

## IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

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### ABSTRACT

Digital marketing has changed the view of thinking of organisations and other institution to interact with the audience. Now a days Consumers has wider range of Goods, services and their prices from different shops or producers and a simpler way to choose and buy products. Suppliers or Producers have more way to rise their business, provide new services to customer with great offers on products and compete with large business on equal floor. Marketers has great opportunity to enhance their skill and utilize the digital marketing tool to grow and compete with other companies.

**Keywords:** AI , digital marketing , consumer behaviour.

### I. INTRODUCTION

Marketing includes the identification and satisfying the needs of the prospects, producing and delivering the product and services. Marketing includes the Promotion, Creating awareness of the Product and Service. Marketing Activities includes advertising, promoting, selling and delivering the product and service to end-user and other business too. The use of technology in Marketing helps marketers to precisely know the customer preferences, their behaviour and a purchasing trend which ultimately helps to design the most effective marketing strategy to target them. It also helps to reach the prospects and existing customers to market the products and services through the combination of digital marketing channels. The uses of the internet and technology have changed the method of doing business and marketing. E-commerce is known as electronic commerce or internet commerce, it means the purchasing and selling of merchandise or administrations utilizing the web, and the exchange of cash and information to execute these exchanges. Electronic commerce is regularly used to allude to the offer of actual items on the web.

### II. LITERATURE REVIEW

**Donthu et.al 1999** conducted the study on, “Internet based online-Shoppers”, which reveals that the online consumer as more as are older; are variety seeker, prefer convenience innovative products, behaves impulsive, less conscious about brand and price of goods and their behavior is influenced by direct marketing and advertising for domestic needs.

**Girish Punj 2012** studied “Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines”. Author studied that customers can possibly settle on better quality choices while shopping on the web. Regardless, whether or not such potential is being recognized by most clients is a questionable issue. Consequently, the inspiration driving this investigation is to perceive how certain features of electronic circumstances well influence the limits of purchasers to make better decisions, and perceive information getting ready methods that would engage clients to make better quality decisions while shopping on the web. A cross-disciplinary theoretical assessment reliant on forms drawn from monetary angles (e.g., time costs), figuring (e.g., proposition administrators), and cerebrum science (e.g., decision philosophies) is directed to perceive factors that conceivably sway decision quality in electronic conditions. The investigation is critical from a theoretical perspective since it breaks down a huge piece of online purchaser dynamic, to be explicit, the impact of the electronic condition on the limits of purchasers

**Kalpna Mathur, Arti Sharma 2014** has made study on habits of online consumers in India the key objective of the study was to analyse habits of online shopping consumers with respect to India and identify the key factors that influence their shopping patterns this study was conducted on a sample of 100 different backgrounds such as businesspeople, working professionals, students etc . the study had used you choose such as percentage analysis , chi square testing and ranking method to analyse the data that is obtained from the survey. By analysing the data that is obtained from the survey researcher concluded that access to market , availability of Internet , low prices , 24/7 services , free delivery , cash on delivery . Were few of key aspects that had influenced customers purchase habits.

**Nausherwan et.al 2016** discovered different factors which are considered by the consumers during online shopping. Their study included how customers safety and privacy concerns about the online shopping influence their purchase patterns and buying behaviors.

**Manisha & Shukla 2016** made a research on “An Analysis of Consumer Behaviors in respect of Online Electronic Purchase of Electronic Devices with respect to Bhopal and Jabalpur city”. In this study the researcher was to clarify and gain insight from the behaviour of customers in relation to the buy online electronic items, in order know consumer

expectations in online stores, find out influential features for users who go online purchasing and analyzing customer needs and requirements especially in Bhopal and Jabalpur in the city of Madhya Pradesh. The sample size of the study was 40 respondents from Bhopal and Jabalpur city. Proposed findings the research work stands as follows as customer-oriented , Time Saving , Product Quality, Product Price ,Easy Accessibility , Buy Anywhere Anytime . The small factors that influence customer attitudes towards Online electronics purchases are a matter of technology features, guaranteed quality, delivery fee and variety promotions and discounts .The concept regarding the internet shopping is different in Bhopal and Jabalpur city. from the data analysis, the researcher concluded that the online product market captures a high percentage of people buy from it

### III. RESEARCH METHODOLOGY

#### Objectives

- To learn about importance of digital marketing.
- To find out the effect of digital marketing on consumer behaviour

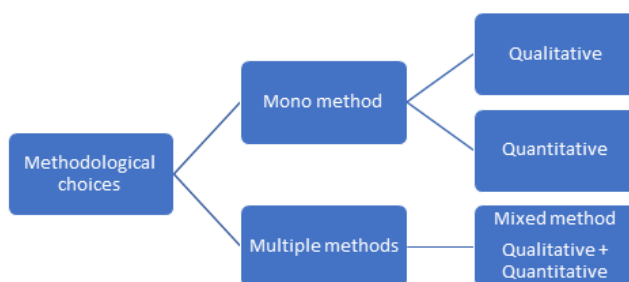
#### Research Philosophy

The first and foremost step in research is choosing the appropriate research philosophy, research philosophy is a set of beliefs how the data need to be gathered and analysed about a particular phenomenon. There are namely 5 different types of research philosophies they are interpretivism, Positivism, Realism, postmodernism, and pragmatism. The philosophy that is chosen for this study is interpretivism. Interpretivism highlights the difference among the people from physical phenomena for which they create meanings Interpretivists explore these meanings. Interpretivists believe that rich insights into people are lost when trying to create universal 'laws' generalized to everybody. Interpretation is mostly suitable for the research in business and management in some particular fields. In order to create deeper understanding, create meaning for interpretations interpretivism is chosen.

#### Approach To Theory Development

There are namely 3 approaches for the theory development inductive, deductive and abductive approaches for the topics like digital marketing and artificial intelligence in marketing which has limited existing literature the inductive approach will be more appropriate and effective. The inductive approach enables us to develop an understanding of people. As digital marketing is an emerging area that has rapidly developed from previous years.

#### Methodological Choices



As shown in the figure above there are various methods by which research can be carried out for this study mono method is used, and quantitative data will be collected.

#### Research strategy

There are various strategies in to conduct research work. Few of them include experimental research, survey research, archival research, case study, ethnography, action research, grounded theory and narrative inquiry....etc. The survey is a popular strategy in business and management research. Moreover, this survey uses questionnaires that permit the collection of a large volume of data in a cost-effective manner.

#### Techniques and Procedures

##### Data Collection

##### Primary data

Questionnaire method was use to collect fresh data from the customers having discussion and interaction and filling up of questionnaire.

### Secondary data

For secondary data various articles, published research and review papers, magazines, published statistics, documents from government agencies, case studies. etc are used.

### Sample size

Survey conducted on 100 people is the sample size of study

### Ethical considerations

In this study all the ethical values were taken into consideration. The research se was executed by respecting the anonymity of the participant of the survey in order to minimize social pressures and collect the data accurately. All the participants of this survey has participated voluntarily .

### Limitations

A major limitation of this work is very low knowledge of comprehensive scientific literature in relation to chatbots in marketing. Previous studies that could provide theoretical foundations for research questions were limited. In addition, In addition, due to time constraints in achieving the results of this study did not allow for a large sample size test.

## IV. RESULTS AND ANALYSIS

### Demographics

The following table shows the demographical features of the sample

Categories		Percentage
Gender	Male	53%
	Female	47%
Age	Less than 25 yrs	39%
	25-40 yrs	46%
	Above 40 yrs	15%

### Multiple regression Analysis:-

To find relationship between consumer behavior to buy (dependent variable) and perceived value, trust and positive reviews (independent variables) we have to do regression analysis.

The equation of general linear regression model used is:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

Where Y is the dependent variable, the  $\beta$ 's are the parameter estimates, the x's are the Independent variables, and e is the residual term.

Table 2: Regression Analysis

Independent variables	$\beta$	SE( $\beta$ )	t-value	Sig.t( $\alpha$ )	R <sup>2</sup>	Model F-value	Sig. F
Constant	1.643	0.209	7.592	0.000	0.60	47.83	0.000
Trust	0.496	0.049	7.220	0.000			
Perceived value	0.543	0.069	14.042	0.000			
Positive reviews	0.268	0.039	6.416	0.000			

Table 2 shows that the variables trust, perceived value and positive review are all statistically significant predictors ( $\alpha \leq 0.05$ ) of consumers' buying behavior in digital marketing. R<sup>2</sup> is 0.60, which explains 60% of the variance in consumers' buying

behavior on digital marketing. As seen in table 2 all variables i.e. trust, perceived value and positive reviews are positively related to consumers' buying behavior in digital marketing. Inspection of the  $\beta$  coefficients shows that perceived value is the most influential explanatory variable at .543, followed by trust at .496 and positive reviews at .268 for consumers' buying behavior on social media. As seen in table 2, our hypothesis 1 is accepted i.e. trust is positively related to consumer buying behavior in digital marketing. Results of Regression analysis as depicted in table 2 also support hypothesis 2 i.e. perceived value is positively related to consumer buying behavior in digital marketing. Hypothesis 3 is also supported by our results as seen in table 2 i.e. positive reviews on social media positively affects consumer buying behavior in digital marketing.

## V. CONCLUSION

Advancement in technology infrastructure, Internet penetration and access by the rural & urban people shows there is a great opportunities for online market in the future. Online shopping and e-commerce play an integral part of India. The success of online shopping and e-commerce resides in the hands of online retailers by making necessary changes in their business models, and more they understand their consumers. It has been witnessed that the government support, FDI investment, rapid internet penetration, and young age population all these factors favouring e-commerce have wider scope in the coming years

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