



An Analysis Of The Impact Of Digital Marketing On Consumer Purchasing Behaviour

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Citation: Ms. Rinta George, et al (2024) An Analysis Of The Impact Of Digital Marketing On Consumer Purchasing Behaviour, *Educational Administration: Theory and Practice*, 30(5), 4117-4123

Doi: 10.53555/kuey.v30i5.3261

ARTICLE INFO

ABSTRACT

Digital marketing refers to the promotion of products or services using digital technologies and platforms, primarily on the internet. It encompasses various online marketing tactics, strategies, and channels to connect with current and potential customers. The goal of digital marketing is to reach and engage with target audiences in a cost-effective and measurable way. The study used analytical style of research methodology to examine how digital marketing affects customer purchases. The study tries to find out the factors which affect online consumer purchase behaviour. Consumer purchase behaviour refers to the process individuals go through when making decisions about which products or services to buy. It involves several stages and is influenced by various factors, including psychological, social, cultural, and situational elements. Data collected is both primary and secondary. Primary data collection is done through questionnaire distributed among a sample size of 100 college students and working professionals from Kottayam district. The study tries to find out how perceived usefulness impact consumer buying behaviour and also the relationship between age and influence of advertisement media, gender and buying pattern.

Keywords: digital marketing, consumer buying behaviour, perceived usefulness, buying pattern,

INTRODUCTION

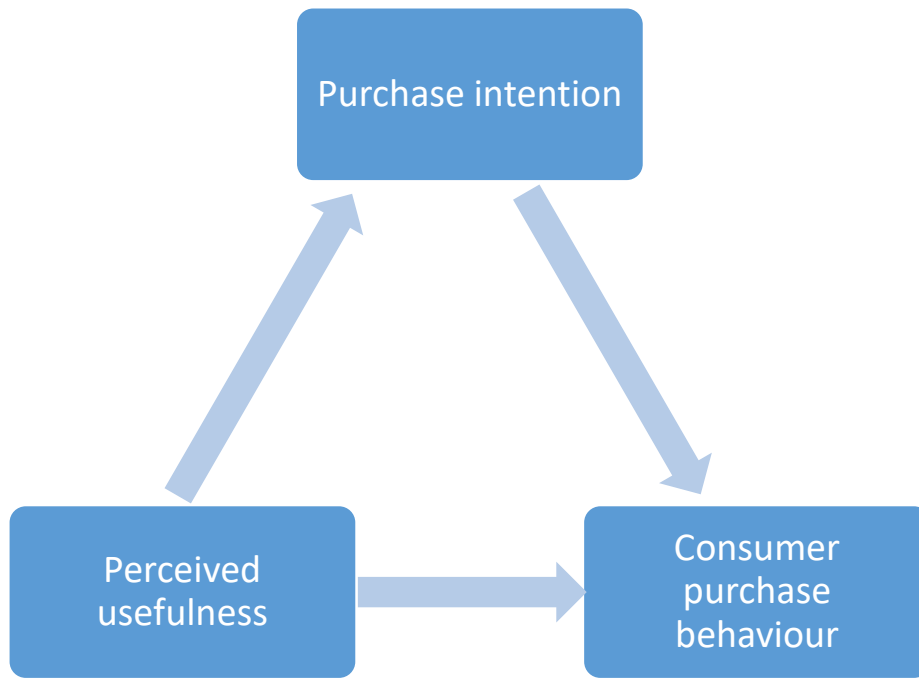
The dynamics of customer behaviour have undergone a substantial shift with the use of digital marketing. Businesses looking to properly target and engage their consumers must comprehend this relationship. Global reach is one of the significance of digital marketing. Global audience access is effortless with digital marketing. It permits companies to reach a worldwide clientele without having to make big financial commitments. Online Marketing or internet Marketing is often one of the best cost effective approach when compared with the traditional way of marketing. Since its costs are cheaper and engagement is higher, it offers a superior return on investment (ROI). Businesses can target particular demographics, interests, and geographic areas using digital marketing. Reaching prospective clients who are likely to be interested in the supplied good or service is more likely thanks to this focused strategy. Unlike traditional marketing, digital marketing provides tangible and measurable results. It allows businesses to track their marketing efforts in real time, enabling them to adjust their strategies to improve performance. Interaction and Engagement: Digital marketing allows for two-way communication between businesses and their customers. It lets companies interact with their target market using a variety of digital platforms, including websites, emails, and social media. Through digital marketing, businesses can build and establish their brand more effectively. It allows for consistent and targeted brand messaging, which helps in creating a strong brand presence in the digital sphere. Online consumer buying behaviour refers to the process and patterns by which individuals make purchasing decisions when shopping online. While similar to traditional consumer buying behaviour, online buying behaviour has its own unique characteristics and considerations due to the digital nature of the transaction

OBJECTIVES

- To study the impact of digital marketing on consumer buying behaviour.
- To study how perceived usefulness impact consumer buying behaviour.
- To investigate whether there is any relationship between gender and buying pattern
- To analyze the relationship between age and influence of advertisement media.

LITERATURE REVIEW

- **Jossy, T., & Reena, R. (2024)** in their paper, "Digital Marketing and Buying Behaviour of Consumers in Modern World: A Critical Review," looked at how the Internet affected advertisements from the perspectives of both advertisers and consumers. They discovered that the current digital marketing strategy includes the creation of a thorough framework for digital marketing, which benefits the company. There is a scarcity of pertinent data regarding the digital marketing framework, and the accessible information on it is limited.
- **Kalra, D., Sharma, S., & Patel, A. (2023)** examined how social media marketing affects consumers' decision to buy in their paper titled A Review on Impact of Digital Marketing on Consumer Purchase Behaviour. While there are differences in consumer behaviour depending on factors including product quality, price, features, packaging, customer status, generation, and age, the youngest group is still the hardest to target. According to the report, customers are also risk-averse, therefore it's critical to teach them how to manage any possible drawbacks from digital marketing.
- **Suherlan, M. O. O. (2023)** summarized according to his study, "Technological Innovation in Marketing and its Effect on Consumer Behaviour," businesses should prioritize personalized marketing by utilizing artificial intelligence and data analytics to provide a more tailored customer experience. They should also prioritize protecting consumer data and privacy, with businesses abiding by applicable regulations to uphold customer trust.
- **Pal, A. K., & Shukla, B. (2020)** published a report on the effect of digital marketing on consumer behaviour, concluding that young people are receptive to digital marketing and that there is a large market for sellers to pursue in digital sales.
- **Alghizzawi Mahmoud (2019)** carried out a study to determine the function of digital marketing in the travel industry. His research revealed that consumers can enjoy a multitude of tourism services, a wealth of knowledge, and new huge digital template technologies.
- **Nizar Ahamed Naseeth, Janathanan Chrishankar (2018)** carried out a case study on Dialog Axiata with a focus on social media marketing in Sri Lanka. According to the study's findings, social media marketing and purchasing behaviour are influenced by a network's degree of connectedness as well as the researchers' ongoing consumer interaction efforts.
- **Dr. Venugopal and Swamynathan.C (2016)** in the study named "A study on youth lifestyle and its impact on online shopping." The way that products are purchased, their features, quality, packaging, style of life, social standing, age of the client, and other variables all influence how consumers behave. Because they mostly follow evolving trends in fashion and taste, today's youth's purchasing behaviour is impacted by their changing tastes.



Theoretical Research Model

RESEARCH METHODOLOGY

The research design used for the study is analytical for studying how digital marketing influence consumer purchase behaviour. Primary and secondary data are collected for the study. Sample selected for the study is college students and working professional in Kottayam District. Sampling method used is convenience sampling. Sample size is 100.

Data Analysis and Interpretation

Based on the analysis of research conducted through online survey in Kottayam the below interpretations are made.

Table 1: Information on Respondent’s Profile			
Variables	Measuring Group		Percentage %
Age group	10-20	14	
	20-30	28	
	30-40	45	
	Above 40	13	
	Total		
Gender	Male	58	
	Female	42	
Internet pattern Usage	Daily and multiple times	100%	
	Weekly 4-5 times	0%	
	Once a week	0%	
	Once a month	0%	
Purpose of using internet	To check email	18	
	E-commerce	43	
	Entertainment	22	
	For Studies	17	
Shopping pattern	Often – Male	50	87
	Female	37	
	Moderate often - Male	6	10
	Female	4	
	Slightly often - Male	2	3
	Female	1	
	Not at all often	0	0
	Dislike to go to shops	24	
	Saves Time	12	

Reason for Online shopping	Provides you with real customer reviews	26
	Product discounts	38
Trusted form of advertisement	TV	27
	Newspaper	17
	Social media	37
	Internet(ads through OTT)	19

Measures

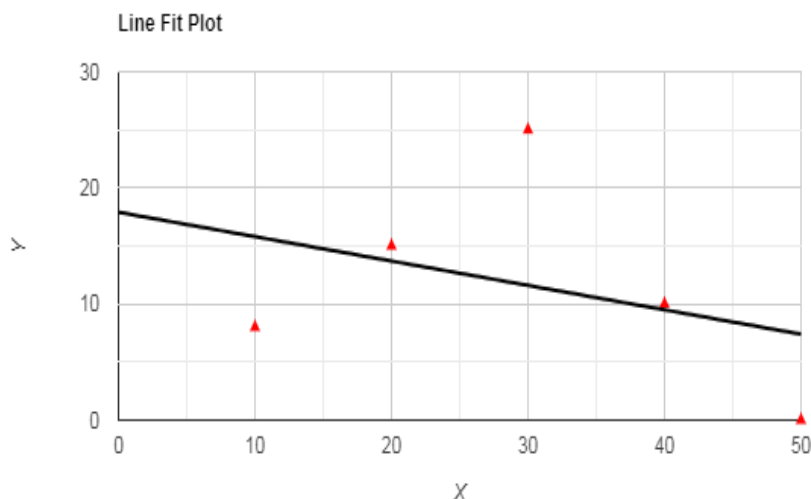
Reliability assessment

The reliability of the scale designed for evaluating comments regarding perceived usefulness in the questionnaire was assessed using the Cronbach's Alpha statistic. The eight statements in the questionnaire have an alpha coefficient of .939, indicating strong item consistency.

Reliability Statistics	
Cronbach's Alpha Using Standardized Items as the Basis	No. of Items
.939	8

Correlation between gender and internet usage

Parameter	Value
Pearson correlation coefficient (r)	-0.3595
r ²	0.1292
P-value	0.5523
Covariance	-52.5
Sample size (n)	5
Statistic	-0.6673



Ho hypothesis

Since p-value is greater than α , H_0 cannot be ruled out. It is believed that the population's correlation is equal to the predicted correlation (0). Stated differently, ie. there is insufficient variation between the sample and predicted correlations for it to be considered statistically significant. A non-significance result just indicates that the null hypothesis cannot be rejected, not that H_0 is true.

P-value

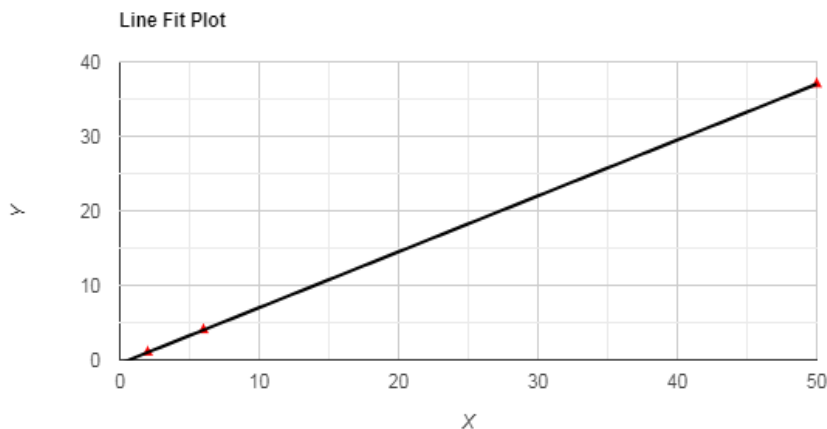
A p-value of 0.5523 is obtained ($P(x \leq -0.6673) = 0.2762$). It indicates that there is an excessively high probability of type I error, or rejecting a valid H_0 : 0.5523 (55.23%). The more strongly H_0 is supported, the higher the p-value.

Test statistic

The 95% acceptability range, $[-3.1824, 3.1824]$, is where the test statistic T , which is equal to -0.6673 , falls. The 95% acceptable range for the correlation (-0.3595) is $[-0.8783, 0.8783]$. The correlation's 95% confidence interval is $[-0.9428, 0.7656]$. This demonstrates that there is no correlation between internet usage and gender.

Gender and Shopping Pattern

Parameter	Value
Pearson correlation coefficient (r)	1
r^2	1
P-value	0
Covariance	532
Sample size (n)	3
Statistic	Infinity



We utilize the t -distribution to assess the connection because there is no null correlation. We utilize the Z distribution over Fisher transformation to build the confidence interval because the correlation's distribution is not symmetrical when $r \neq 0$.

Ho hypothesis

As p -value is less than α , H_0 is not accepted. It is believed that the population's correlation differs from the predicted correlation (0). Stated otherwise, there is a statistically significant discrepancy between the sample correlation and the predicted correlation.

P-value

When $P(x \leq \text{Infinity}) = 1$, the p -value is equal to 0. It indicates that there is a low probability of a type I error, or rejecting a valid H_0 : 0 (0%). The more strongly H_1 is supported, the smaller the p -value.

Test statistic

The 95% acceptability zone is not within the test statistic T , which equals Infinity: $[-12.7062, 12.7062]$. The correlation (1) does not fall within the accepted 95% range of $[-0.9969, 0.9969]$. It is evident from the correlation's 95% confidence interval that there is a perfect match between gender and shopping behaviour.

Age and Influence of Advertisement Media

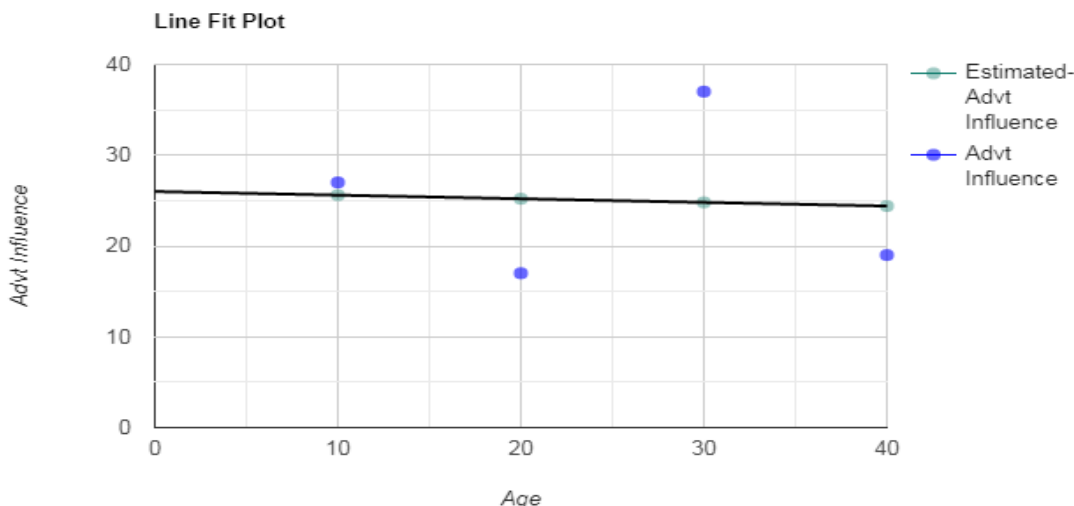
Regression line equation

$$\hat{Y} = 26 - 0.04X$$

Reporting linear regression in APA style

$$R^2 = .0032, F(1, 2) = 0.0065, p = .943.$$

$$\beta = -.04, p = .943, \alpha = 26, p = .196.$$



Regression ANOVA
Advertisement Influence and Age relationship

Source	DF	Sum of Square	Mean Square	F Statistic (df ₁ ,df ₂)	P-value
Regression (between \hat{y}_i and \bar{y})	1	0.8	0.8	0.006472 (1,2)	0.9432
Residual (between y_i and \hat{y}_i)	2	247.2	123.6		
Total (between y_i and \bar{y})	3	248	82.6667		

0.003226 is the value of R-Squared (R²). This indicates that age explains 0.3% of the variation in advertisement influence. There is a correlation (R) of -0.0568. This indicates that the relationship between advertisement influence and age is very weakly inverse. The residuals' standard deviation (Sres) is 11.1176. The slope, $b_1 = -0.04$ CI [-2.1792, 2.0992], indicates that the value of Advertisement Influence drops by 0.04 with each rise in Age. The y-intercept, $b_0 = 26$ CI [-32.5856, 84.5856], indicates that the expected value of advertisement influence is 26 when age equals 0. 650 is the x-intercept. The residual errors in the linear regression model are assumed to be normal. The p-value for Shapiro-Wilk is 0.8096. The data is thought to be regularly distributed.

CONCLUSION

As this study is still in its early stages, it is found that there are gaps and opportunities to further enhance the requirements for identifying the attitudes of consumers toward digital marketing. The study also points to the fact that perceived usefulness has a direct impact on purchase intention and thereby affects consumer buying behaviour. Consumers are now more like researchers, and digital word-of-mouth marketing has become a dependable way to market products. Digital marketing has been able to positively impact customer psychology in a business environment that is always changing. Nonetheless, more individuals might be included in the digital marketing umbrella if greater efforts are made to make it safer. It is discovered that every respondent uses the internet several times a day. E-commerce and entertainment are the two primary uses of the internet. It illustrates the potential of social media and digital marketing in the future. There is no difference in internet usage based on gender, according to the study, which specifically examines the relationship between gender and usage. Additionally, the study reveals a perfect link between gender and shopping behaviour.

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