-Mail Marketing:** Perhaps one of the most classic Digital Marketing methods is e-mail marketing. Email is another kind of databases marketing in which a digital marketers or online marketers creates a databases of e-mails & sends the emails to individuals who may be interesting in purchasing the items. Several key factors influence to the effectiveness of e-mail advertising, including such e-mail acceptance rates, e-mail response price, consumer referrals, click on the mail's links, and so on. E-mail marketing tools including such email marketing, liquid, and others are used to get quicker results. E-mail marketing provides numerous advantages over all other channels, including a longer shelf life for material in the mailbox as well as the ability to revisit to it at any moment in the future. Furthermore, e-mail material seems to be more detailed than that of other internet channels¹⁷.
5. **Digital Public Engagement:** Digital Marketing Communication is based on public image and that a company manages its image via online channels. Nowadays, Google rankings or reviews on some other channels, mostly online, aid in the maintenance of community relationships. Businesses manage public affairs by putting out regular emails or messaging to their consumers regarding new items, special deals, or reductions. Consumers perceive linked to the company as a result of these messages, and the company maintains strong product trust. Consumers in digital marketing trust in evaluating the credibility of a marketers in an online form even though they are web knowledgeable. Databases marketing, digital CRM, and other kinds of digital public engagement are also available¹⁸.
6. **Content marketing:** Content marketing is a deliberately designed technique in which meaningful & important remarks are provided with the potential purchaser to assist him in making a purchase. Material marketing is mostly carried out via blogging, which give relevant contents to potential buyers depending on their preferences or demographic features. Content marketing is mostly intended to attract buyers who really are seeking for items and yet are perplexed. Whenever customers view the bloggers & articles, they may choose to check the source given inside of the blog article, as well as the material generates attention to the internet sites¹⁹.

Customer BehaviourIs Defined As

Customer behavior is the practice of comprehending or analyzing people, gatherings, or organisations, as well as all of the operations related with the procurement, how the customer experience tends to ows, customer use as well as disposing of products or assistance, and how the user's feelings, behaviors, but also desires influence purchasing behavior.

Organizations all across the globe demand customer behavior information. This is due to their constant pursuit of methods to enhance their buying experiences therefore, as a consequence, their sales statistics. They may get a better understanding of market requirements by conducting customer behavior research. It also assists them in developing improvements that would enable customer to

make better purchase selections. The survey includes data on what customers buy, where customers buy it, and then when customers buy it. It also displays data on their purchasing intentions, regularity, as well as other factors²⁰.

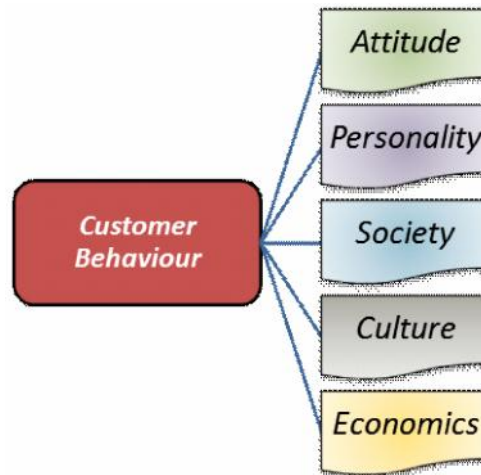


Figure 2: Customer Behaviour

What Impact does Digital Marketing have on customer behaviour?

In following we show impact does digital marketing have on customer behavior:

1. **Consumer trust & online marketing are inextricably linked:** Brands may now develop open connections with customers and provide them with a deeper knowledge of their products & solutions. Consumers are introduced to a wide range of items & data from across all companies as a result of the emergence of digital marketing²¹. They desire high-quality items that provide good worth for cash. Customer involvement, promotions, & customer service may all have an impact on customer purchasing and enhance customer devotion.
2. **Spontaneous purchases are being influenced by digital marketing:** Companies may use digital marketing to promote their items at the proper time and location, when the customer is still most liable to produce an impulsively or unexpected buy. Products utilize methods such as online bargains, discounts, and coupons to get customers to purchase their items right away. In an offline situation, this is exceedingly rare, but it may be leveraged by advertisers to entice consumers²².
3. **The virtual word's power-of-mouth:** Influencer marketing, often known as online word-of-mouth, is a reliable way of recommendations. Customers nowadays make decisions depending on what their key influencers support and what others propose. Additional sorts of suggestions, such as customer feedback, influencer marketing, testimonies, or remarks, may also assist firms in establishing consumer confidence. Consumers are greater inclined to accept a company & boost their purchasing if it has positive online word of mouth²³.
4. **When making purchases, customers perform internet investigation:** Customers have gotten interested as a result of ease of accessibility and would like to undertake extensive research prior purchasing anything web. With practically every firm selling its goods and solutions web, it is easier for customers to investigate, analyze, test, and afterwards make an appropriate purchasing choice. This choice is heavily impacted by the data customers acquire online, emphasizing the importance of businesses having a good internet presence²⁴.

Changing Customer Behavior as a Result of Digital Latest Innovations

As during lock-down in 2021, conventional companies suddenly realized that integrating online marketing isn't any longer a viable alternative; just about all promotional tools were converted to

digital, as well as the affect of digital marketing on customer behavior is reshaping the marketplace by pressuring companies to make adjustments their digital marketing method as well as technique. Customer behavior data is required by organizations all around the globe, including the United States. They are doing this because they are always striving to enhance their buying experience, which in turn will boost their sales results.

It lets them to obtain a better grasp of what the market place expects from them by doing customer behavior studies. Moreover, it supports businesses in implementing enhancements that will allow customers to make better-informed purchase choices in the future. The study contains information on what clients purchase, where they purchase it, then when they purchase it. It also provides information on their buying intentions, regularity of purchases, as well as other characteristics²⁵.

Because of intense competitors for consumers' awareness, paid marketing ROI has decreased considerably as a result of a variety of factors. Facebook Ad CTR is at an all-time low of less than 1 percent, Quick Google Advertisements are being neglected by potential consumers using other lookup terms or browse in private browsing, as well as marketing expenses are hitting new boundaries as a result of ferocious competing for consumers' focus²⁶.

Customer Behaviour & Marketing of Digital Products

If traditional marketing generates desire, digital marketing generates desire by utilizing the Web's capacity as an interacting ecosystem that facilitates monetary transaction and, more importantly, worth transfer. The customer may provide value in terms of effort, focus, or assistance to a Web firm. individuals attitudes regarding digital devices. This research is solely concerned with the advertising of widely used digital items such as cell phones and laptops, while digital goods includes televisions, DVDs, music systems, playing stations, and etc. It refers to the marketing strategies that are widely used by businesses. The impact of social and economic variables, the importance of family or friends, the level of existence, the branding awareness, as well as the factors that influence purchasing behavior. It also demonstrates the effectiveness of advertising methods on purchasing choices for five customer products: Smart television, washer and dryer, Smart refrigerators, Sound system, & Smart fan. The findings demonstrate the effectiveness of the new advertising environment and serve as an intermediate²⁷.

CONCLUSION

If traditional marketing generates necessitate, digital marketing generates necessitate by leveraging the Net's capacity as an interacting ecosystem that facilitates monetary transaction or, equally importantly, value transfer. The customer may provide value in terms of effort, effort, or assistance to an Internet firm. As per the research, digital marketing is now the highly popular, rapid, and cost-effective method of promoting goods & solutions, as well as marketing operations that affect customer behavior. The numerous aspects of digital marketing have an impact on customer behavior. According to the research, it is important to gather and appropriately utilize user input. Providing excellent customer services both previously or post the transaction.

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