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To study the impact of digital marketing on purchase decision of youth in Nagpur City

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ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. It is the use of the channels to reach the desired target market via some of the following channels such as social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, the game adds, mobile marketing), etc. Customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage.

Keywords— Digital, Marketing, Purchase, Decision, Youth, Impact

1. INTRODUCTION

1.1 Digital marketing

Marketing is the action of promoting and selling products or services, including market research and advertising, Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. It is the use of the channels to reach the desired target market via some of the following channels such as social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, the game adds, mobile marketing) etc. Customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking centre stage.

Digital marketing has been recently referred to as one of the best means to cut through the mess and interact directly with the consumer. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the use of digital channels as a means of effectively advertising to consumers. While considering digital channels, recent development is mobile marketing.

Digital marketing has been considered a new form of marketing which provides new opportunities for companies to do businesses. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the most important indicators of this transformation is the emergence of new communication tools.

The term digital marketing has not any specific definition or meaning but it can be well explained with the examples such as emails, online advertisements, pay per clicks, wireless text messages, blogging, fax, video streams, podcasting, broadcast, etc. All these examples are included in the definition of digital marketing.

Apart from its inclusive list, there are few traditional forms of marketing which are not included in the term of digital marketing. They are TV, radio, print and billboard as they are not the instant or quick forms of marketing. It means with these forms of marketing the advertiser could not get the immediate response from the end consumers. The traditional forms of marketing could not give an accurate number of responders. Perhaps, this became possible with the introduction of digital marketing.

Digital marketing has become so powerful network of advertising, that with the introduction of the “Double click” strategy of Google for internet, the world has become very close linking to every place conveniently. With the help of digital marketing, campaigns for promoting any product through the internet has become very cost-effective and convenient.



Fig. 1: Digital technologies

With the feature digital technology, in digital marketing, the advertiser easily comes to know how many times and how long the campaign has been shown on the internet, also it comes to know how many people have seen this campaign, how many responses have received, and how many purchases have been made through online mode. With this fast-end technology, marketing of any particular products becomes easier, the consumers' convenience becomes possible and the organization makes huge profits, too.

1.2 Tools of online marketing

- (a) **Display advertising:** Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with traits to increase the ads' effect.
- (b) **Web banner advertising:** Web banners or banner ads typically are graphical ads displayed within a web page.
- (c) **Pop-ups/pop-under:** A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.
- (d) **Floating ad:** A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a pre-set time period.
- (e) **Expanding ad:** An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a pre-set amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into restricted ad space.
- (f) **Interstitial ad:** An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.
- (g) **Text ads:** A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.
- (h) **Search Engine Marketing (SEM):** Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all an advertiser's actions to make a website's listing more prominent for topical keywords.
- (i) **Search Engine Optimization (SEO):** Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.
- (j) **Sponsored search:** Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords.
- (k) **Social media marketing:** Social media marketing is a commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media.
- (l) **Email Advertising:** Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

2. LITERATURE REVIEW

Mrs. K.R. Mahalaxmi / P. Ranjith (March 2016): The study reveals that people aware of the digital channels despite their educational qualification, customers use to prefer digital channels to buy any sought of products, no much role of the monthly income of people plays a role choosing a kind product buy through digital channels. Mostly people prefer shopping and electronic goods to buy through digital channels and it came to know from the study that there is a rise in the purchase of convenience goods through digital channels among people. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. The customers are satisfied with the products they bought through the digital channels this is considered as a positive sign for the growth of digital channels in a customer purchase decision. The study shows that the influence of the digital channels not supporting in a change of opinion of customer towards purchasing a product, but in near future, the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. The study is made in a geographical region and primary data was collected through a structured questionnaire from samples of 50 respondents.

Dr. S. Sivasankaran (Jul. - Sept. 2017): The study states that the buying pattern of the consumer is changing at a faster rate in the customer-oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to

correspond with. The changing preferences of the present-day youth affect the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing youth behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with online shopping than conventional buying. The marketers are forced to introduce an innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behaviour and behavioural pattern of youth have as a greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behaviour of youth is focused as the core issue. The study reveals that most of the youngsters of the present generation have access to digital media, but they lack awareness about its optimum utilization. For fulfilling the objectives of the study researchers randomly selected 100 youngsters.

Kotler and Armstrong (2001): Consumer buying behaviour refers to the buying behaviour of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behaviour then impacts how products and services are presented to different consumer markets. There are many components which influence consumer behaviour namely; cultural, social, personal, and psychological (Kotler and Armstrong, 2001).

Anjali (June 2017): The study reveals that educated people are more aware of digital media and they prefer digital channels to buy different products. Through analysis, it is found that the monthly income of people plays an important role to buy different kinds of products through a digital channel. People are more influenced by viewing advertisements on websites/blogs. Digital Channels changed the opinion of customers towards purchasing decision up to a greater extent. Mostly customers are satisfied with the products purchased through the digital channel. Mostly Shopping goods are preferred by peoples and rise in buy convenience goods through the digital channel. This study is conducted in a region. Future scope of the study to analysis the impact of digital channels on customer purchase decision for a wider geographic area to obtain more accurate results.

Sadia Afzal et al., (January 2015): This research shows that there is no direct effect of online and conventional advertisement on consumer buying behaviour of branded garments, but there is a significant indirect effect of both advertising mediums on consumer buying behaviour because of advertising characteristics and consumer attitude which are mediators and holds a great mediating effect. Both ad characteristics and attitude have a significant direct relationship to consumer buying behaviour. Statistical analysis of consumer attitude shows that among three dimensions (loyalty, previous buying experience and word of mouth) of attitude, loyalty and previous buying experience of the consumer are significant factors which affect consumer buying behaviour.

3. OBJECTIVES OF THE STUDY

- To study the youth awareness towards digital marketing in Nagpur.
- To analyze the influence of digital marketing in youth purchase decisions.
- To examine the changing buying behavior of youth.
- To know and understand the attributes that attract the youth to shop using digital channels.
- To know the effectiveness of advertisements in digital marketing and their effect on purchase decisions of youth.

3.1 Scope

The study is based on the responses given by youths in Nagpur city.

3.2 Limitations

- The time available for the study was limited.
- The study is based on data obtained from respondents and hence it includes the personal views which may influence the study.
- The study is limited to the geographical area of Nagpur city only.
- Some respondent refused to participate in the survey and may affect the study.
- Also, the respondents might be reluctant to respond and may not reveal exact views.

(a) Primary data: Primary data was collected through a well-structured self-designed questionnaire in Google Docs.

(b) Secondary data: Secondary data was collected through the Journals, Google, Case Studies, and Wikipedia etc.

(c) Universe of study: The study was done by collecting data from youths of Nagpur city through Google Docs. Questionnaire and by survey method.

(d) Sample size: The sample size for the study was 322 respondents from Nagpur city.

4. DATA ANALYSIS AND INTERPRETATION

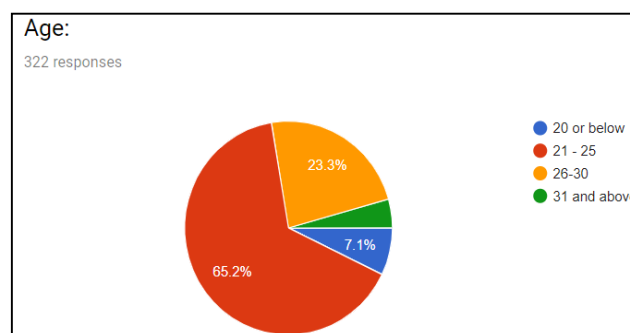


Fig. 2: Age group percentage

Analysis: The above graph shows that 7.1% (23) of respondents belong to age group of 20 or below, 65.2% (210) of respondents belongs to age group of 21-25 years, 23.3% (75) of them from 26-30 years and 4.3% (14) are from 31 and above years.

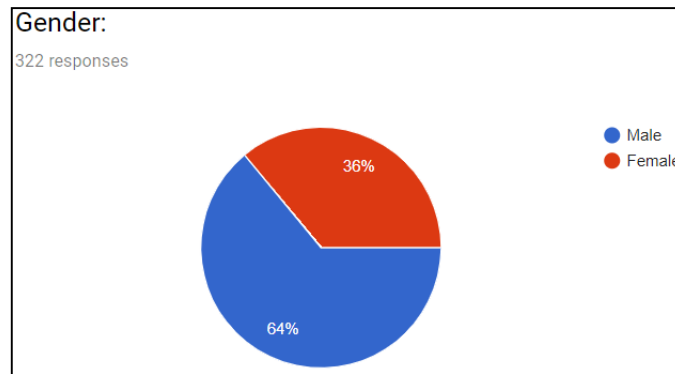


Fig. 3: Gender percentage

Analysis: The above graph shows that about 64 % (206) of the total respondents are Male and 36 % (116) is Female.

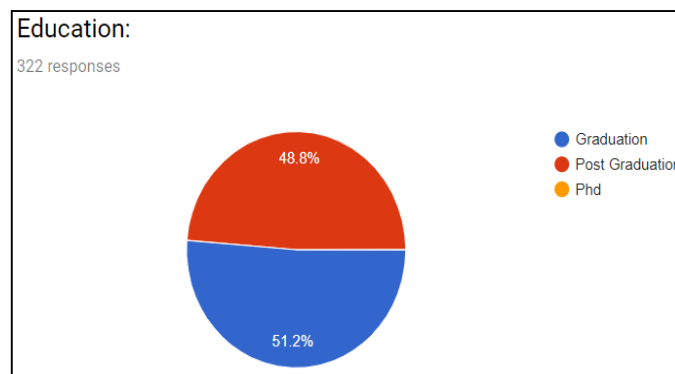


Fig. 4: Education percentage

Analysis: The above graph shows that about 51.2 % (165) of the respondent's education is Graduation and 48.8 % (157) is Post Graduation.

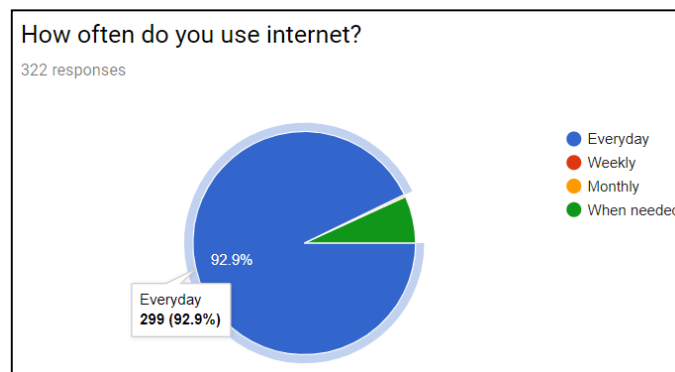


Fig. 5: How often do you use internet

Analysis: The above graph shows that 92.9 % (299) of the total respondents use the internet every day and 6.8 % (22) use internet when needed.

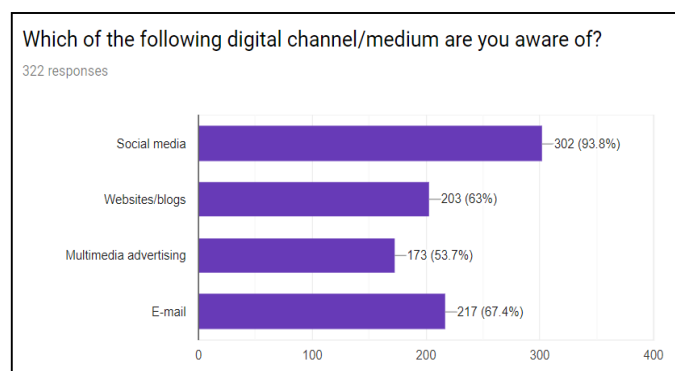


Fig. 6: Which of the digital channel/medium are you aware of?

Analysis: The above graph shows that a maximum number of respondents are aware of social media as a digital channel and multimedia advertising is known minimum number of respondents.

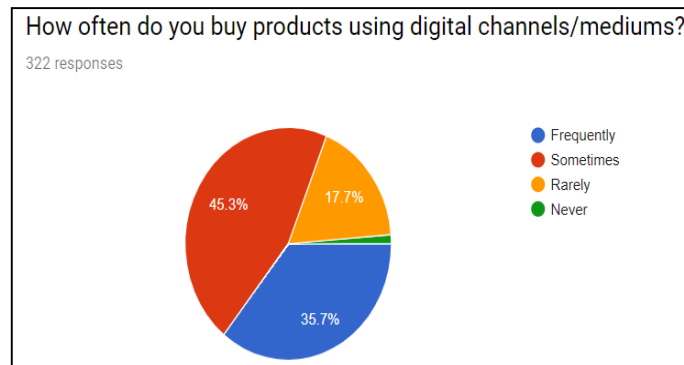


Fig. 7: How often do you buy products using digital mediums?

Analysis: The above graph shows that 35.7% (115) of the total respondents Frequently buy products using digital mediums, 45.3% (146) buy products Sometimes, 17.7% (57) Rarely buy products whereas 1.2% (4) Never buy products online.

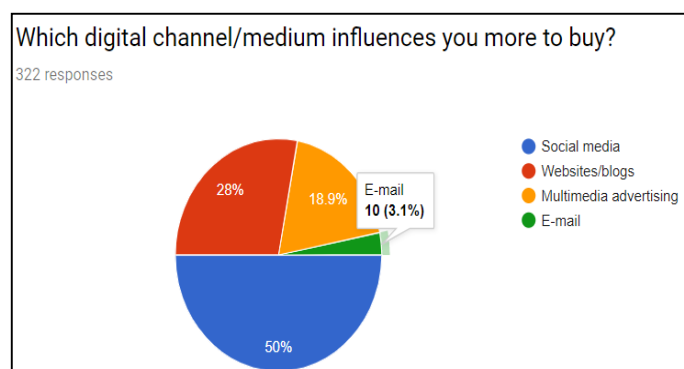


Fig. 8: Which digital channel influences you more buy?

Analysis: The above graph shows that 50% (161) of the total respondents are influenced by Social media, 28% (90) by Websites, 18.9% (61) by Multimedia advertising and 3.1% (10) by E-mail to buy more.

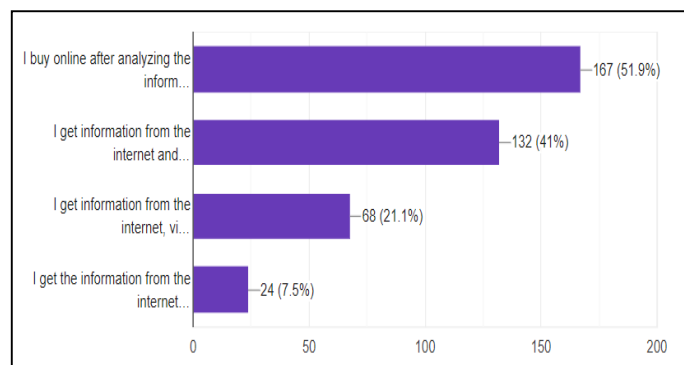


Fig. 9: Maximum number of people buy online after analysing the information provided

Analysis: The above graph shows that a maximum number of people buy online after analysing the information provided online and least they do is gathering information from the internet but buy only from the local dealers/shops.

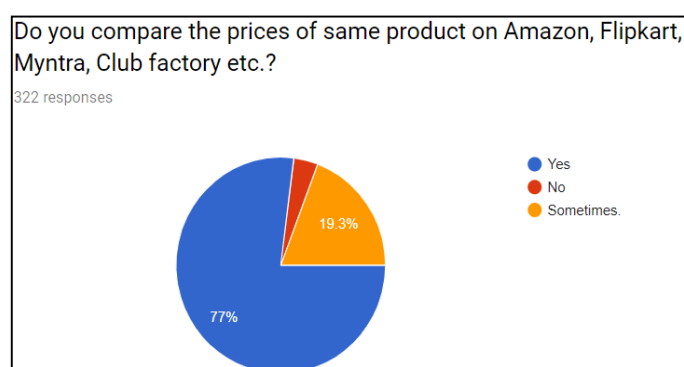


Fig. 10: Comparison of products

Analysis: The above graph shows that 77% (248) of the total respondents always compare the prices of same product online, 19.3% (62) sometimes compare the prices whereas 3.7%(12) don't compare the products online on Amazon, Flipkart, Mynta, Club factory etc.

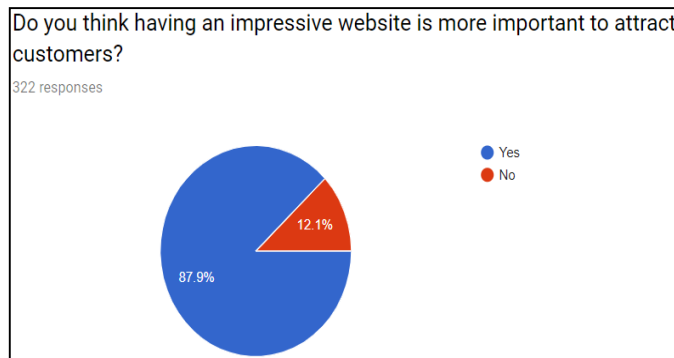


Fig. 11: Do you think having an impressive website is important to attract customer?

Analysis: The above graph shows that 87.9% (283) of the total respondents think that having an impressive website is more important to attract customers whereas 12.1%(39) respondents don't think so.

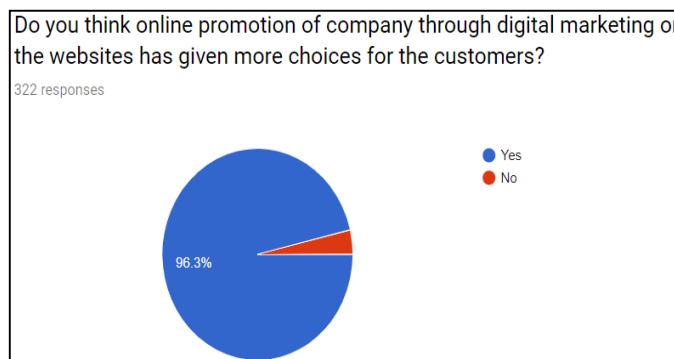


Fig. 12: do you think online promotion of a company through digital marketing on the websites has given more choices for the customers

Analysis: The above graph shows that 96.3% (310) of the total respondents think that online promotion of a company through digital marketing on the websites has given more choices for the customers whereas 3.7%(12) respondents don't think so.

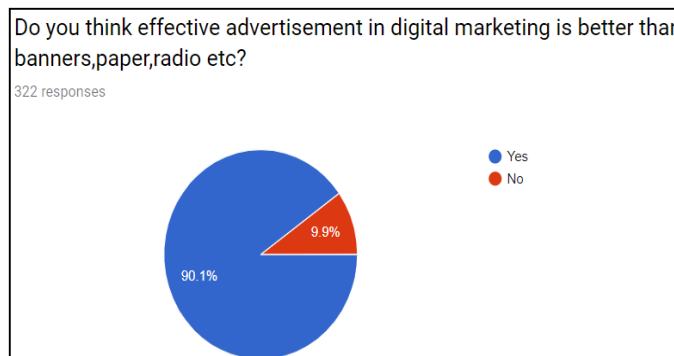


Fig. 13: Do you think that effective advertisement in digital marketing is better than banners, paper, radio etc.

Analysis: The above graph shows that 90.1% (290) of the total respondents think that effective advertisement in digital marketing is better than banners, paper, radio etc whereas 9.9% (32) respondents don't think so.

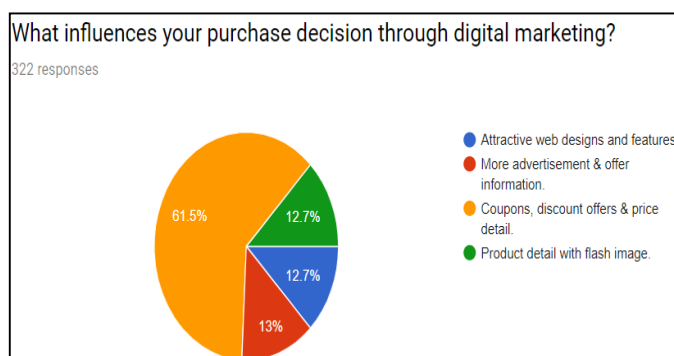


Fig. 14: What influences your purchase decision through digital marketing?

Analysis: The above graph shows that 61.5% (198) of total respondents think that Coupons, discount offers & price detail influence their purchase decision, 13% (42) think that More advertisement & offer information influence their decision, 12.7% (41) think that Attractive web designs and features influence their purchase decision whereas remaining 12.7% (41) think Product detail with flash image influence their purchase decision.

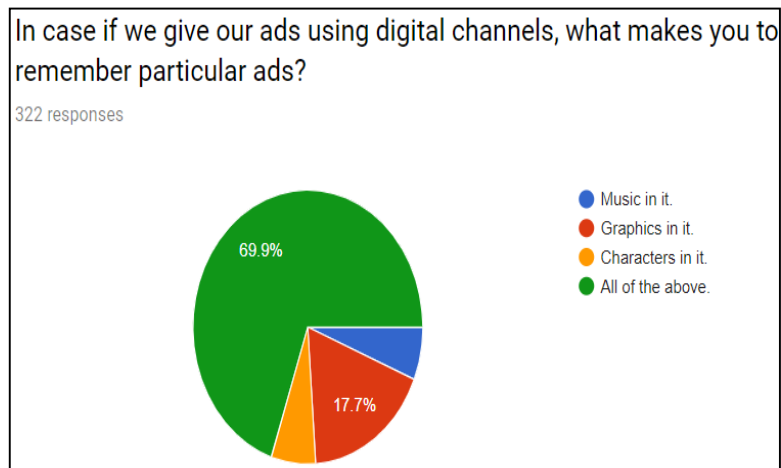


Fig. 15: What makes you to remember particular ads?

Analysis: The above graph shows that 17.7 % (57) of the total respondents think that they remember any ad by Graphics in it, 6.2 % (20) respondents remember the ads by Music in them another 6.2 % (20) by characters in it and 69.9% (225) respondents say that they remember any particular by all of the above features.

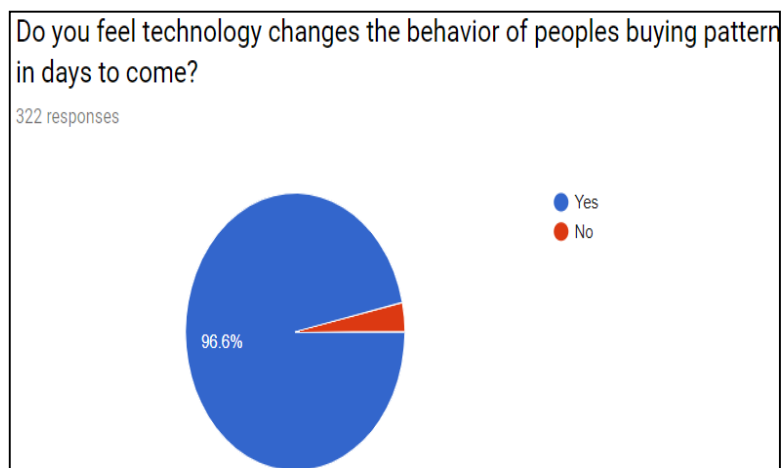


Fig. 16 Do you feel technology changes the behaviour of peoples buying pattern?

Analysis: The above graph shows that 96.6% (311) of the total respondents think that technology changes the behaviour of peoples buying pattern in days to come whereas 3.4% (11) respondents don't think so.

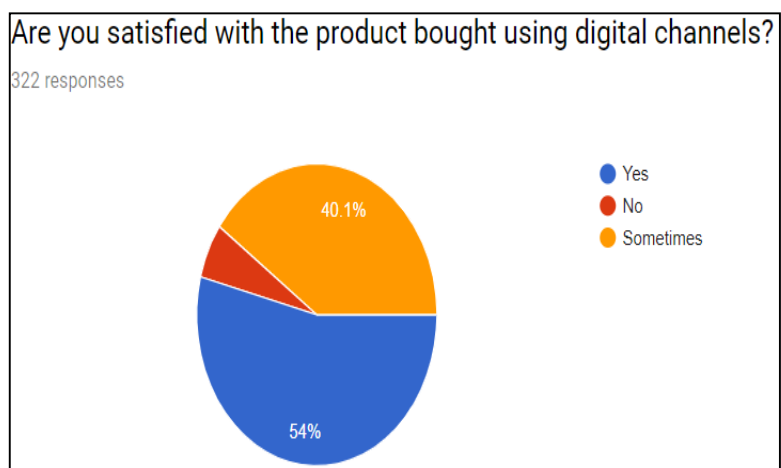


Fig. 17: Are you satisfied with the product bought using digital channels?

Analysis: The above graph shows that 54% (174) of the total respondents are always satisfied with the product bought using digital channels, 40.1% (129) respondents are sometimes satisfied whereas 5.9% (19) respondents are not satisfied with the products.

5. CONCLUSION

From the above study we can conclude that people are aware of digital channels despite their educational qualification. Most of the people use the internet on a regular basis and are influenced more by social media to buy a product. Many people compare the prices of products on different online channels. An attractive website helps to attract more customers. Coupons, discounts and offers attract most of the prospective customers. Also, most of the people are satisfied with the products bought using online channels.

6. FUTURE RESEARCH

This study is conducted region of Nagpur city with a limited number of respondents, so the scope of the study is for the limited area only therefore for future research, the study must be conducted in wider region/area with a greater number of respondents to get more accurate results. More time can be given to collect the data so that the data which is collected has more accuracy and impact.

7. REFERENCES

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