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Research Paper

A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

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ABSTRACT **The study significantly revels the concept of digital marketing that is marketing through various digital platforms like mobile phone application and other similar forms. It also focuses on the impact created by the same with regard to the consumers buying decision. However, the study also covers the its reach among the consumers.**

KEYWORDS :Digital marketing, consumer buying behaviour, advent of technology

INTRODUCTION

Digital marketing paves way for introducing the products among the consumers through a digital platform like mobile phone application and other similar channels. Over the past years' technology has become an inevitable part of people's day to day life and it is for the same reason the businesses are making use of such technology to promote their products and services.

Objectives

- A detailed study on digital marketing
- Impact of digital marketing on consumers buying behaviour

2. **Concept of Digital Marketing**

The term digital marketing is commonly known as online marketing or in other words it's termed as internet or web marketing (Sathya, 2015). People have a wide knowledge about the desired product or services due to their involvement in various social media and other likely platforms which not only helps them to gather information about the products but also paves way to share their opinion on the same (Stephen, 2015).marketing through digital platform is nowadays considered to be an important strategy of marketing irrespective of the size of the business. If the business prioritizes digital marketing in the right place it may succeed in its endeavour (Yasmeen, Tasmeen, Fatema, 2015). Digital marketing helps to build a strong relationship between the business and consumer (Ahmed, 2016). Businesses are giving huge importance to digital marketing and are also spending larger sum on it. The target consumers for online business are people living in metro cities who will contribute in brand building (Jeevan, 2015). Digital marketing has the capability to generate the sales which in turn will lead to brand recognition and brand loyalty (Kaushik, 2016). Digital marketing has become a need in every business and a great platform to market the goods and services (Dar, Lakha, 2018).In the year 2010 the growth of digital market was estimated to 48% (Kamal, 2016)

3. **Impact of Digital Marketing**

The information about the product and services lead to satisfaction or dissatisfaction of the consumers while purchasing goods online. The basic leadership endeavours are reduced because of the wide range of goods that are available online. Information provided by the business to its consumers regarding goods and services will help to build trust between the consumer and the business (Nizar, Janathanan, 2018). The buying behaviour of a youth has a great influence on an individual as well as the family's buying behaviour. The youth form a major part of market segmentation which in turn signifies the importance of studying the psychology of the same (sivashankaran, 2017). Consumer's behaviour change according to time and trend studying their profile will help the business to grow (Reddy, 2016). People possess the knowledge of digital channels irrespective of the educational qualifications. People buy goods online and the products differ according to the income earned. When the advertisements are effective it will reach many people and therefore it will increase the sales (Mahalakshmi, Ranjit, 2016). Digital media helps the buyers to connect to online stores and also helps then to view different remarks from different buyers. With the help of digital media various brands tend to create a positive image among the consumers which in turn leads them to progresses in the business (Chowdhury, Siddque, 2017).

CONCLUSION

Digital marketing has taken the marketing strategies of business to the next level. Business hugely depends on the digital platforms to market their products and services as its pertaining to the trend and reaches the majority of the consumers. However, the buying decision of the consumers depends on various aspects like quality and the price they are willing to pay for the same. Digital marketing influences the consumers in such a way that they get to know about the product and its review but the buying decision completely depends on the consumer's attitude towards buying and the resources available. If the digital marketing is implemented effectively the business can make huge progress which will in turn generate sales.

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