

IMPACT OF DIGITALIZATION ON CONSUMER BEHAVIOR

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ABSTRACT

Digital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models. The behaviour of consumer differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however with change in time and., lifestyle and fashion, the changing preferences of the consumer affects the buying pattern. Digital marketing has posed many challenges to the marketer. The marketers are imposed to introduce the innovative way of selling due to changing consumer behaviour. The buying behavior and behavioural pattern of consumer has as great influence in the purchasing behaviour. The present research paper deals with the Digital marketing and its impact on consumer behavior. The study also states reveals that today's consumer have maximum access to the digital media but lack the awareness about its optimum utilization.

Keywords: *Digital Marketing, Buying behaviour, Purchase, Digital Channel, etc.*

INTRODUCTION

In today's world, the digital technology has become a daily necessity for all of us. With the passage of time it plays an important role within the online communication environment, as well as the personal and professional life of any individual. Digital marketing is a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers very speedily irrespective of the geographical location. Digital marketing has considered as one of the best means to interact directly with the consumer. With the growing importance of the IT sector not only in the personal life of the individuals but also the activities undertaken by the judicial persons, it has been recently observed a predilection among researchers from various fields towards studies which aim at determining the effect of

using digital technology on the consumer's behaviour. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. With the advancement of the informational technologies, the behavior of consumer has modifies and thus numerous analyses have been done regarding the influence of the online environment on the consumer's behaviour.

REVIEW OF LITERATURE

Cotte et al. (2006) reveals in his study that the internet is used especially in order to access faster the required information when taking certain decisions and not for the personal pleasure.

- Dastidar & Datta (2009), found that relationship present gender wise between both the variable and influence of exploratory tendencies on impulsive buying behavior on in young female is higher than young male. It reveals that, variety seeking, risk taking/innovativeness, and curiosity motivated behavior in young female is higher result spontaneous buying behavior. While study shows that, in male it is very lower.
- Joseph Omotoya et al.,(2009) studied switching cost and its relationship with customer retention, loyalty and satisfaction and found that switching cost has significant effect on customer retention.
- Priyanka Mehra (2009) in her article mentions that youth have always been a prime target for marketers. In India, two-thirds of the population is below 35 years of age and this segment has an influence on consumer spending far in excess of its numerical strength.
- Basheer et al.,(2010)examined the impact of SMS advertising on consumer attitude and purchase intentions and found that there exist a positive relationship between perceived usefulness of advertisement and purchase intention.
- Antoine camarre et al.,(2012) discussed in his article that mobile marketing can increase value for consumers.
- Elisabeta loanals et al., (2014) studied that social media has impact on behaviour changes of consumers.
- Ernst and Young (2014) have found in his study that for approximately 45% of the Romanians, the online environment is mostly a source of influence in the search and selection of useful information, having a powerful impact on the entire shopping experience.

- Sadia Afzal et al.,(2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behaviour of branded garments results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behaviour.
- Fusun CIZMECI et al., (2015) investigated the impact of digital marketing tools on brand awareness generation among housing companies. The study focus towards measuring the awareness level of consumers about digital marketing and the impact of the digital channels on their purchase decision. It also examines the preference of digital channels by the consumers based on product types.

NEED OF THE STUDY

Digital Marketing has changed the way in which the marketer markets the product. Buying behaviour of an individual influences many factors which affects the marketer to match the needs of the customers; so it is realized that there is a need to study Digital Marketing and its impact on consumer behaviour.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- To identify the factors influencing the changing consumer behaviour.
- To examine the changing consumer behaviour and their impact on Digital marketing.

Sources of Data

The study uses both primary and secondary data. **Primary data** is collected through the questionnaire. Such *secondary sources* are collected from the published articles, research papers, census survey, published general reports, sources through related websites etc.

Sample Design

Simple random sampling technique is used.

Area of the Study

The respondents are randomly selected from Nalagarh, Himachal Pradesh.

Sample Size

100 respondents were randomly selected.

Figure 1.1



- In Fig.1.1 the old sales method is used .In this method sales was done by calling the customers directly and sales demo were made by different methods. That how sales were made.
- But now if we talk about current scenario mostly sales are done by making product popularise through social network or social sites to create demand for product or to make awareness about the product. So that more and more customers will be convinced for the product.

DATA ANALYSIS AND DISCUSSION

From this study, empirical findings are discussed.

Table 1.1
Shows the results of frequency for respondent's agreement with statements.

Modules (Online shopping Mode)	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Convenience		Frequency			
Get delivery on-time by shopping on-line	20	15	20	30	15
Detailed information is available while shopping online	25	20	15	25	15
Products can be purchased anytime 24 hours a day	40	25	20	10	05
Easy to choose and make comparison with other products..	30	25	20	05	20
Website Design/Features					
It helps me in searching the products easily	20	10	30	30	10
I prefer to purchase from a website that provides safety and ease of navigation and order	15	20	25	24	16
Helps in selecting the right product	30	25	30	10	05
Familiarity with the website before making actual purchase reduces the risk of shopping.	20	25	20	15	20
Prefer to buy from website that provides me with quality of information	27	22	18	18	15
Time Savvy					
Takes less time to purchase	35	20	30	10	05
Takes less time in evaluating and selecting a Product.	32	17	18	16	17
Security					
Feel safe and secure	10	20	30	30	10
Protects my security	05	10	42	38	05
Like to shop online from a trustworthy website	12	20	25	30	13

Table: 1.1 Calculated Data (Primary Data)

FINDINGS

From the above study it is found that-

- Most of the consumers of the present time have access to the digital media but lack awareness about its optimum utilization.

- Majority of the respondents feels that any time purchase is possible through online. Respondents feel that customers take very less time to purchase.
- The factors which influence the buying behaviour of the consumer includes, lifestyle, attracting the opposite sex, purchasing power, family background, employment status of the consumer, intervention of Western culture, educational qualification etc.
- In present scenario use of Tablets and Desktops has decreased in a big ratio. Now Smartphone's are widely in use.
- Now every category like hospitals, schools, offices prefers to use Smartphone's in place of tablets because they are easily accessible.
- The use of Smartphone's has been increased because they are easy to carry due to which shopping behaviour has also grown.

CONCLUSION

In India, digital marketing industry is booming high with 30% growth rate but somehow still lack people who are skilled in this field. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threat and challenges to the marketer in the competitive market. India needs talented Digital marketers who can use this opportunity which can bring a revolution. To match the requirement of the consumer segment, the present markets is doing lot of research to understand the consumer and their buying behaviour pattern. The buying behaviour of consumer, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. It also helps the marketers to understand the consumer in a better way to implement suitable marketing strategies so that the consumers can be retained the present and potential market can be captured.

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