

# A Comparative Study on Effectiveness of Digital Marketing on Consumers Buying Behavior

Nitin Koparkar, <sup>[1]</sup>

MBA student Department of Management Studies  
G.H. Raison College of Engineering

Dr. Priti Rai <sup>[2]</sup>

Assistant Professor, Department of Management Studies  
G.H. Raison College of Engineering

**Abstract:- This survey was conducted to find out how social media can affect consumers buying behavior. The target of the survey was to know the usefulness of digital marketing in the competitive market. With the help of simple random technique 100 samples were selected. From analysis of data it was found that social media marketing helps consumers to choose the right product and also consumers buying behavior is affected by social media marketing.**

## I. MY WORK

Digital marketing is the marketing of products with the help of digital technologies. There are many resources available for digital marketing. Mobile phones, websites, various modes of display advertising are a part of digital marketing. With the help of these equipment's one can do the promotion of their products.

Traditionally newspapers, radio, T.V were used for marketing, as a mode of marketing; but as digitalization come into trend everyone is using digital technologies than the traditional methods. Since Digital marketing is easy to use, easy to access and available 24/7, everyone is preferring digitalization most.

Due to digitalization it becomes easy to promote products and reach maximum number of people. By using digital technology, advertisers can easily access on data of consumers, it becomes easier for them to know how many times people visited the campaign, how many viewers responded, how many purchased items using online mode of transactions. This helps advertisers to keep track of consumers and help to improve and make huge profit for organization.

## II. OBJECTIVES

- To study influence of social media marketing on consumers buying behavior.
- To recognize the usefulness of digital marketing in the competitive market.
- To compare customers preference among digital marketing and traditional marketing.

## III. LITERATURE REVIEW

- According to study conducted in (2007) it was found that many companies has plans to grow their company and growth of online shopping. For that they used various strategies like market segmentation, designing of website and online advertising. Their forecasting could be reliable depending on online purchasing behavior of consumers.
- According to study conducted by Dr. Sonal Kala (2015) internet is the main attraction of today's day to day lifestyle, and connecting with people for various purposes. This study showed relationship between consumer purchase behavior and online shopping.
- As per Zia cu haq (2012) retailers and marketers use online shopping as source of information. And as a result of the study it was found that consumers view for online marketing is useful in the formation of trust in consumers.
- According to study conducted in 2016 by Obaidat, M.S., & Lorenz,P. Many individual as well as group forms are e-commerce, it help them to grow their business. With the help of e-commerce firms can buy and sell online. There are different names of e-commerce i.e. web commerce, e-comm, e-tail. For any retail transaction process e-tail is used.

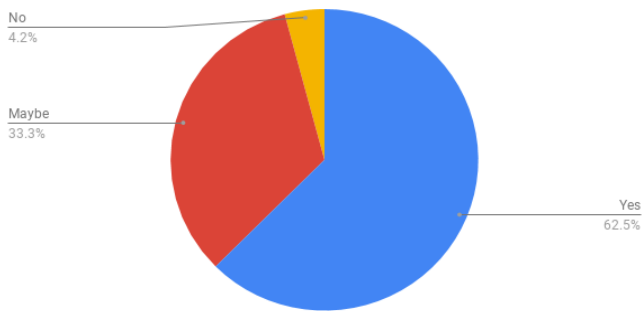
## IV. RESEARCH METHODOLOGY

This study based on primary and secondary data. Primary data is collected through well-structured questionnaire. Secondary data needed for the study was collected from journals, books, websites and other references etc.

A total number of samples was 100 study from respondent sample method and purchaser. These respondents were conveniently selected through simple random technique of data collection. For the analysis the data were further processed by using statistical tools percentage analysis.

**V. DATA INTERPRETATION**

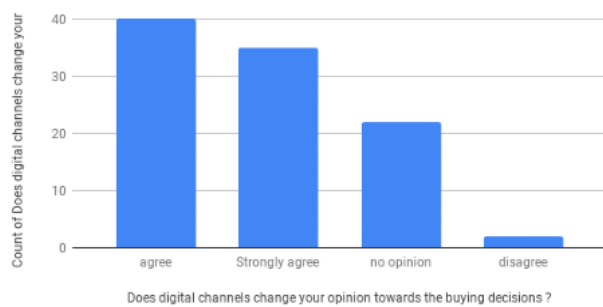
Count of Does social media marketing help the consumer to choose the product?



Graph 1

- This graph shows the respondents thinking about social media marketing. 62.5% respondents are agreeing about social media marketing is helpful for choosing product.

Count of Does digital channels change your opinion towards the buying decisions ?



Graph 2

- This graph shows the respondents opinion about digital channels about buying behavior. It was found that most of the consumers experienced and agreed that digital channels have changed their buying decisions.

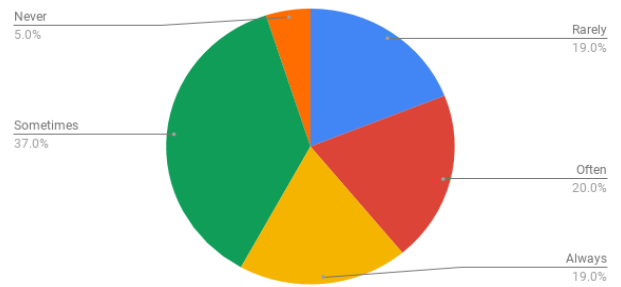
Count of Why do you purchase online ?



Graph 3

- This graph shows the respondents reasons for choosing online mode for purchasing. As compared to direct shopping online shopping provides more discount offer so most of the consumers prefer to go for online purchases.

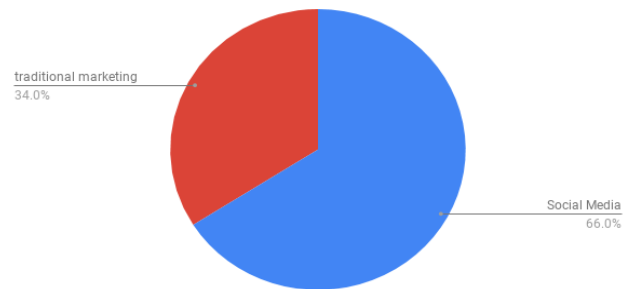
Count of How often do privacy concerns prevent you from buying products online ?



Graph 4

- This graph shows how often privacy concerns prevents respondents from buying product online. Most of the consumers thinks that online purchase is safe and secured.

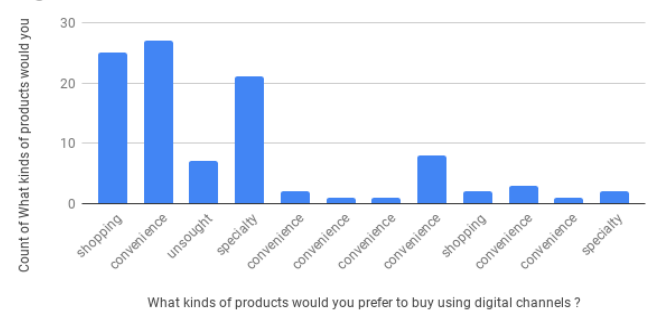
Count of Which is best marketing style social media or traditional marketing ?



Graph 5

- This graph shows the respondents opinion about traditional and social media marketing. Maximum number of consumers agreed that social media marketing is more effective than the traditional marketing.

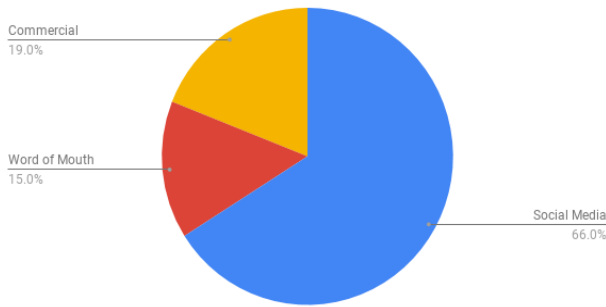
Count of What kinds of products would you prefer to buy using digital channels ?



Graph 6

- This graph shows the count of different products bought by the respondents. More than commercial and word of mouth social media marketing is effective method of marketing.

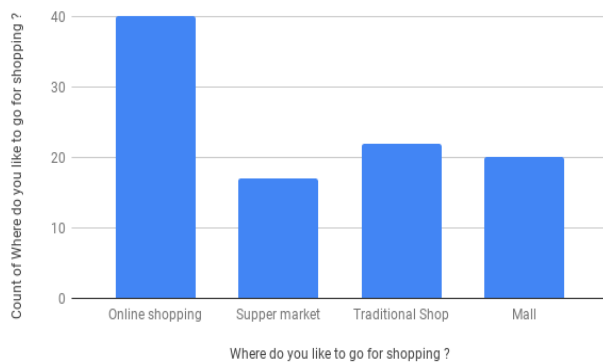
Count of which of the following influences your purchase decisions the most ?



Graph 7

- This graph shows the factors responsible for influencing the purchase decisions of respondents. Most of the consumers prefer to buy online 12 times more than going out and searching for shops.

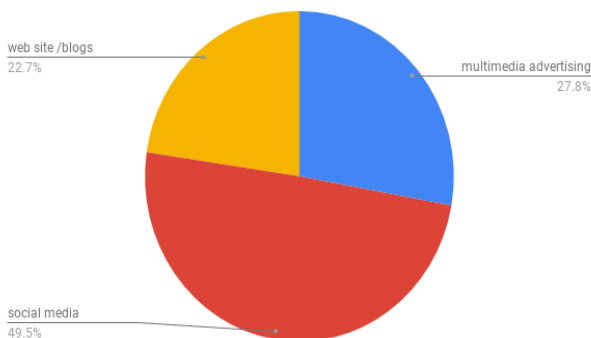
Count of Where do you like to go for shopping ?



Graph 8

- This graph shows the choice made by respondents for shopping. Among all the digital marketing techniques social media influences most of the consumers.

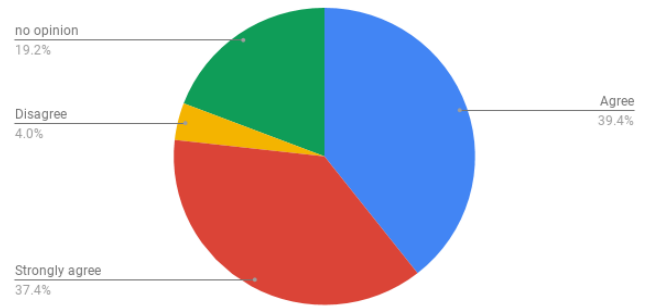
Count of Which digital channel influence you more to buy ?



Graph 9

- This graph shows the influence of digital channels for buying products. Many consumers buy things online and their satisfaction level is high.

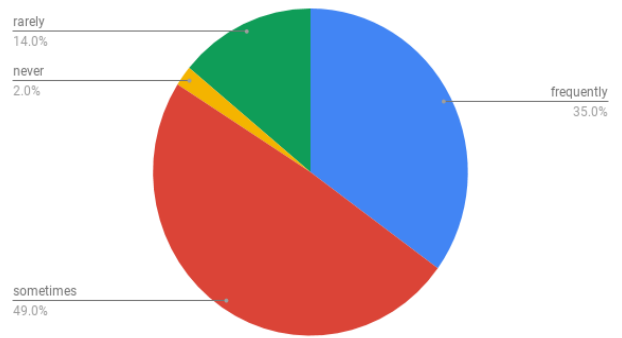
Count of Are you satisfied with the product bought using digital channels ?



Graph 10

- This graph shows the satisfaction rate. 39.4% of the respondents are satisfied with digital marketing channels.

Count of How often you buy products using digital channels ?



Graph 11

- This graph shows the duration of respondents of buying products using digital channels. 35% of respondents buy products more frequently.

**VI. FINDINGS**

- Most of the consumer thinks that social media is helpful in choosing the product.
- It was found that most of the consumers experienced and agreed that digital channels have changed their buying decisions.
- As compared to direct shopping online shopping provides more discount offer so most of the consumers prefer to go for online purchases.
- Most of the consumers thinks that online purchase is safe and secured.
- Maximum number of consumers agreed that social media marketing is more effective than the traditional marketing.
- More than commercial and word of mouth social media marketing is effective method of marketing.
- Most of the consumers prefer to buy online than going out and searching for shops.
- Among all the digital marketing techniques social media influences most of the consumers.

- Many consumers buy things online and their satisfaction level is high.

## VII. STUDY LIMITATIONS

All sincere efforts were made to make the study universally valid. Our study has demographical limitations since Sample was collected from Nagpur District only, so it is limited to Nagpur District only.

## VIII. CONCLUSION

The study considered the consumers behavior towards online and traditional shopping methods.

It was found that consumers prefer to purchase online than that of the malls and traditional shops, since online shopping gives more benefits than the direct shopping. Online shopping gives advantage of accessing different products at the same time on one screen.

Where consumers can compare price as well as quality before purchasing. And it is also found that consumers find online shopping more relaxing, comfortable and time saving.

Digital marketing has made greater impact on consumers mind and it has diverted them to online shopping.

## REFERENCES

- [1]. Belk R.W (1975), "Situational variables and consumer behavior", *Journal of Marketing*, 11, pp 156-163.
- [2]. Burki, Raymond. R (1997), "Do you see What I see? The future of Virtual Shopping", *Journal of Academy of Marketing Science*, 25(4), pp 352-360.
- [3]. Coleman, Calmetta. Y (2000), "Making Malls Convenient", *Wall Street Journal*, Feb 8, pp B1-B4.
- [4]. Sherry Lotz (1999), "Profiling Potential Adopters and Non-adopters of an interactive electronic shopping medium", *International Journal of Retail and Distribution Management*, 27(6), pp 209-223.
- [5]. Soyeon Shim, Mary Ann Eastlick, "Assessing the impact of internet shoppers and internet users", *Journal of Shopping Center Research*, pp 7-43
- [6]. Jupiter Research/ paypal Survey, Jan 2008
- [7]. Kothari, C. R., *Research Methodology Methods and Techniques*, 2nd Revised Edition, New Age International (P) Ltd. Publishers, 2010
- [8]. Tripathi, P. C., *Research Methodology in Social Sciences*, 6th Revised and Enlarged Edition, Sultan Chand & Sons, 2007
- [9]. Zhou, L., L. Dai, and D. Zhang, "Online Shopping Acceptance Model – A Critical Survey of Consumer Factors in Online Shopping", *Journal of Electronic Commerce Research*, Vol. 8, No. 1:41-62, 2007
- [10]. Richard Dobbs, Yougang Chen, Gordon Orr, James Manyika, Micheal Chui, Elsie Chang, *China's e-tail revolution: Online shopping as a catalyst for growth*, McKinsey & Co, March 2013