

EFFECT OF DIGITAL MARKETING ON COSNSUMER (YOUTH) BEHAVIOUR

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ABSTRACT

The consumer's buying pattern changes faster in a customer-centric market environment. Consumer behaviour varies in terms of product, price, features, quality, packaging, purchasing behaviour, status, generation, age of the customer, etc. However, the most difficult group to correspond with is the youth. The changing preferences of today's youth influence the buying pattern as they mostly follow the rhythm of fashion and taste according to the changing times. Therefore, marketers spend crores of rupees and invest too much time every year in market research to identify and predict the changing behaviour of the youth.

Digital marketing now poses many challenges for marketers in the retail segment. The current generation is more fascinated with online shopping than conventional shopping. Marketers are forced by the pressure of the buying behaviour of the young generation to introduce an innovative way of selling. Buying behaviour and behavioural patterns of the youth have an equally greater impact on the buying behaviour and therefore in this study “The main issue we focus on is digital marketing and its impact on the buying behaviour of the youth. The study shows that the majority of young people of the current generation have access to digital media, but lack the awareness of its optimal use.

INTRODUCTION

Technological developments have made our world more dynamic than ever before. The impact on business and especially marketing techniques was significant. Trends are dynamic from ancient marketing techniques to new approaches wherever digital channels play a vital role today. There has also been a significant shift from outbound marketing strategies to inbound marketing methods. Digital marketing has been seen as a revolutionary form of marketing that offers businesses new ideas to try to do business.

Marketing activities conducted through digital channels have enabled marketers to directly communicate with potential customers regardless of their geographic location. The understanding of how digital channels are used is exaggerated, as with web, email, mobile

and digital TV promotions, and marketers are now using these channels for a variety of functions. For example, some use them to acquire new customers, while some specialize in serving senior customers. Digital marketing communications were generally product information, internet advertising and email and mobile phone marketing.

Digital Marketing Scenario in India

India has the 3rd largest internet population in the world. After the spread of the Internet, the marketing strategy took root to reach the public. The tremendous growth that digital marketing has shown cannot be compared to any other strategy. If we look at the current situation in India, people here are not only aware of the internet but are using it for various purposes in life. In India, social media is driving the adoption of digital marketing. The retail sector in India is booming both online and offline. India is a relative latecomer to the online shopping revolution, but online sales are projected to grow by 50 percent annually over the next few years. The country is already the third largest nation of Internet users with more than 120 million, and the rapid uptake of mobile commerce is expected to increase the number of users to more than 330 million by 2015. Social media helps drive the development of digital marketing. An increasingly affluent population of young internet shoppers are spending more time and money online, influencing shopping trends. Popular online products include books, consumer electronics, travel, financial services, clothing, and beauty care. Online shopping is concentrated in major urban agglomerations with Mumbai being the main hub followed by Delhi and Kolkata.

Snapdeal, launched in 2010. Currently, the Internet is only a small part of India's GDP, but an Internet boom for retailers is predicted to be just around the corner.

Indian youth should follow strict moral and family values and devote all their time and attention to studies and career. So, career, education must be the only goal of the student. Indian youth is a powerful segment in the market that drives manufacturers to produce what they want. This study assesses the extent to which youth play a role in the management of a trader. The study will be useful to the marketer in designing marketing strategies to capture the current and potential youth segment in the products under study. According to the National

LITERATURE REVIEW

Digital Marketing

Different definitions have been identified in previous studies related to digital marketing. One definition is marketing that uses electronic devices such as personal computers, smartphones, cell phones, and game consoles to engage stakeholders in the process. Digital marketing techniques have the potential to repeat some aspects of archaic marketing communications and communication channels, so they can, in fact, expand the marketing mix. Digital campaigns are specific and part of the marketing communication mix. However, the boundaries are blurred because digital is not just a simple the realization or not of the purchase depends on the satisfaction or not of the need. If the requirement has been met or the problem has been resolved, it is likely that the customer will recommend the product to others and the next time the consumer will purchase the same product. Making consumers happy is the goal of any business, thereby achieving brand loyalty. Companies are satisfied with the purchase of products by consumers; they won't add much value to the post-purchase review. Businesses may be unaware that this customer review will be the primary factor for future purchases or referrals. highlights the importance of this step to a buyer's next

transaction and how companies bypass it. Also, the impact of digital marketing on customer decision-making in the Indian market is the focus of this study. A lot of research has been done on digital marketing and how it influences consumer decisions. However, it is apparent from the literature review that due to the increase in internet user participation, actions and decision-making have changed. Therefore, organizations need to take these changes into account and adjust their marketing activities in different markets appropriately (John, B. 2012).

Consumer Buying Decision Process

When the purchase is completed or not depends on whether the need has been satisfied or not. If the request has been met or the problem has been resolved, the customer will most likely recommend the product to others and the next time the consumer will buy the same product. Making consumers happy is the goal of any company, thereby achieving brand loyalty. Companies are satisfied with the purchase of products by consumers; they won't add much value to the review after purchase. Corporations can overlook that these customer reviews will be the most important factor for future purchases or references. The offer highlights how important this stage is to a buyer's next transaction and how companies get through it. Besides, the impact of digital marketing on customer decision making in the Indian market is the focus of this study. Much research has been done regarding digital marketing and how they influence consumer decisions. However, it is clear from a review of the literature that, due to the increase in Internet user participation, actions and decision-making processes have changed. Therefore, organizations need to consider these changes and adjust their marketing activities in different markets appropriately. actions and decision-making have changed. Therefore, organizations need to consider these changes and adjust their marketing activities in different markets appropriately. actions and decision-making have changed. Therefore, organizations need to consider these changes and adjust their marketing activities in different markets appropriately.

Sathish and A. Rajamohan, In their study Consumer Behaviour and Purchasing Behavioural Marketing, a general consumer approach is taken. A consumer's purchasing behaviour is seen as the sum of his interactions with his environment. Purchasing behaviour studies are a component of the larger behavioural concept called psychography. Harold W. Berkman and Christopher Gilson define purchasing behaviour as "unified" patterns of behaviour that determine and are determined by consumption. The term "unified behaviour patterns" refers to behaviour in its broadest sense. The formation of attitudes and such internal subjective activities may not be observable, but they are behaviour nonetheless.

Dastidar & Datta. In this study, it was found that the current relationship by sex between both the variable and the influence of propensity to explore on impulsive buying behaviour of young women is higher than that of young men. It revealed that diversity-seeking, risk-taking/innovation, and curiosity-driven behaviour in young women were the higher-performing spontaneous purchases. While research shows that, in men, the rate is very low.

The population aged 15-34 increased from 353 million in 2001 to 430 million in 2011. Current projections suggest that the youth population will increase steadily to 464 million by 2021.

By 2020, India will become the country has the youngest population in the world, a country where 64% of the population is of working age.

Vishal Khasgiwala & Monica Sainy in their study titled “Gender disparity wise study of Impulsive buying behaviour and exploratory tendencies of youth in central India”, impulsive buying behaviour is experimented. Impulsive buying is a common behaviour today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated.

Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimulus.

impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made (John, B. 2012).

NEED OF STUDY

Digital marketing has brought amazing changes in the way the distributor markets the product and the way the customers buy the same. An individual's buying behaviour influences many factors, and these factors invariably affect the marketer to meet the needs of customers in general and young people in particular. We therefore realize that it is necessary to study digital marketing and its impact on the purchasing behaviour of Consumer (youth).

Objectives of The Study

The following are the objectives of the study

- To identify the factors influencing the changing buying behaviour of the customer.
- To examine the changing buying behaviour of the customer and their impact on Digital marketing.
- To suggest the Indian marketers, the changing buying behaviour of the customer and its influences on their buying behaviour.

Research Methodology

Sources of Data

For the present study researchers use both primary and secondary data. Primary data is collected through the questionnaire. Such secondary sources are drawn from the published articles, research papers, census survey, published general reports, sources through related websites etc.

Sample Design

The present study is the research-oriented study. Researchers use both primary and secondary data for this study. Researcher use simple random sampling technique to select the sample from different District of India.

Sample Size

For fulfilling the objectives of the study researchers randomly select 100 Customers from different District of India.

FINDINGS

India is the 5th largest country in terms of YouTube users. On average, Indians spend about 14 hours a week on the Internet, which has completely eclipsed television. India's online advertising market is growing at a rapid rate of 50% per year and was reported to exceed 1000 crore in 2020. In general, the factors affecting the purchasing behaviour of young people include lifestyle, attracting the opposite sex, purchasing power, and family background, employment status of young people, intervention of Western culture, education level etc. The number of websites in India exceeds 90 million and the number of Facebook profiles exceeds 500 million. Every day, more than 8 million incoming messages and 12 billion outgoing messages are sent via WhatsApp. Additionally, India's Online retail is also on the rise and 60% of internet users in the country visit online retail sites. The study reveals that most young people in the current generation have access to digital media but are unaware of its optimal use.

Mobile internet usage and many other factors are driving the growth of digital marketing industry in India. The digital marketing industry is booming with a growth rate of 30%, while all other industries in India are struggling with 10-12%. Even after having such an opportunity, India still lacks talented and competent people in digital marketing. India needs talented digital marketers who can seize this revolutionary opportunity. Things will be better in the current scenario and in the future because India has the resources.

It remains only to polish the talent. Today's markets also do a lot of research to understand young people and their behaviour. they buy so that they can meet the demands of the youth segment. Purchasing behaviour is a changing factor, which is changing faster, so most products with the latest innovations become obsolete very quickly. Innovation kills innovation. Due to the development of technology, what is a novelty today becomes obsolete tomorrow. This poses many challenges for traders. Most of the respondents believe that it is possible to buy online at any time. Respondents believe customers spend much less time purchasing. therefore, most products with the latest innovations become obsolete very quickly. Innovation kills innovation. Due to the development of technology,

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CONCLUSION

To conclude, the youth, their buying behaviour, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. As per the present National Youth Policy there are around 33 crore population in India is the youth in the age range of 15-29 years. They form a major portion of market segment in India. Every marketer must understand the psychology of these youth segment, so that they can be a successful marketer in the days to come in the competitive economy. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threats and challenges to the marketer in the competitive market. Changing buying behaviour warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can

move on from the mere customer-oriented marketing approach to Technological Customer Oriented Marketing approach in the near future.

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