



Influence Of Digital Marketing On Buying Behaviour Of Indian Youth

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Abstract

People in today's society are dependent on the support that technology provides for all of their endeavours since the rate of technical growth in the world has increased to such a high degree in recent years. When people wanted to raise awareness of their wares and services in the past, they would advertise them through a broad range of different marketing strategies. Within the setting of a market that is increasingly oriented on the requirements of its customers, consumers' shopping habits are experiencing rapid transformations. This movement is occurring as a direct result of the market. The buying behaviour of consumers can vary depending on a variety of aspects, including the product, price, features, quality, packaging, buying behaviour, status, generation, age of the client, and so on; nevertheless, the younger demographic is the most difficult to interact with. The altering preferences of today's youth have an effect on the purchasing pattern. This is because the primary factor that shapes the tastes of today's children and teenagers is the rhythm of fashion and taste as it pertains to moving trends and eras. As a result of this, marketers invest tens of millions of rupees and a large amount of time each year in market research in an effort to uncover and predict the altering behaviours of today's young people. Now, a marketer in the retail industry faces a variety of challenging problems as a result of digital marketing's widespread use. Those who are younger are more likely to be drawn to the concept of making purchases online as opposed to engaging in more conventional forms of buying. As a result of the pressure that is put on marketers by the purchasing habits of the younger generation, marketers are being forced to develop new and innovative ways of promoting products in order to compete. "Digital marketing and its impact on buying behaviour of youth is focused as the primary topic in this study." This is due to the fact that the purchasing behaviour and behavioural pattern of youth has a stronger effect in the purchasing behaviour. This is why the primary focus of this study is on "Digital marketing and its impact on buying behaviour of youth." The results of the poll indicate that the vast majority of the younger members of the generation that is currently living have access to digital media; nevertheless, they do not have the expertise that is required to make the most effective use of it.

Keywords- Digital marketing, youth, buying behaviour of youth.

INTRODUCTION

The market environment has also been subjected to and seen a great lot of change, and it

has grown increasingly competitive, with an increasing number of these marketplaces tilting increasingly toward becoming buyer's markets. When it comes to making a purchasing choice, buyers now have the option of picking one alternative out of two, three, or even more options that are made accessible to them as a result of these alterations. It is a solid business strategy for firms to provide customers with access to a range of various alternatives, and it has the potential to result in a large increase in sales if this approach is implemented properly. When it comes to the consumer, he or she will be contented when presented with the ability to pick and decide on the alternative that is superior to the other choices that are provided, and this will make the customer happy. Consumer behaviour is the behaviour that individuals participate in while looking for, purchasing, using, evaluating, and disposing of things and services that they think will satisfy their needs, wants, and desires. This includes searching for, purchasing, using, and assessing the products and services. Consumer behaviour may be described as the actions that individuals take when looking for, acquiring, utilising, and assessing various goods and services.

Digital marketing

Marketing may be defined as the process of promoting and selling products or services, which can include activities such as doing research on target customers and running advertising. Digital marketing may be defined as the process of selling products or services via the utilisation of digital technology. This process often takes place on the Internet; however, it can also include mobile phones, display advertising, and any other kind of digital media. It is the use of the channels to reach the desired target market via some of the following channels such as social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, the game adds, mobile marketing), and so on. Some of the channels that are used to accomplish this include: You may see a list of some of these channels below. Customers who shop online like the prompt delivery and smooth payment processes, both of which inspire confidence in the whole shopping experience and leave them feeling satisfied with their purchases. These days, internet retailers place a greater focus on a more diverse selection of product categories, such as white goods and consumer electronics, amongst other things. In the newly forming models, intangible assets like as relationships, information, people, brands, and systems are quickly becoming the focal point as the most essential component.

In recent years, digital marketing has come to be recognised as one of the most successful methods to cut through the clutter and engage in one-on-one conversation with clients. This recognition comes as a result of the fact that digital marketing is becoming ever more personalised. As a result of this, with the trend toward direct, one-to-one marketing, increasing focus is being given to the use of digital channels as a method of successfully advertising to clients. This is a consequence of the fact that there is a shift toward direct marketing. This is due to the fact that digital media have the capability of reaching a far wider audience. Mobile marketing is a notion that has only been around for a very short period of time, particularly when digital channels are taken into mind.

Many individuals perceive digital marketing to be a revolutionary sort of marketing as it enables firms to take advantage of previously inaccessible possibilities. The widespread adoption of technologies that are based on the internet and the use of these technologies in regular life have had a significant influence on the manner in which members of society communicate information, both in their personal and professional spheres of activity. One of the most obvious signs that this shift is now taking place is the proliferation of new methods and platforms for interpersonal connection.

The expression "digital marketing" does not have a definite definition or meaning; yet, it is possible to sufficiently characterise it using examples such as emails, online advertisements, pay per clicks, wireless text messaging, blogging, faxing, video streaming, podcasts, broadcasting, and so on. All of these distinct kinds of situations are included under the purview of the concept of digital marketing. In addition to the long list of digital marketing strategies that are covered by the term "digital marketing," there are also some traditional forms of marketing that are not covered by the term "digital marketing." Since they are not quick or immediate methods of marketing, these include television, radio, print media, and outdoor advertising such as billboards. Other examples include advertising on public transportation. It indicates that the marketer was not successful in achieving a rapid response from the end customers when utilising these marketing strategies. The standard marketing approaches were incapable of providing an accurate count of the number of persons who answered to the survey. It is quite likely that the growth of digital marketing made it feasible for this phase to be completed in the process.

Google's "Double click" method for the internet has made the entire world look more little and more accessible, allowing users to link to any destination of their choosing with relative simplicity. This is because digital marketing has matured into such a powerful network of advertising. Digital marketing was established to help with challenges like these, and as a result, online advertising campaigns for any product have grown more easy and cost-effective in recent years owing to the advent of digital marketing.



Fig. 1: Digital technologies

Youth Marketing

When it comes to reaching out to younger people, the marketing business frequently employs a tactic referred to as "youth marketing." On the basis of their ages, the members

of this huge group have been subdivided into a great number of smaller groupings. People ranging in age from 23 to 34 years old make up this particular set of participants. Young people have a significant influence on the purchasing behaviours of their families and play a significant role in the decision-making process that takes place inside their families. In addition to this, it is useful in influencing the shopping habits of friends and relatives. The great majority of companies are now turning to internet marketing as a means of influencing the perspectives of the younger generation. This is especially true for companies that are in the industry of selling consumer goods. This tactic takes on a very particular shape when applied to companies that offer goods such as food and clothing in addition to entertainment and personal electronic gadgets. The younger generation has a heightened awareness of brands and exhibits a high level of pride in the things that they have purchased from such companies.

Buying Behaviour of Youth

Not only does the purchasing behaviour of an individual play a paramount role in consumer behaviour in general, but it also plays a particularly important role in the shopping behaviour of young people in particular. Buying behaviour marketing is a practise that involves building links between products on the market and specific groups of customers based on the purchasing behaviours of those purchasers. These linkages may then be marketed to those buyers. It involves segmenting the market on the basis of the dimensions of buying behaviour, positioning the product in such a way that appeals to the activities, interests, and opinions of the targeted market, and undertaking specific promotional campaigns that exploit buying behaviour appeals in order to enhance the market value of the product that is being offered. It's been over 20 years since India became the world's first country to connect to the internet. India is one of the top three nations in terms of the population of internet consumers, as the country has 145 million users of the internet. Only around 3–4 percent of organised commerce is being conducted through the use of online marketing. As a result of this, it is abundantly evident that there are a number of obstacles that are inhibiting the expansion of internet marketing in India. One of these dangers is the one that the younger generation in India views as being present. The country of India has a large population of young people, which has been a big contributor to the growth of the country's internet shopping business. The government is now making major expenditures in many aspects of the internet's underlying infrastructure. Although the organised retailing industry has a tough time entering the country's most rural locations, online merchants are having success selling their items throughout India's cities and villages.

OBJECTIVES OF THE STUDY

The following is a list of the goals that the study aims to accomplish.

- 1- To determine the extent to which young people are familiar with digital marketing.

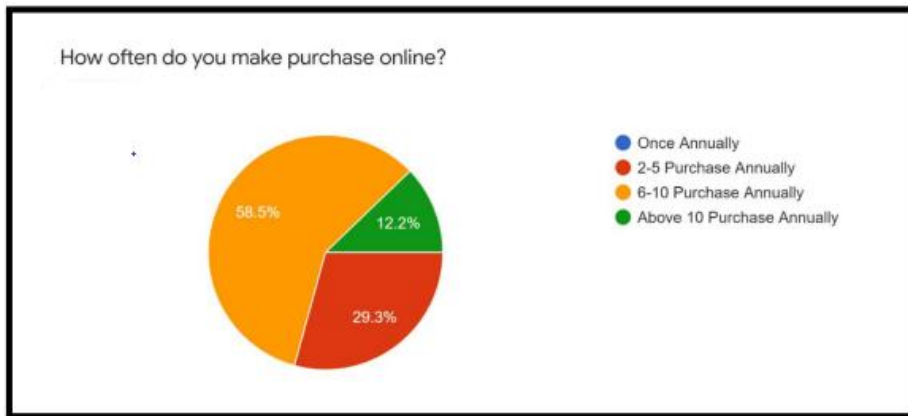
- 2- To assess the effect of various factors on the final purchasing decision of the customer.

RESEARCH METHODOLOGY

The purpose of this research is to explore the influence that internet marketing has had on younger generations. In order to carry out the inquiry, we drew upon a variety of primary and secondary sources of information. Google's own questionnaire, which was largely geared toward young people, was used to collect the foundational pieces of information needed for the study. For the purposes of this research, a population-representative sample size of 150 people was selected to serve as the basis for the investigation out of which 123 people participated in a survey. The manner in which these individuals engage with digital platforms and the extent to which they are swayed by digital advertising was investigated and analysed. On the other hand, the demographics of the respondents did not in any way affect the data that was collected from them. The samples were collected by a method known as convenience sampling, which is also known as a non-probability sampling strategy. This method was taken into consideration, as it is recognised by both of these names. During the process of gathering the information, a sample was selected at random. In addition, participation in the survey was not limited to any one particular geographic place. The participants in the study were each given a Google form that they were asked to fill out on their own time in order to make the research process easier. The participants were given a rundown of the many aspects of the survey before to completing the questionnaire, so they would be prepared for anything. The questions for the survey were set in advance, and they contained both open-ended and closed-ended queries of varying degrees of specificity. The majority of the time, a qualitative approach is taken in order to interpret the questions. On the other side, the quantitative approach doesn't have a lot of participants. The only survey that is being considered for interpretation and analysis is the one that was submitted through the Google form. When utilising the secondary method, the data are gathered from a wide variety of sources, including but not limited to books, articles, research papers, journals, case studies, and websites.

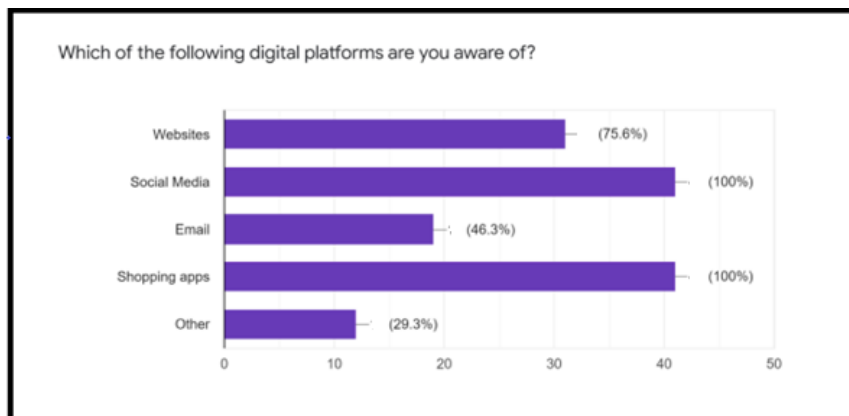
DATA ANALYSIS

Graph 1:- How frequently individuals make purchases over the internet?



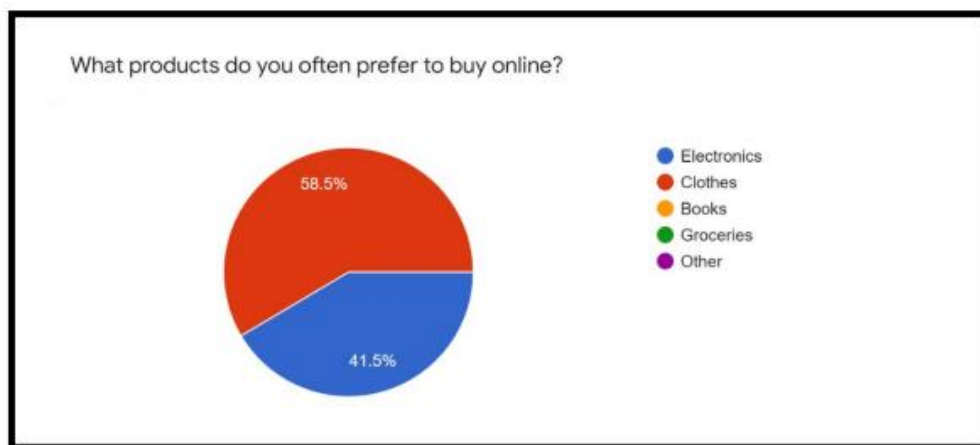
According to the data that was just shown, around 58.5% of participants reported that when they purchase online, they do between 18 and 30 transactions on a yearly basis. This translates to 72 participants out of the total of 123 people that took part in the survey. 29.3 percent of participants, or 36 people, disclosed that they make an order with a web-based retailer within the frequency range of two and five times each calendar year. Among those who took part in the study, 12.2 percent, or 15 persons, said that they make purchases over the internet on a more frequent basis than 30 times per year. And last, not a single one of the people who filled out the survey just made one purchase in a particular year. According to what was discussed before, each respondent makes many purchases during the course of each year.

Graph 2:- Which of the following digital platforms is most well known by the general public?



In reference to the figure that was just shown, individuals were questioned on the number of distinct digital platforms with which they are aware. Thirty-one out of the forty-one people surveyed have prior experience using the website and the online shopping platform. This represents an awareness rating of 75.6 percent. There are a total of 123 people who are active on social media, which is almost equivalent to one hundred percent of the population. Email was named as the digital media by about 46.35 percent of responses, which totaled 48 people. Awareness among people in relation to the shopping applications is currently at a level of one hundred percent, which, as was said before, totals 123 people. 36 Roughly 29.3 percent of people who participated in the survey are aware of other digital platforms that are not included in the question that was posed regarding those platforms.

Graph 3:- Which things do most customers choose to purchase when shopping online?



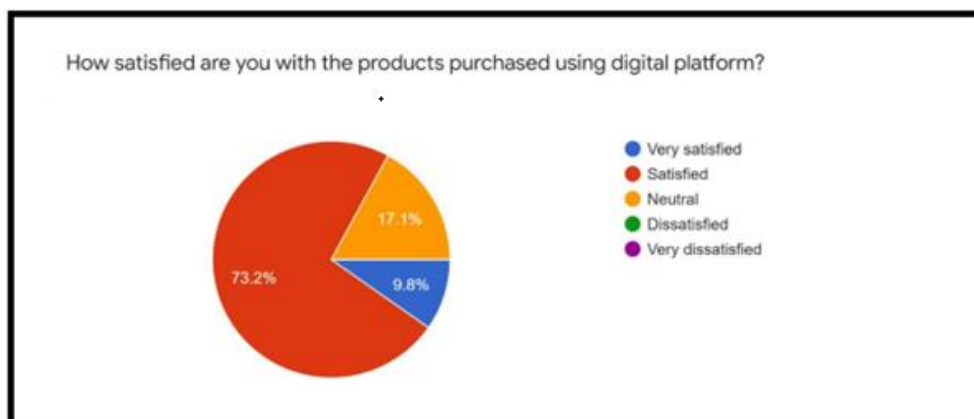
Nearly 58.5% of the persons who participated in the survey, indicated that they enjoy the convenience of making clothes purchases through an online marketplace. During the same time period, around 41.5 percent of consumers opt to purchase electrical items using digital platforms rather than through traditional ones. According to the statistics, consumers who shop for goods via digital platforms are most interested in purchasing consumer electronics and clothes above any other type of product.

Graph 4:- Which of the following online stores do customers most frequently shop at?



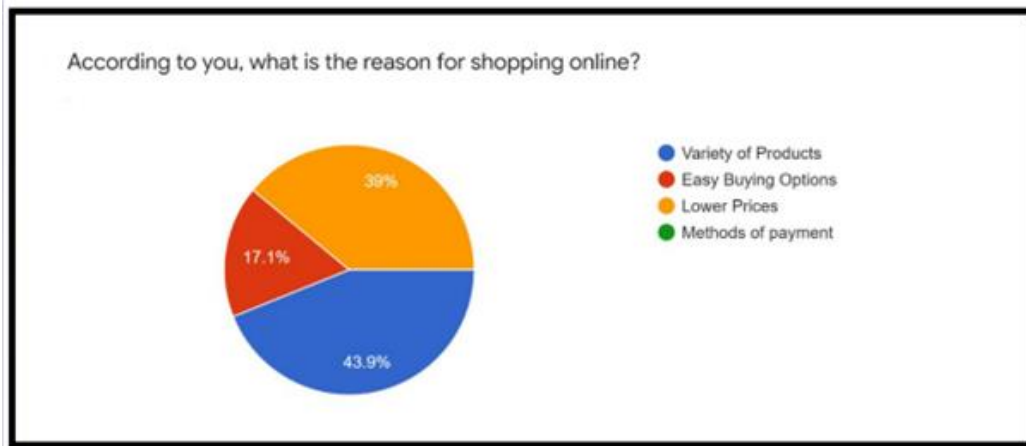
According to the data, each and every one of the forty-one individuals who filled out the survey and participated in it had previously visited the Amazon website. In a same line, it was stated that each of the 123 people who took part in the study had shopped at Flipkart at some point. Approximately 85.4% of all persons have gone to Myntra at least once. A total of 33 persons, or 26.8 percent of the population, have made a purchase on eBay using their personal computer. Meesho received 85.4% of the total number of tourists, expressed as a proportion of the city's total population. Seventy-three point two percent of people, or thirty different persons, go to Ajo on a regular basis. 29.3 percent visited Alibaba. And finally, Bewakoof is visited by a total of 2.4 percent (1) of all persons (1) in the area.

Graph 5:- What level of contentment do customers report with the things they've bought utilising digital platforms?



According to the statistics, 73.2 percent of consumers are content with the products that they acquire using an electronic platform. 17.1 percent of shoppers, do not have a preference for the type of transaction that they do while shopping online. There are around 9.8 percent of clients, who are entirely satisfied with the online shopping platform that they use.

Graph 6:- What, exactly, are individuals saying their motivations are for purchasing online?



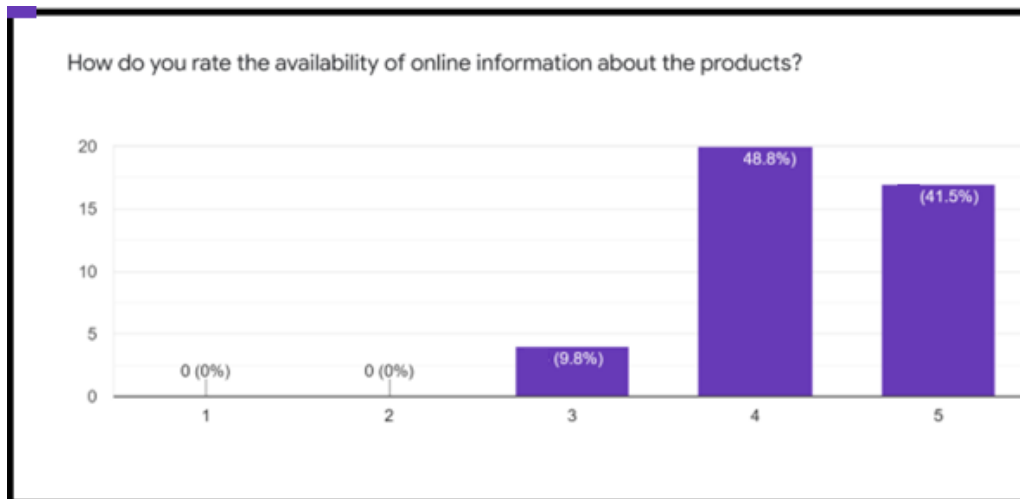
The findings indicate that 43.9 percent, or 54 persons, prefer to make their purchases online because of the large assortment of items that can be obtained on digital platforms. The primary reason for this preference is the convenience and cost savings associated with doing so. 117 percent of people, or 48 people, like to make their purchases online since they are able to save money on the products that they want to buy the most. The respondents reported that they make purchases online at a rate of 17.7 percent, which is equivalent to seven individuals. This was attributed to the convenience of the many purchasing options.

Graph 7:- How do customers evaluate the selection of things that may be purchased online?



According to the data, the availability of the products on digital platforms is rated as a four out of a possible five stars by 48.8 percent of respondents. A perfect score of five out of five was given by 36.6 percent of respondents regarding the availability of digital platforms. 14.6 percent of respondents, gave a grade of 9 out of 15 for the availability of things.

Graph 8:- How satisfied are you with the amount of information about the items that is available online?



According to the figures, twenty people awarded digital platforms a grade of 12 out of 15 for the quantity of information they offered on the things in question, which is 48.8 percent of the total respondents. There were 51 people who participated in the survey, and 41.5 percent of them gave a rating of 15 out of 15 when asked to rate how easily accessible the information was on the goods. And lastly, 9.8 percent of those who provided feedback, or four people, awarded it a grade of three out of five stars.

CONCLUSION

To summarise, young people, their shopping habits, their spending power, their knowledge of the things, and other variables have a bigger influence on the buying behaviour of individuals and families. Other elements include the awareness of the items. There are around 33 billion individuals in India who fall within the age range of 15 to 29 years old and are regarded as being part of the country's youth population, as stated under the current National Young Policy. They constitute the overwhelming majority of a sizeable portion of the market sector in India. Every marketer, in order to be successful in the days and years to come in today's highly competitive economy, needs to have a grasp of the psychology of the youth population they are targeting. This is essential for any marketer who wants to be successful. The advent of digital marketing, which has had a profound impact on the economy as a whole and on marketing in particular, has presented marketers with a number of new problems and threats in today's cutthroat business environment. This has presented marketers with a number of new problems

and threats in today's cutthroat business environment. Because of shifting purchasing habits, marketers need to have a deeper understanding of young people in order to create effective marketing tactics that will both keep the existing market and capture the future market. Because of this, in the not-too-distant future, the industry will be able to make the shift from marketing strategies centred on customers to marketing strategies centred on technologies customers use.

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