

**“CONSUMERS’ PERCEPTION TOWARDS DIGITAL MARKETING
A STUDY IN GHAZIABAD DISTRICT”**

Author Correspondence:

Prof. Manmeet Kumar Siras

Professor, Faculty of Commerce & Bus. Admin,
M.M.H. College, Ghaziabad, UP-India
Email: professorsiras@gmail.com

Madan Lal

Assistant Professor,
Faculty of Commerce & Bus. Admin,
M.M.H. College, Ghaziabad,

Dr. Rakesh Chawla

Associate Professor,
Faculty of Commerce
INMENTEC, Ghaziabad

ABSTRACT:

Digital marketing has become an integral part of modern business, as the majority of consumers now use the internet to research products and make purchasing decisions. Consumer buying behavior in digital marketing refers to the actions and decisions made by individuals or households when purchasing products or services through digital channels, such as the internet, social media, and mobile devices. With the rise of e-commerce and online shopping, it has become increasingly important for businesses to understand how consumers behave when making purchases online. Online reviews, product information, and pricing were the most important factors in determining consumer purchase decisions. In the digital marketing context, the pre-purchase stage includes the consumer's recognition of a need or want, the search for information, and the evaluation of alternatives. The purchase stage includes the decision to buy, the actual buying process, and any post-purchase evaluations. The post-purchase stage includes the consumer's satisfaction or dissatisfaction with the product or service.

Key words: Digital Marketing, consumers’ perception/buying behavior,

INTRODUCTION:

Digital marketing is the practice of promoting products or services using digital channels, such as the internet, social media, search engines, and mobile devices. It encompasses a wide range of tactics, including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, content marketing, and more. The goal of digital marketing is to reach and engage with customers online, and to ultimately drive sales and revenue.

One of the key benefits of digital marketing is that it allows businesses to target specific audiences and track the effectiveness of their campaigns in real-time. For example, a business can use search engine optimization to improve its ranking on search engines and reach more customers who are searching for products or services related to their business. They can also use social media marketing to engage with their target audience, build brand awareness, and drive website traffic.

Another benefit of digital marketing is that it allows businesses to reach customers across multiple devices and platforms. Today, consumers use a variety of devices, such as

smartphones, tablets, and laptops, to access the internet and make purchases. Digital marketing allows businesses to reach customers wherever they are, and across multiple touchpoints.

Digital marketing is the practice of promoting products or services using digital channels, with the goal of reaching and engaging with customers online, and ultimately driving sales and revenue. It encompasses a wide range of tactics and allows businesses to target specific audiences, track the effectiveness of their campaigns, and reach customers across multiple devices and platforms.

Consumer buying behavior refers to the actions and decisions made by individuals or households when purchasing products or services. It encompasses the entire process of decision-making, including the pre-purchase, purchase, and post-purchase stages. Understanding consumer buying behavior is crucial for businesses as it helps them to develop effective marketing strategies and improve their sales.

The pre-purchase stage includes the consumer's recognition of a need or want, the search for information and the evaluation of alternatives. The purchase stage includes the decision to buy, the actual buying process, and any post-purchase evaluations. The post-purchase stage includes the consumer's satisfaction or dissatisfaction with the product or service.

Factors that influence consumer buying behavior include personal, psychological, and social factors. Personal factors include age, income, occupation, and lifestyle. Psychological factors include motivation, perception, learning, beliefs, and attitudes. Social factors include family, reference groups, and culture.

Factors that influence consumer buying behavior in digital marketing include the availability of product information, the ease of purchase, and the trustworthiness of the website or platform. Online reviews, pricing, and the ability to compare products across different websites also play an important role in the decision-making process. Social media can also influence consumers' buying behavior, as consumers tend to rely on the opinions of others and are more likely to make a purchase if they see a product being used or recommended by someone they know.

In summary, consumers' buying behavior in digital marketing refers to the actions and decisions made by individuals or households when purchasing products or services through digital channels. Businesses must understand how consumers behave when making purchases online by considering the availability of product information, the ease of purchase, and the trustworthiness of the website or platform, and also online reviews, pricing, and the ability to compare products across different websites. Social media also can play an important role in the decision-making process.

LITERATURE REVIEW

A comprehensive literature review of consumer buying behavior in digital marketing is a critical component of understanding the ever-evolving landscape of e-commerce and online retail. This review will explore key concepts, theories, and research findings related to consumer buying behavior in digital marketing, drawing upon a range of scholarly sources to provide insights into the factors that influence online purchasing decisions.

Chen et al., 2011, Social media and online communities play a substantial role in shaping consumer decisions. Social proof, demonstrated through likes, shares, and recommendations from friends and influencers, can sway purchasing behavior.

Chevalier & Mayzlin, 2006, Post-purchase behavior, including customer reviews and feedback, has a profound impact on brand reputation and future purchases. Positive post-purchase experiences can lead to brand loyalty and repeat business.

Deng et al., 2018, With the rise of mobile devices, M-commerce has become a significant driver of consumer buying behavior. Consumers increasingly make purchases through mobile apps and websites, necessitating a seamless mobile shopping experience.

Li et al., 2020, Globalization has expanded cross-border e-commerce, impacting consumer behavior. Factors such as international shipping, currency conversion, and trust in foreign sellers influence buying decisions in the global online marketplace.

Li et al., 2019, Online shopping has transformed the way consumers make purchasing decisions. The convenience of browsing, comparing products, reading reviews, and making purchases from the comfort of one's home has reshaped consumers' buying behavior.

Kaplan & Haenlein, 2010 Building trust in online retailers is crucial. Trust factors include website security, privacy policies, transparent pricing, and reliable customer reviews.

Pariser, 2011, In the digital age, consumers face information overload and may be confined to filter bubbles where they are exposed to content that aligns with their existing beliefs. These factors can influence decision-making by limiting exposure to diverse opinions and information.

Schiffman & Kanuk, 2010, The consumer decision-making process in the digital context typically involves stages like problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation

TYPES OF DIGITAL MARKETING

There are many types of digital marketing, but some of the most common and widely used include:

Search Engine Optimization (SEO): The process of optimizing a website to improve its ranking on search engines, such as Google, Bing, and Yahoo. This can include optimizing website content and structure, as well as building backlinks from other websites.

Pay-Per-Click Advertising (PPC): A form of online advertising where businesses pay a fee each time their ad is clicked. This can include search engine advertising, display advertising, and social media advertising.

Social Media Marketing: The practice of promoting products or services on social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn. This can include creating and sharing content, running social media ads, and engaging with customers.

Email Marketing: The practice of sending commercial messages to a group of people via email. This can include newsletters, promotional emails, and transactional emails.

Content Marketing: The practice of creating and sharing valuable content to attract and engage with a target audience, with the goal of driving profitable customer action.

Influencer Marketing: The practice of partnering with individuals who have a large following on social media platforms, in order to promote products or services to their followers.

Affiliate Marketing: A type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

Mobile Marketing: The practice of promoting products or services using mobile devices, such as smartphones and tablets.

These are some of the most common types of digital marketing, but there are many other tactics and strategies that businesses can use to reach and engage with customers online.

OBJECTIVES:

The main objectives of studying consumers' perception / buying behavior in digital marketing are to understand how consumers make purchasing decisions online and to develop effective marketing strategies that will increase sales and revenue.

1. To understand the consumer decision-making process: Understanding how consumers research, evaluate and choose products online .
2. To identify key factors that influence consumer buying behavior: in digital marketing.
3. To increase sales and revenue: By understanding consumer buying behavior likely to convert website visitors into paying customers.
4. To improve customer satisfaction: by providing the information and resources that customers need to make informed purchasing decisions.

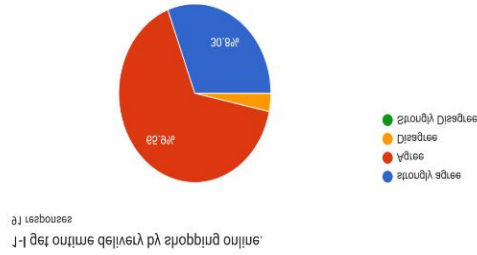
RESEARCH METHODOLOGY

Primary and Secondary data

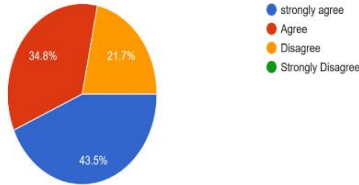
Primary data refers to data collected firsthand by the researcher for a specific research purpose. This can include data collected through experiments, surveys, interviews, observations, or any other method of data collection. Primary data is original and has not been previously collected or analyzed by others.

On the other hand, secondary data refers to data that has been collected and analyzed by someone else for a different purpose, but can be used by researchers for their own analysis. Secondary data can come from sources such as published articles, government reports, academic journals, and other public sources. This data has been collected and analyzed by someone else and may be used to support or contradict the findings of the current research.

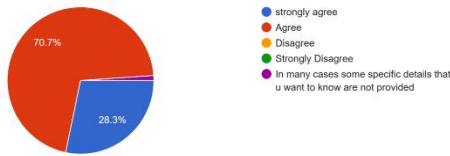
Modules	Strongly agree	Agree	Disagree	Strongly disagree
1.I get on time delivery by shopping online.	30.8%	65.9%	3.3%	nil
2.Details are available while shopping online.	28.3%	70.7%	1%	nil
3.I can buy the product 24 hours a day while shopping online.	43.5%	34.8%	21.7%	nil
4. Substitute of an item is easily available while online shopping.	39.1%	55.4%	4.5%	1%
5.The website design helps me in searching the product easily.	38%	58.7%	3.3%	nil
6. I prefer to buy from website that provides me with quality of information.	43.5%	53.3%	2.2%	1%
7.Online shopping takes less time to purchase.	30.7%	50%	15.2%	.1%
8.Online shopping does not waste time.	28.3%	51.1%	17.4%	3.2%



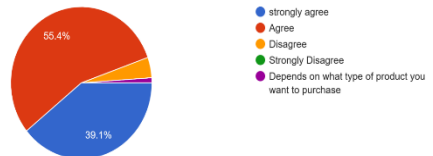
3-I can buy the product 24 hours a day while shopping online.
92 responses



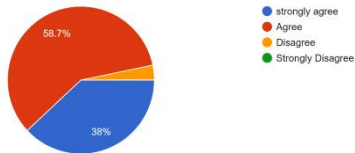
2-Details are available while shopping online.
92 responses



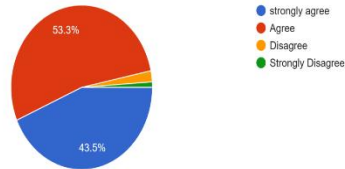
4- Substitute of a item is easily available while shopping online.
92 responses



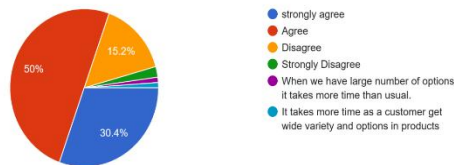
5-The website design helps me in searching the product easily.
92 responses



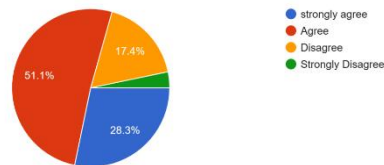
6-I prefer to buy from website that provides me with quality of information.
92 responses



7-Online shopping takes less time to purchase.
92 responses



8-Online shopping does not waste time.
92 responses



Findings:

Consumer buying behavior in digital marketing has undergone significant changes in recent years. Here are some key findings regarding consumer buying behavior in the digital marketing landscape:

Online Research: Consumers are increasingly conducting online research before making purchasing decisions. They search for product information, read reviews, compare prices, and seek recommendations from social media platforms, review sites, and search engines.

Mobile Dominance: Mobile devices have become a primary means of accessing the internet and conducting online shopping. Consumers use their smartphones and tablets to browse products, compare prices, read reviews, and make purchases.

Personalized Experiences: Consumers expect personalized experiences in digital marketing. They respond positively to targeted advertisements, personalized product recommendations, and tailored content that aligns with their interests and preferences.

Social Media Influence: Social media platforms have a significant impact on consumer buying behavior. Consumers often discover new products through social media ads, influencer endorsements, and recommendations from their social networks.

User-Generated Content: Consumers trust user-generated content (UGC) such as customer reviews, ratings, and testimonials. They consider UGC as a reliable source of information and use it to evaluate products before making purchase decisions.

Price Comparison: Consumers leverage digital tools to compare prices across different online retailers. They actively seek the best deals, discounts, and promotions available before making a purchase.

Seamless Shopping Experience: Consumers value a seamless shopping experience across multiple channels and devices. They expect consistent information, easy navigation, secure transactions, and fast delivery options.

Social Proof and Influencers: Consumers rely on social proof to validate their purchasing decisions. Influencers and celebrities endorsing products on social media can significantly impact consumer buying behavior, as they trust the opinions of individuals they admire or relate to.

Convenience and Speed: Consumers prioritize convenience and speed in their online shopping experience. They value fast-loading websites, streamlined checkout processes, and efficient customer service.

Brand Reputation and Trust: Consumers are more cautious about the brands they engage with online. They consider factors such as brand reputation, trustworthiness, and ethical practices when making purchasing decisions.

It's important to note that consumer buying behavior can vary based on demographics, product category, and cultural factors. These findings provide a general understanding of the evolving landscape but may not capture all nuances of consumer behavior in digital marketing.

Challenges or Limitations:

While digital marketing provides numerous opportunities to understand and influence consumer buying behavior, there are also certain limitations to consider. Here are some of the limitations associated with studying consumer buying behavior towards digital marketing:

Misinterpretation of Digital Signals: Consumer actions and behaviors in the digital space can be complex and open to misinterpretation. For example, a consumer might browse multiple websites without making a purchase, leading to ambiguity in their intent. Analyzing digital signals alone may not provide a complete understanding of the consumer's buying behavior.

Trust and Security Concerns: Consumers may have concerns about sharing personal information online due to privacy and security risks. This hesitation can limit the depth and accuracy of data collected, affecting marketers' ability to understand and predict buying behavior effectively.

Overwhelm and Ad Fatigue: The digital landscape is saturated with advertisements and marketing messages, leading to ad fatigue among consumers. Consumers may become desensitized or develop banner blindness, ignoring or actively avoiding digital ads. This can impact the effectiveness of digital marketing efforts in influencing buying behavior.

Multichannel Complexity: Consumers interact with brands across multiple channels, including websites, social media, email, and mobile apps. Tracking and integrating data from these different channels can be complex, making it challenging to gain a holistic view of consumer behavior.

Limited Control over External Factors: External factors beyond the scope of digital marketing, such as economic conditions, cultural shifts, and social trends, can influence consumer buying behavior. These factors may not be captured solely through digital marketing efforts, requiring a more comprehensive approach to understanding consumer behavior.

It's essential to recognize these limitations and use a combination of data sources, research methods, and marketing strategies to gain a more nuanced understanding of consumer buying behavior in the digital realm.

Overall, the findings of this study suggest that businesses should focus on providing accurate and detailed product information, competitive pricing, and building trust with consumers in order to increase their chances of making a sale. The study found that online reviews are a significant factor in consumer buying behavior, as they tend to rely on the opinions of other consumers to make purchasing decisions. Product information, such as detailed descriptions and high-quality images, also plays an important role, as consumers want to have as much information as possible before making a purchase. The study also found that pricing is a major consideration for consumers, as they tend to compare prices across different websites before making a purchase.

Suggestions

some suggestions for understanding and influencing consumer buying behavior in the digital marketing landscape:

Utilize Data Analytics: Leverage data analytics tools to collect and analyze data from various digital touchpoints. This can provide valuable insights into consumer behavior, such as website traffic patterns, click-through rates, conversion rates, and customer journey analysis. Use this data to identify trends, optimize marketing strategies, and personalize the customer experience.

Implement Personalization: Tailor your marketing efforts to provide personalized experiences for consumers. Utilize data to segment your audience and deliver targeted messaging, product recommendations, and promotions that align with their interests, preferences, and buying history.

Leverage Social Proof: Incorporate social proof into your marketing strategies. Highlight positive customer reviews, testimonials, and user-generated content to build trust and influence purchasing decisions. Encourage satisfied customers to share their experiences on social media and review platforms.

Build Trust and Credibility: Establish a strong brand reputation and foster trust among your target audience. Highlight certifications, awards, and industry affiliations. Demonstrate transparency in your business practices, such as providing clear product information, fair pricing, and secure transactions.

Offer Competitive Pricing and Promotions: Consumers actively seek the best deals and discounts. Regularly analyze the pricing landscape and offer competitive prices. Implement targeted promotions, limited-time offers, and loyalty programs to incentivize purchases and create a sense of urgency.

Stay Updated and Adaptive: Consumer buying behavior in the digital space is continuously evolving. Stay updated with industry trends, emerging technologies, and changing consumer preferences. Continually evaluate and adapt your marketing strategies to align with evolving consumer behavior.

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