



EXAMINING THE EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR IN KARNATAKA DISTRICT

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ABSTRACT

Social media have offered new chances to consumer to draw in a social transaction on online. Consumers nowadays are counting on social media for information and updates about countless companies. In recent years Social Media Marketing (SMM) has set off a key aspect for business to outstretch target clients effortlessly, effective and instantly. In current era of Globalization and to face this cut through competition just old approach of marketing is not friendly. Business should adopt social media marketing approach to sustain in market. The social media have shifted the power structure at the site where things sold and purchased online with marketing tools and tactics. The survey viewed that customers are adjusting to internet marketing and their buying behavior is being impacted notably of young people appropriately. The purpose of this paper is to explore the influence of social media on customer buying behavior. A descriptive research study has been undertaken and the Random sample methodology has been employed for selecting the respondents. The proposal and conclusion have been developed based on the findings.

Keywords: Social media marketing, Consumer behavior, internet, Globalization, Digital Marketing, Consumer Buying Behavior

1. INTRODUCTION

Due to the rise in middle-class customers, the Indian market is one of the fastest expanding and is expected to reach millions of users in the next ten years. The emergence and broad use of internet technologies have revolutionized every day and professional communication in society. And it gathers everyone in one location with the aid of a broadband internet connection. Consequently, social media has not only changed every day routines but also greatly aided corporates and businesspeople in reaching using various social media platforms, quickly reach their customers and learn about their product preferences platforms. Thus, there was a communication breakdown between the makers and the number of consumers has decreased because to information technology breakthroughs. It possesses allowed customers to communicate, share their wants, and talk about what they needed through social networking platforms, which are beneficial to both consumers and sellers.

Provincial business sectors have had a crucial impact in development of the arising economies. In India, the financial development in the past twenty years and legislatures' fixation on rustic economy raised utilization and result levels in the country India. India's rustic market would be more noteworthy than generally speaking consumer markets in countries like South Korea or Canada, today. Advertisers and specialists have come to perceive that 'country' could as of now not be overlooked; this has ignited a significant premium in "rustic marketing." Provincial commercial centers and consumers are a definitely more fluctuated than their partners in urban communities are simultaneously, in arising nations, 'provincial' is likewise helpless, impeded, underestimated, devastated, and ignored. Provincial utilization and entrance levels on the grounds that most quick consumer merchandise (FMCGs) are a lot of lower contrasted and those in metropolitan India. Nonetheless, with quickly extending profit and a developing working class, the interest for most classifications is probably going to eject. With the development in buying power and the requirement for a wide cluster of things by the country.

Clients, the country commercial centers give new and further developed possibilities to makers of different consumer and modern merchandise in India. To get to this tremendous and developing business sector, organizations are creating efficient techniques for marketing and advertising based on their research and comprehension of the shopping habits of rural residents. There are unquestionably notable variations in the purchasing habits. Regarding the rural customers from a product perspective development, distribution, price strategies, and after-sales support, which result in variations in the needs for marketing tactics in India's rural areas.

2. REVIEW OF LITERATURE

Sushma (2021) examined that consumer use of social media websites is now growing daily for the most part. Social media has an impact on consumer behavior. This review may communicate with one other and share our thoughts and ideas via the many social media platforms, including Facebook, Instagram, Snapchat, Messenger, YouTube, and others.

Gulzar Asma & Maqbool Misbah (2018) examined that the social media marketing is the new paradigm for consumer interaction. Due to social media marketing's increasing popularity, businesses are increasingly



concentrating on this field to meet a variety of goals. The social media marketing influences customers' purchasing decisions favorably and makes them aware of brands.

Dr. M. Thirumagal Vijaya (2015) referred to a collection of web-based tools that enable people to exchange, create, and collaborate on information. When utilised properly, social media may assist businesses in improving their ability to put the customer as the focal point of the social marketing procedure. Social media's development demonstrates how technology is always evolving to meet the requirements of its consumers. Social networks can aid firms in marketing to other enterprises. Among these social media sites are LinkedIn, Google, Facebook, YouTube, Twitter, and so on.

Josy, T., & Reena, R. (2023) studied, "Digital Marketing and Buying Behaviour of Consumers in Modern World: A Critical Review," which examined how the Internet affects ads from the viewpoints of both marketers and consumers, also included the findings mentioned above. They found that the organisation benefits from the present digital marketing approach, which involves developing a comprehensive foundation for digital marketing. Relevant information on the digital marketing framework is hard to come by, and what is available is scarce.

Kalra, D., Sharma, S., & Patel, A. (2023) explored in their study titled A Review on Impact of Digital Marketing on Consumer Purchase Behaviour how social media marketing influences customers' choice to buy. The youngest demographic remains the most difficult to target, despite variations in consumer behaviour based on aspects such as product quality, price, features, packaging, customer status, generation, and age. The study claims that since consumers are risk-averse as well, it is essential to educate them on how to handle any potential negative effects of digital marketing.

Suherlan, M. O. O. (2023) concluded that in order to give customers a more customised experience, firms should place a higher priority on personalized marketing by using artificial intelligence and data analytics, as per his research "Technological Innovation in Marketing and its Effect on Consumer Behaviour." To keep customers' trust, they should also place a high priority on safeguarding client privacy and data, with firms adhering to relevant laws.

3. RESEARCH METHODOLOGY

3.1. Sample Design

The researcher examines the "Influence of Digital Marketing on Buying behaviors of Consumers in Karnataka district" in their capacity as an investigator. This is a thorough examination. A research study outlines the purchasing habits of customers. The research variables under investigation are observed cross-sectionally in this study.

3.2. Sample Size

200 members are supposed to explore the "Impact of web-based publicizing on buying Behavior of clients in Karnataka locale" for this scientific report. Just carefully adroit respondents are thought about, as the impact of computerized buy is the report's fundamental concentration.

3.3. Source of Data

To achieve the objective of the review, the scientists needed to rely upon both essential and optional wellsprings of information. The essential information is what is procured at first and is consequently impartially unadulterated.

3.4. Comparing Traditional and Digital Marketing

One of the main advancements is the media-based marketing effort. Each marketing media enjoys benefits and impediments of its own. Promotions on television and papers are just regularly seen by occupants of a specific region. In any case, promotions are posted on the Internet and shared all around the world. A rising number of individuals have been fascinated in web-based marketing consistently.

Yet, the Internet is an instrument that should be used. energizes and connects with clients past the AIDA model's targets. The Internet serves as a platform for company that may be used for multipurpose sales, advertising, information sharing, and after-sale support. One network is the Internet. If there is too much information available to you right now, you decide to accept what you want and move on to the next item, rapidly ignoring the rest. This is due to the fact that Internet users develop a great deal of self-awareness. They utilize the internet in addition to navigating it. Because of this, the internet may be used as a push or pull medium for the distribution of information. The Internet has made it feasible for advertisers to accurately target their clients, something that is not achievable with traditional advertisements.

Additionally, since "content is checking," the Internet provides marketers with a timely way to eliminate ineffective advertising. This is an issue that saves a lot of time, money, and effort when it comes to media like radio and television. TVs, video players, VCRs, laptops, smartphones, portable electronics, iPods, MP3 players, and DVRs are among the media sectors that have been replaced.



These inventions are now the cornerstones of people's easier, more frequent, and worldwide communication. Technology gives people a lot of benefits for forming social ties that are hard to forge on a personal level. The ease with which individuals may access the internet via wireless and mobile devices allows them to rapidly and readily acquire more knowledge. The media audience's segmentation using new technology is the most significant advancement.

Customers are more driven than in the past when it came to communication, which depended on several processes or a top-down approach. Products are advertised on television whether or not viewers are present. Customers and advertisers engaged don't match or surpass expectations in terms of punctuality. Analysis of product advertising ads is done, and suggestions for products are given. "On time," as an alternative.

In the case of the internet, the user now holds more influence than the advertising. Customers are more powerful than advertising on the Internet. Conversely, after the conclusion of a television advertisement, a viewer frequently requests further information on the corporate website.

Print ads are beginning to utilize standardized identifications. PCs and telephones can filter the standardized identifications, and watchers might be shipped off the business sites. Crowds are starting to move from conventional to internet media because of exposure.

The drawback of web advertisements is that their targeting is superior than that of TV commercials. When a consumer's fundamental demographic data can be tracked online, marketers have options when it comes to advertising. It follows that the cost of an online advertisement is likely comparable to that of a television commercial. Additionally, the Web invites users to participate in changing the conceptual elements of traditional advertising in ways that have never been done before.

Users of the internet have the freedom to decide whether or not to browse the website's pages and click on the banner adverts. Web advertising is less than traditional media advertising in comparison.

Compared to traditional advertisements, internet advertising has the potential to reach not only a wider range of target markets and geographical locations, but also at a lower cost. Regarding communication, advertisers can use creative methods to deliver online ads by creating ads that feature alluring animations in place of words. This helps customers grab their attention more quickly and engages them with online advertising to an even greater extent than they would with traditional media.

4. DATA ANALYSIS & INTERPRETATION

Table 1: Respondent distribution according to age group

Age	Frequency	Percent (%)
Below 25 years	60	25
26-35 years	40	35
36-45 years	50	15
45 years above	50	25
Total	200	100

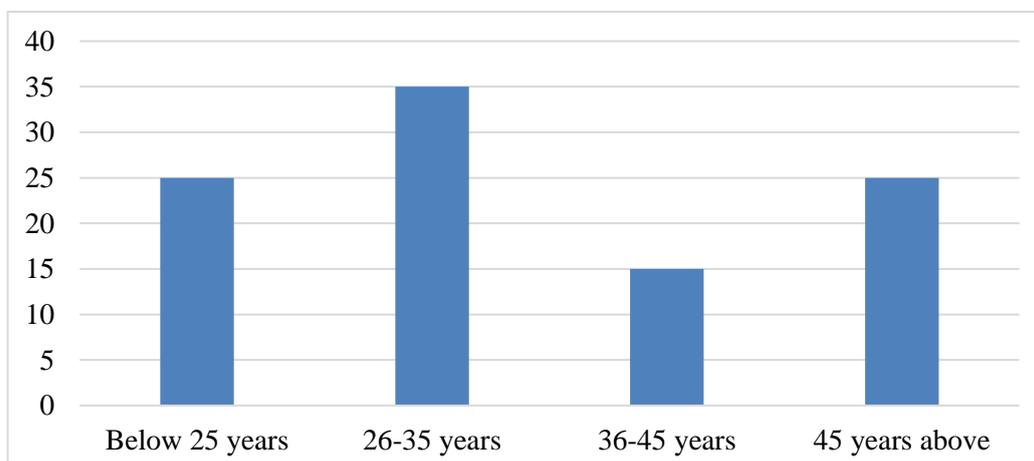


Figure 1: Respondent distribution according to age group

According to the above data, the bulk of participants 15% were between the ages of 36 and 45. Those over 45 made up 25% of the group, those between the ages of 26 and 35 made up 35%, and those under the age of 25 made up 25%. This suggests that a significant portion of the participants were in the age range of 36 to 45.

Table 2: Gender of the respondent

Gender	Frequency	Percent (%)
Male	100	76
Female	100	24
Total	200	100

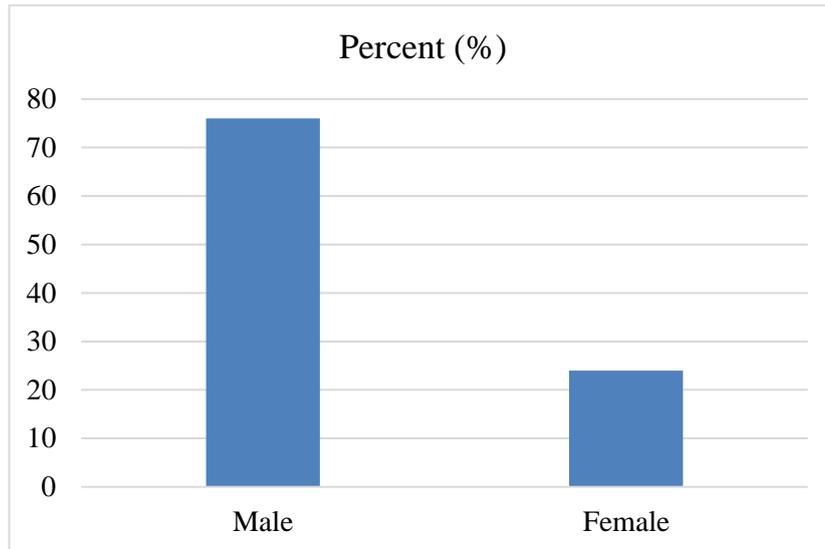


Figure 2: Gender of the respondent

Finding the sex was the examination's fundamental objective. Most of people (76.0%) were male, as indicated by the information, with the excess 24.0% being female. It incorporates the orientation dispersion inside the example. The orientation breakdown of the meetings is shown in the above table.

The study sought to investigate the most recent online purchase of the respondents in table 4.

Table 3: Most Recent Online Purchase

		Frequency	Percent
Valid	Apparels and Accessories	25	11
	Books	25	12.5
	Cosmetics	25	10
	Electronic Gadgets (Mobile, Camera, Laptops)	15	12.5
	Flight/Rail Tickets	25	11.5
	Medicines	15	11
	Movie/Concert Tickets	25	12.5
Missing	System	45	19.0
Total		200	100

According to the study, 11% of the respondents said that their most recent online purchase was clothing and accessories; 10% said they had recently purchased movie or concert tickets; 12.5% said they had recently purchased airline or train tickets; 11.5% said they had recently purchased electronic devices, such as smartphones, tablets, and cameras; 11% said they had recently purchased cosmetics; 10% said they had recently purchased medications; and 12.5% of the remaining respondents said they had recently purchased books. To successfully reply, this indicates that the majority of respondents purchase online.

The figure below also included the information mentioned previously.

T-Test for Coefficients

Table 4: Coefficients



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	St. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-0.11	.112		-0.61	.962			
	Convenience	.277	.105	.272	1.536	.126	.125	.343	.120
	Website Design/Features	.30	.206	-0.30	-.204	.852	.139	.152	.410
	Time Saving	.137	.405	.145	1.115	.251	.141	.260	.330
	Security	0.62	.112	.260	5.05	.000	.185	.320	.213

Any variable with a significant value larger than 5% is not statistically significant when using a significance criterion of 5%. Convenience, features and website design, and time-saving are these. Just security has a statistically significant 0% impact. This indicates that the measure of online buying rises by 0.62 units for every unit increase in the security measure.

Major Finding of this study

The objective of the review is to look at the segment arrangement of consumers who utilize computerized channels for correspondence, the internet correspondence channels that are most suggested, the clients' impression of their right to web based marketing correspondence, the effect of web-based marketing on the consumer buying process, and the variables that Indian advertisers can use to utilize their image actually. The consequences of the examination are portrayed in the part that follows. The outcomes showed that ladies made up 26.0% of the members, with men making up the greater part (74.0%). This proposes that the review's example is disseminated by orientation. The essential idea is that organizations ought to have a presence in the computerized circle and across various advanced channels. Organizations will find it hard to become huge players in their area in the event that they are absent in the computerized circle.

5. RESULT & DISCUSSION

The essential idea is that organizations ought to have a presence in the computerized circle and across different advanced channels. Organizations will find it hard to become critical players in their area on the off chance that they are absent in the computerized circle. Accordingly, organizations should plan and facilitate their marketing endeavors with consumers across conventional and computerized marketing channels, as well as the various data sources that consumers use. The exceptionally next proposal is for organizations to consider what the client dynamic cycle meant for their utilization of advanced marketing. Since clients have prepared admittance to the advanced world, firms should position and offer their items as answers for consumer wants all through the issue acknowledgment stage. Clients' consideration should be caught through advanced content. In the phase of settling on a buying choice, the consumer is ready to purchase. Organizations need to ensure that client buys whether made face to face or on the web go effectively. The item must be available, and the consumer needs to have a positive encounter during the checkout cycle.

6. CONCLUSION

The study's findings suggest that the majority of respondents are voracious information searchers who research products before making a purchase and place the greatest confidence in digital word-of-mouth recommendations. Because consumers may purchase any product at any moment in accordance with their needs, they are happy with digital marketing services and use them often. Digital platforms make it simple for marketers to communicate with their target audience. Due to easy access to the internet, consumers are now lot more driven and knowledgeable, and they have become researchers. They are inundated with digital material on a daily basis, nearly all businesses now market their goods online, and consumers can more easily verify and compare things there. The relationships people have with the firm and other online influencers have a big impact on their shopping decisions. By making their



websites more user-friendly, businesses may draw in and keep clients by offering more privacy, security, and trust. India has the second-largest internet user base in the world. The traditional methods of buying and selling products and services have been completely transformed by online commerce, which also gave rise to e-tailing. The e-commerce sector with the fastest growth is online business. The world's internet has been propelled by 4G technology and the emergence of the mobile age. Furthermore, cellphones with internet connectivity are the primary method of accessing the internet.

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