

Digital Marketing and Consumer Purchasing Behavior: An Empirical Study in Delhi

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Abstract - As the landscape of marketing continues to evolve, digital platforms have become integral in influencing consumer purchasing behavior. This empirical study aims to investigate the relationship between customer satisfaction and product purchase through the digital channels in the context of Delhi, India. The study focuses on key digital marketing channels such as social media, search engines, and email marketing, analyzing their impact on various stages of the consumer purchasing journey. Additionally, the research delves into the role of trust, credibility, and engagement in shaping consumer attitudes and behaviors in the digital realm.

The methodology encompasses a comprehensive literature review, survey design, and statistical analysis of the collected data. Ethical considerations are upheld throughout the research process, ensuring participant confidentiality and consent. The study's limitations, such as sample size and geographical scope, are acknowledged, providing a foundation for future research endeavors.

The findings of this study aim to contribute valuable insights to marketers, businesses, and policymakers seeking to enhance their understanding of the intricate dynamics between digital marketing efforts and consumer decision-making processes. By uncovering patterns and preferences specific to the Delhi market, this research endeavors to provide actionable recommendations for optimizing digital marketing strategies to better align with the needs and preferences of Delhi consumers.

Keywords:- Digital marketing, social media, consumer buying behaviour, etc.

I. INTRODUCTION

Our world has significantly changed over the years due to technological innovations. Every aspect of human life is affected by technology in a fast-paced and thoughtful way. Digital marketing has been reflected in the new way of marketing, providing new opportunities for businesses and e-commerce portals. They have a chance to grow in the market on online platforms. Digital channels enable direct advertising communication to potential customers related to products & services. Digital marketing has recently been presented as one of the best channels to lead deals and interact directly with consumers. Hence, with the trend towards direct, one-to-one marketing, additional attention is paid to using digital channels to advertise to consumers effectively. Since digital channels are recently developed, mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers and is predicted to attain millions of users in the upcoming decade. Therefore, the research study has explained that digital channel advertising would positively impact our businesses. Mobile apps and

internet technologies transform information and how society communicates in their daily and professional lives.

Digital marketing is part of marketing; digital channels communicate information for various marketing channels and other websites. Young people are mostly connected to mobile apps and other social sites today. Social media is beneficial in communicating information to potential customers via Facebook, Instagram, Twitter, YouTube and other social sites. Online platforms are helpful for using microblogs, websites and search engines. The digital age has indicated continuous instability of consumer behaviour, and the digital sector is expected to undergo significant global changes soon. The corporation models and schemes that adapt to these changes will keep brands relevant as long as they are responsive and able to find and implement their unique digital "footprint" and brand experiences.

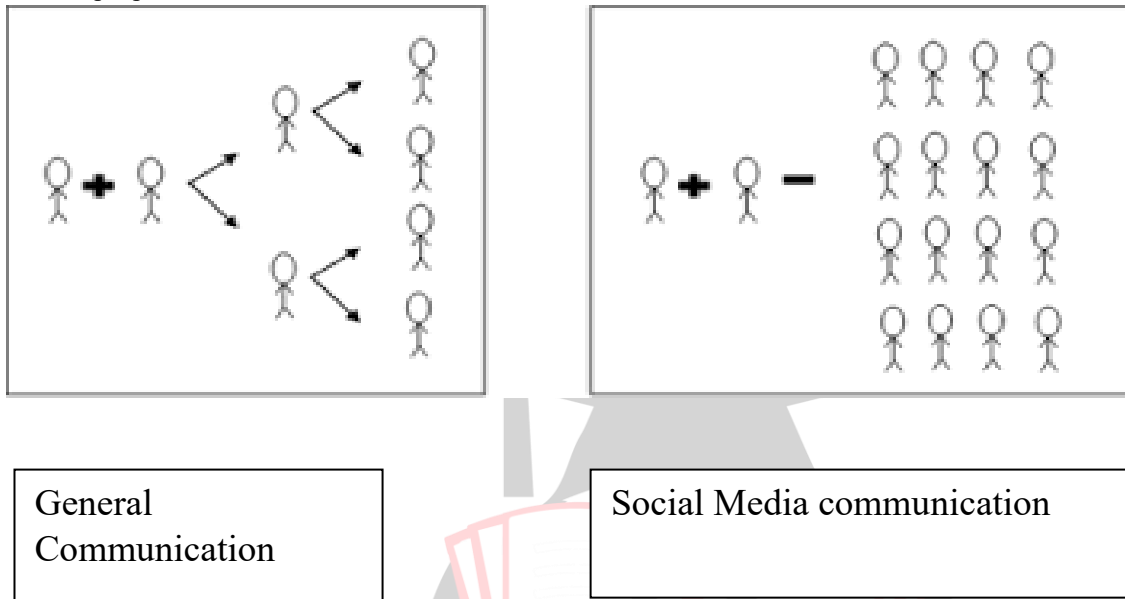
Digital marketing is a modern form of marketing in which internet-linked devices convey the message to customers and share the information related to the product & services. There are various platforms in digital marketing. There are two essential platforms in digital marketing: social media

marketing, i.e., Facebook marketing, Instagram marketing, etc., and digital marketing platforms.

Social media marketing: - It is included on Facebook, Instagram, YouTube, Twitter, LinkedIn, Snapchat, etc. Social media marketing platforms provide marketers with many options in the market for their related products & services. Social media marketing platforms have included many business profit pages and various message groups, advertising in different formats. Recently, social media marketing has grown speedily. Facebook users in 385.7 million people: Twitter has 27.3 million users, while 467

million people use YouTube in India. Social media marketing has influenced consumers through friends to purchase the products & services. They are paid promotion ads that influence consumer buying behaviour through social media. "Social network marketing is the practice of expanding the number of one's business and/or social contacts by making connections through individuals. Social media is not an island. It's a high-power engine on the larger marketing ship."

Erik Qualman's (2013) proposed model has followed.



Social Media Marketing is used to share information, views, achievements etc. This is a significant reason for the popularity of social media because it is widely connected to many people at the same time. Marketers use social media platforms for paid promotion ads; when they click these promotion ads, they reach the company's websites, collect more information about the various products & services in the market and after satisfying the company's services. They can purchase the product.

Content Marketing is a strategic approach focusing on relevant and valuable content to attract prospective customers and help them make decisions. Content marketing is ultimately used via blogs that provide valuable content to potential buyers based on their interests and demographic profiles. Content marketing has focused on attracting and targeting customers looking for some product, but they need clarification. They need to understand which type of product is best for them. When buyers see the blogs & posters, videos and if they like and click the posters and blogs links and go to websites for the company.

Search Engine Marketing: - Search Engine Marketing (S.E.M.) is a powerful digital marketing strategy to enhance a website's visibility in search engine results pages (S.E.R.P.s) through paid advertising. Unlike Search Engine Optimization (SEO), which focuses on organic methods to improve rankings, S.E.M. relies on paid advertising to drive immediate and targeted traffic to a website. One of the primary tools in S.E.M. is Pay-Per-Click (P.P.C.) advertising, where advertisers bid on specific keywords relevant to their products or services. When users enter these keywords into search engines, the advertiser's ad may appear at the top or bottom of the search results. The advertiser pays a fee only when the ad is clicked, making P.P.C. a cost-effective way to attract potential customers. S.E.M. also includes other forms of paid advertising, such as display advertising, remarketing, and shopping ads. These diverse strategies provide businesses various avenues to promote their offerings and increase brand visibility.

Online Public Relations: Online public relations is also helpful to the company in attracting new customers to the online platforms for brand reputation in the market. It is very effective for boosting a company's website traffic. The public relationship managers send mail and poster links to the customers related to new products, offers, discounts, details or launching a new product, and other information shared from time to time. With this communication, customers feel connected with the brand of the company, and the brand enjoys high brand loyalty. The CRM (Customer relationship managers) also manage the company's social platforms, i.e., Facebook, LinkedIn, other social sites, and mobile apps. Online reputation management depends upon electronic word of mouth.

Affiliate marketing: - it is a modern form of commission-based marketing. It is an advertising model in which a company compensates a third-party publisher to generate traffic or leads to its products and services. The third-party publishers are affiliates, and the commission incentivizes them to find ways to promote the company. Amazon is the best example of affiliate marketing.

Email marketing: - It is one of the traditional digital marketing tools. Email marketing is, again, database marketing, where the database for email prepares to send the mail to new and old customers just to share the information related to the products and services. Then, customers are helpful in creating an interest in buying the products. There are many critical aspects of success for email marketing; we have sent emails to customers, replied to mail, generated leads and had other professional conversations to share the emails.

Video Marketing: - Video marketing is explained; promoting the video content or sharing information with the audience about your brand and products is helpful. Brands can use video across various digital channels and formats, including their website, social media marketing, programmatic advertising and more.

II. REVIEW OF LITERATURE

Digital Marketing

P. Sathya S.T.E.T. women's college in their study "A study of Digital Marketing and its impact (2015)"

The primary purpose of digital marketing is to identify the customer's needs and permit the customer to mix the product with the quality of digital media. Digital marketing provides valuable information for potential customers related to organization products. Customers trust online platforms; the information transparency about the organization for products & services. This is very helpful for Internet customers; they look for information anywhere and place orders worldwide. The Internet provides 24*7 service for customers. Today, customers must easily compare the products based on information, then they can choose the right product. Digital marketing offers a wide variety of products on digital platforms, and customers are contacted to feel free for customer care. Digital marketing is the best technique for attracting new and old customers. Digital media includes other forms of media, i.e., digital images, videos, mobile apps, social media networking, display advertising, web pages, etc. **Dara (2016).**

Kwak, Lee, Park and Moon (2010) An empirical investigation was conducted to delve into the dynamics of information dissemination on Twitter, encompassing an extensive analysis of millions of users, their social connections, trending topics, and individual tweets. The study shed light on the platform's intricate web of information flow. While the findings present a valuable resource for businesses that leverage social media for strategic purposes, the study failed to provide specific insights on the practical applications businesses and service providers could implement. Mohan Nair (2011) conducted this study, which considerably impacts market communication and advertising. Foux" s (2006) examines this study; social media is one of the trustworthy and honest sources of information about the goods and services offered by an organization rather than communications sponsored by corporate organizations via promotion. Russell S. Winer (2009) asserted that private corporations are making large-scale utilization of all forms of social networking. They are developing targeted campaigns and garnering support from target audiences.

Consumer Buying Behaviour

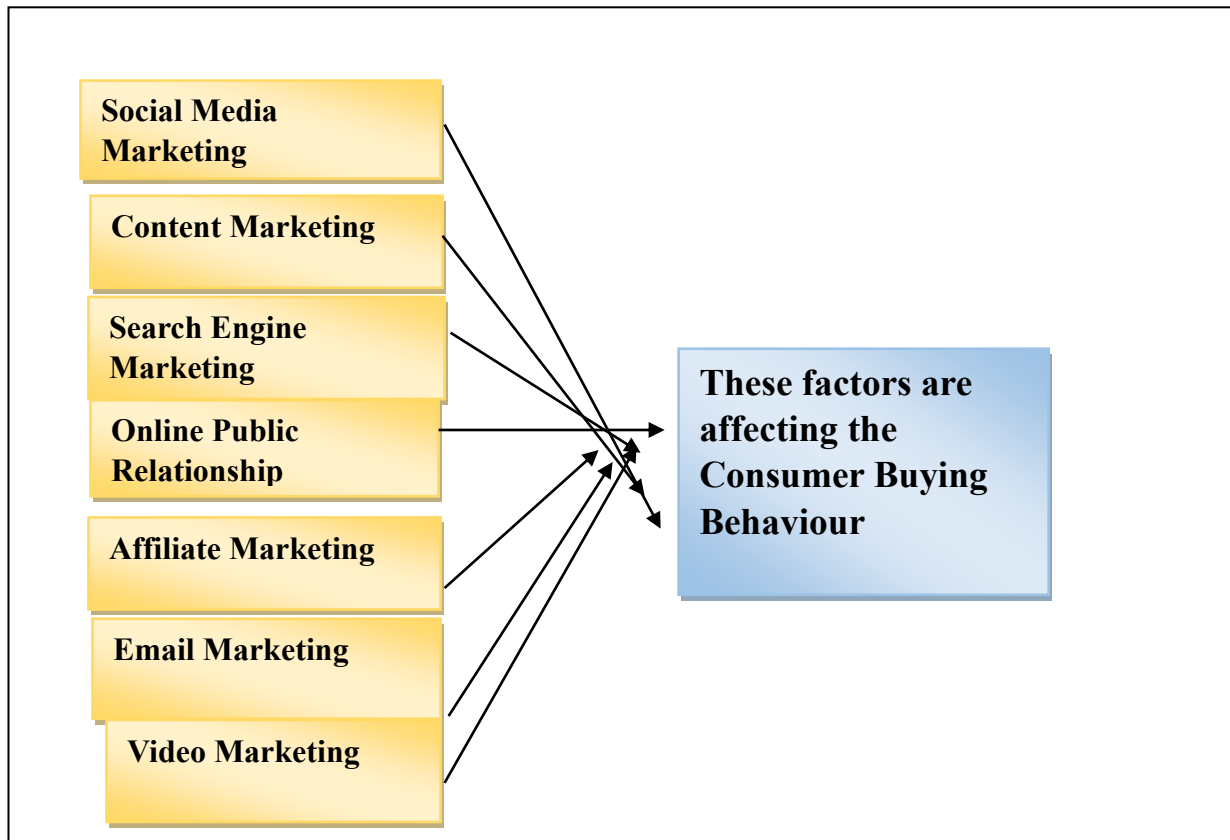
Some majors are more influenced by the consumers, i.e. culture, subculture, and social class. Some significant factors have influenced consumer buying behaviour. The first factor is the internal factor, and the other is the external factor. External factors affect environmental activities, i.e., rule and regulation changes, policy changes, etc. Internal factors, i.e., consumer psychological attributes, play an essential role in consumer buying behaviour (Warner, 2001). Five segments involve external factors—demographical segmentation, i.e. age group, Education, development, and different cultures and traditions. The internal factors are affected by a few factors, i.e. attitudes, learning process, perceptions of the consumer's consumer's motivation, etc. (Sheth, 1983).

Trust is one of the critical factors to influence consumer buying behaviour. Senior citizens do not trust any social sites; according to time change, the consumer's perception is also changing related to online shopping (Lee & Turban, 2001). Price is also an essential factor in influencing consumer buying behaviour. Online shopping is a practical part of consumer buying behaviour.

Consumers have taken to benefits in part of relations behaviour to do more competency in their decision-making, to reduce information handling, to complete more cognitive reliability in their decision-making, and to reduce the perceived risks connected to future choice (Sheth & Parvatiyar, 1995). A buyer feels safe with the service provider or supplier when

transactions are done successfully (Ravald and Gro" Rooms, 1996). After consumers trust the company, they feel that this company can satisfy their requirements and needs, and in the long run, they become committed to the company.

Relationship between different factors is affecting consumer buying behavior



Source: - Developed for this research

Objectives: -

1. To study the awareness of digital marketing in Delhi.
2. To study the digital marketing impact on consumer buying behavior.
3. To recognize the digital marketing usefulness in competitive market.

Hypothesis of this study

H01:- No major relation between the consumer income and product preferences to purchase the Digital channels.

H02:- No major relation between customer satisfaction and product purchase through the Digital channels.

III. RESEARCH METHODOLOGY

1. Population: We target customers to bring the products through online portals. And Knowledge about digital marketing. These customers are connected to social media and other networks.
2. Research Design: - This study has been based on the descriptive method or primary data.
3. Tools for data collection: - Collect the data through a questionnaire; it is based on 5 points Likert scale method.
4. Sample Size: - A total number of 200 questionnaires are distributed among the customers in Delhi.

Data Collection

1. Primary Data: - This data was collected through a questionnaire from the customer who buys the products through online portals.

- Secondary Data: - the data was collected from secondary sources, i.e., books, internet sources, journals and research studies etc.

IV. DATA ANALYSIS METHODOLOGY

The data was collected from the specific city in Delhi and then fill the questionnaire who buys the products online and connected to social media or other social networking sites.

Response from Online Buyers

	Category	No of Respondents	Percentage of Respondent	Total
Gender	Male	84	42%	200
	Female	116	58%	
Profession	Employee	40	20%	200
	Business	40	20%	
	Students	80	40%	
	Housewife	40	20%	
Monthly Income	Below 10,000	40	20%	200
	10,000 - 25,000	80	40%	
	25,000 - 50,000	35	17.50%	
	Above 50,000	45	22.50%	
Frequency of Online purchase	Once Annually	20	10%	200
	2-5 Purchase Annually	35	17.50%	
	6-10 Purchase Annually	75	37.50%	
	Above 10 Annually	70	35%	
Reasons for Online Shopping	Easy Buying option	40	20%	200
	Wide Variety of Product	65	32.50%	
	Various Methods of Payments	35	17.50%	
	Lower price	35	17.50%	
	Other reasons	25	12.50%	
Influence of Digital channels to buy more	Social Media	85	42.50%	200
	Websites	20	10%	
	Email Market	20	10%	
	Video Marketing	45	22.50%	
	Product Content Marketing	30	15%	
Product prefer to buy through Digital Channel Customer	Convenience Goods	60	30%	200
	Shopping Goods	75	37.50%	
	Specialty Goods	65	32.50%	
Customer Satisfaction in purchase through Digital Channels	Strongly Agree	65	32.50%	200
	Agree	64	32%	

	Neutral	60	30%	
	Disagree Strongly	10	5%	
	Disagree	1	0.50%	
From Which Digital Channels you purchase the products	Social Media	75	37.50%	200
	Websites	60	30%	
	Email	25	12.50%	
	Advertising	40	20%	
Availability of Online information about product	Excellent	70	35	200
	Good	55	27.50%	
	Average	70	35%	
	Poor	5	2.50%	

Digital marketing has bright opportunities in the present market. Consumers are satisfied through purchasing digital marketing. People undergo the safe mode of online purchase. The ratio of female customers is high in online shopping, at 58%. The awareness regarding online shopping is 100% among respondents. The monthly income of respondents falls from Rs. 10,000 to Rs. 25,000, which is 40%. Many respondents, that is 35%, feel that online shopping has a wide variety of products. The remaining respondents think there are different product varieties, products with low cost and different payment modes. 17.5% of respondents experience the availability of online information about the Products as good. 35% of the respondents purchase the products.

Relationship between monthly income and product preference to buy through Digital Channel using Chi Square Test:

The relationship between monthly income and product preference to buy through the digital channel are discussed and table is given as follow:

	Convenience Goods	Shopping Goods	Specialty Goods	Total
Below 10,000	10	12	18	40
10,000 - 25,000	25	30	25	80
25,000 - 50,000	12	13	10	35
Above 50,000	17	17	11	45
Total	64	72	64	200

The data are interpreted from above table 2. Hypothesis testing is carried out to be more accurate.

H01: There is no relationship between monthly income and product preference to buy the product through the digital channel. Based on the calculation, the chi-square statistic determined is 4.7133. The p-value given is 0.03577 The result is significant at $p < 0.05$ with minimum significance level. The null hypothesis is eliminated and there is large relationship between monthly income and product preference to purchase through the digital channel.

Relationship between Customer Satisfaction and product buy through Digital Marketing using Chi Square Test

To learn the relationship between customer satisfaction and product buy through Digital Marketing, the table is described as:

Table 4 Relationship between customer satisfaction in purchase and digital channel you bought products

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree	Total
Social Media	40	30	13	1	1	85

Websites	5	7	6	1	1	20
Email	5	7	6	1	1	20
Video Marketing	18	18	9	0	0	45
Product Content Marketing	9	9	9	2	1	30
Total	77	71	43	5	4	200

The data is easily interpreted from the above table 3. Hypothesis testing is done to be more exact. Based on the computation, the chi-square statistic is 12.85. The p-value determined is 0.040919. The result is important at with significant level. Based on the above study, Null hypothesis is eliminated. There is large relationship between the customer satisfaction and buying products through the Digital channel.

V. CONCLUSION

In conclusion, this empirical study conducted in Delhi sheds light on the intricate relationship between digital marketing strategies and consumer purchasing behavior. Through a comprehensive analysis of the data collected, several key findings emerge, providing valuable insights for businesses and marketers operating in the dynamic digital landscape.

Firstly, the study underscores the significant impact of digital marketing channels on consumer awareness and decision-making processes. The prevalence of online platforms, social media, and search engines has transformed the way consumers gather information and evaluate products or services. Businesses must recognize the importance of establishing a robust online presence and leveraging targeted digital marketing campaigns to engage their target audience effectively.

Secondly, the research indicates that personalized and relevant content plays a pivotal role in influencing consumer preferences. Tailoring marketing messages to address individual needs and preferences enhances the overall consumer experience, fostering trust and loyalty. Marketers should invest in data-driven strategies to understand their audience better and deliver content that resonates with them on a personal level.

Furthermore, the study highlights the significance of online reviews and social proof in shaping consumer perceptions. Positive reviews and testimonials contribute significantly to building trust and credibility, influencing purchasing decisions. Therefore, businesses must actively manage their online reputation and encourage satisfied customers to share their experiences, thereby strengthening the brand's image. In the context of Delhi, where the digital landscape is evolving rapidly, businesses that align their marketing strategies with the preferences and behaviors of the local consumer base are likely to gain a competitive edge. Understanding the unique socio-cultural factors at play in the region is crucial for tailoring marketing campaigns effectively. As we navigate the digital age, businesses in Delhi and beyond must embrace a holistic approach to digital marketing that goes beyond mere visibility. Building

meaningful relationships with consumers, understanding their evolving needs, and adapting marketing strategies accordingly are essential for long-term success. In conclusion, this empirical study underscores the transformative power of digital marketing on consumer purchasing behavior in Delhi. As the digital landscape continues to evolve, businesses that stay attuned to consumer preferences, leverage personalized content, and build trust through online channels are poised for success in the ever-changing marketplace.

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