

IMPACT OF DIGITAL MARKETING PLATFORM ON BUYING DECISION

Abstract

Due to the access that consumers have to product and service information, customer reviews, and customised recommendations based on previous search and purchase conduct, digital marketing platforms have a significant impact on consumer purchasing decisions. Companies may target a specific client demographics, interests, and conduct through digital marketing platforms, which promotes the adequacy and efficiency of their marketing efforts. By increasing engagement and conversion rates, this focused strategy could ultimately make an impact on consumers' purchase decisions. In addition, consumers can buy online whenever they choose and from anywhere thanks to the ease of digital marketing platforms, which makes the process of purchasing faster, simpler, and more accessible. The ease of making purchases is increased by the accessibility of online payment methods. In conclusion, through targeted advertising, individualised recommendations, and practical shopping experiences, digital marketing platforms play a critical role in influencing customer behaviour and influencing purchases. The study's primary goal is to evaluate the variables influencing consumers' choice to make a purchase via digital marketing. The study happened to be carried out in Bangalore during the month of January 2023. The sample respondents are carefully chosen from those who have made purchases through the internet in order to quantify and understand the role of digital marketing in buying choices. The sampling technique of choice is used to choose 300 sample respondents. Finally, the results paint a better picture of how to improve the success of digital marketing as a strong tool channel for product promotion.

Keywords: Digital marketing, quality, brand, purchasing decision and convenience

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I. INTRODUCTION

The advent of digital marketing how businesses advertise their products and services online has been impacted by the development of electronic advertising in both the 1990s and the 2000s. [1] (2014) Bansal and co. Digital marketing strategies may help brands in a variety of ways. In the Internet era, digital marketing helps businesses not only advertise what they sell but also enables them to provide 24/7 online assistance to their consumers. [2] Stefan (2019). Through social media engagement, brands may learn from their customers' positive and negative experiences and identify the media types that work most. Online advertising has therefore become more and more helpful for business. [3] Tiffany (2018). Using online platforms like social media, blogs, and websites, consumers regularly share their opinion on a thing or name. Many businesses are using and promoting these discussions on their social media platforms. platforms in order to stay in contact with their customers and deal with the criticism they get. By highlighting their favourite foods and eateries on social media, users could draw notice to certain brands and franchises. According to a finding done on Instagram, young people frequently post pictures of their dining experiences with their followers, effectively free promotion for these products. The potential reach of social media is illustrated by these figures. By using methods of digital marketing that expand their clientele, attract new customers, and increase the long run upon investment (ROI), businesses can do more than just display their products online.[4] Garg (2021). Due to the emergence of fiercely competitive markets and cutting-edge technology made possible by the everywhere Due to the prevalence of the internet, conventional marketing methods have been largely overtaken by digital ones. Additionally, a wide range of cost-saving and growth-oriented company techniques made feasible by digital technology are included in digital marketing. the global corporate environment.



Figure 1

Digital marketing offers a greater potential for future expansion of their firm since clients are increasingly comfortable making purchases online and view it as a more secure channel than conventional marketing.

Customers may continue to streamline their interactions with a business thanks to digital marketing technologies. In recent years, a growing number of buyers have turned to online resources for instantaneous product updates. [5] Krishna (2018). Most customers, however, are already familiar with the processes involved in visiting a company's website, reading product descriptions, making an online purchase, and providing feedback. Students' perspectives on digital marketing are understudied, despite the abundance of studies assessing

consumer sentiment toward specific products and services. Investigating how customer behaviour is affected by digital marketing is the goal of this study. choice. [2] Stefan (2019). This matters since there is a dearth of comparable research in this area of marketing.

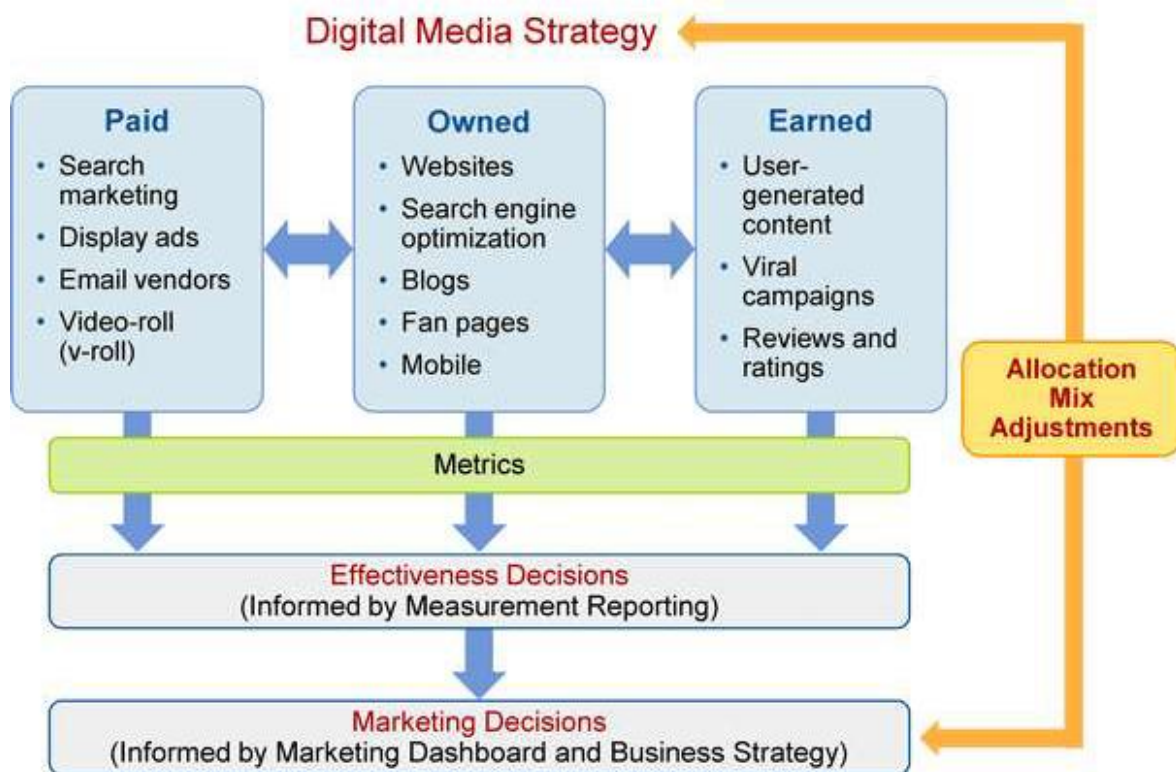


Figure 2

II. DIGITAL MARKETING SCENARIO IN INDIA

In order to successfully reach everyone in society, marketing methods have taken root in India, which has the third-largest internet population in the world after China, as a result of the country's massive use of the technology. When compared to previous marketing strategies, digital marketing has undergone development and growth impressively. When one studies the current condition of affairs in Asian nations, one discovers that the people there are not only familiar with the internet, but they also make considerable use of it in their daily lives. As a result, the internet has developed into a very effective tool for advertising businesses in India. In Asia, social media platforms tend to be responsible for the adoption of digital advertising. In [5] 2018, Krishna. Despite Asia's contrasted with late entry into the online shopping boom, experts expect the continent to see an increase in online sales of at least 50% annually over the next years. By 2025, it is predicted that more than 550 million people would have used mobile commerce as a result of its rising popularity.[1] (2014) Bansal et al A significant amount of the transactions that occur in the sector are carried out through online markets like Snap deal, which started operating in 2010. The younger generation in India is seen to uphold strong moral and familial values, and it is expected of them to devote their whole time and attention to their studies and the advancement of their professional careers.[6] Lim (2011).

III. CHANNELS FOR DIGITAL ADVERTISING

1. **E-Mail Marketing:** One the practise of sending orders or targeted communications via email is a type of digital marketing to the same people at the same moment. Email allows companies to send messages tailored to the interests of their clientele. E- Marketing is a form of direct marketing that makes use of email to connect audiences and spread promotional messages. Any email that is delivered to a customer base, whether current or prospective, may be thought of as email marketing. When it comes to marketing tools, e-mail is crucial since it allows companies to directly link brand value proposals with their ideal customer base. In addition, customers relay their requirements upstream to companies via electronic mail. Email marketing is more effective when the advertising messages are tailored to the recipient. Nonetheless, a positive attitude toward email advertising that remind practitioners of obstacles may be fostered by an awareness of the demands, time, and entertaining letters based on customer preferences.

2. **Digital Marketing:** In the present day, digital advertising plays a key role. In an attempt to boost sales, innovative promotional methods are being used by marketers. Brands and organizations' use of digital tools and platforms for advertising objectives have also evolved alongside digital marketing. Increasingly, consumers like utilising their cell phones and other digital gadgets to going to actual, it stands to reason that digital marketing techniques and campaigns will grow more prevalent and successful as time goes on. In addition, businesses advertise their wares to customers using digital marketing, a kind of electronic communication. In this context, "digital marketing" refers specifically to the practice of selling products and services using digital channels like the internet. The Web, e-mail, social media, mobile devices, etc., are all examples of digital channels that may be used for marketing purposes in digital marketing.

Advertising in the digital realm is a sort of public relations that educates consumers before they make a purchase choice. When presented in an agreeable setting, information is more likely to be taken in. Internet marketing is a method of attracting visitors to a website and sending promotional materials to people who are most likely to find them interesting. One major advantage of internet marketing is the result, paid promotion on the internet is a crucial part of any digital marketing strategy. Internet advertising is another term for companies sending out promotional mail about their goods and services. For one thing, businesses may reach more potential customers and raise product recognition and sales with internet advertising than with any other traditional marketing method. In addition, internet advertising is adaptable, making it simple for businesses to provide the latest information and features. Manufacturers, Nonetheless, given the variety of goods and services available, more effective and expedient methods of gaining customer loyalty are needed, available and the rising wishes and demand of consumers. Last but not least, people in are generally accustomed to and favourable about internet advertising, which contributes to its efficacy in purchase choices. Due to its ability to provide constant communication between marketers and their target audiences, the Internet has gained prominence as an advertising medium.

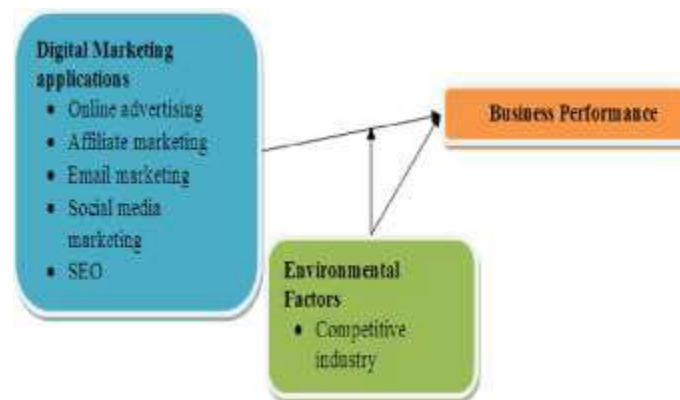


Figure 3

IV. KEY ASPECTS OF ONLINE ADVERTISING

Marketers have discovered a new and rapidly expanding channel to communicate with their ideal customers: social media. As a result of this shift in strategy, organizations now have access to previously untapped markets. Analytical tools built onto the back end of social media platforms have greatly improved the data available to social media marketers. [7] Bui (2021). Marketers may now engage in two-way discussions with clients through social media. Additionally, a business may now use social media to connect with its target market. [3] Tiffany (2018). Websites and apps that facilitate clients sharing material quickly, efficiently, and in real-time were also investigated as part of the social media sphere. The term "online advertising" is commonly used to describe the practice of utilizing the World Wide Web to publicize and sell goods and services. Such as online banner advertisements, paid search, paid social, and email promotions. [5] Krishna (2018). It's no secret that online advertising has become crucial for companies of all kinds to contact their customers, increase brand recognition, and boost revenue.

- 1. Targeting:** Targeting specific populations, locations, hobbies and behaviours is a possibility for businesses using online advertisement. This targeting can increase the chance of sale by ensuring that adverts are seen by the intended audience. This targeting can help ensure that ads reach the right audience, increasing the likelihood of a sale.
- 2. Cost:** Compare to more conventional advertising techniques, online advertising may be more affordable. Several venues for internet advertising methods. Many online advertising platforms PPC pricing schemes, in which companies only pay when a customer clicks on their advertisement
- 3. Formats:** Online advertising comes in many different formats, including display ads, video ads, social media ads, and native ads. Each format has its own strengths and weaknesses, depending on the business goals and target audience.
- 4. Competition:** Online advertising is highly competitive, and businesses must continually optimize their campaigns to stay ahead of the competition. This optimization includes testing ad copy, targeting, and creative elements to improve campaign performance. Overall, online advertising has become a crucial aspect of modern marketing strategies, providing businesses with a powerful tool to reach their audience and drive sales.

- 5. Global reach:** With the internet, businesses can reach a global audience, making it possible to expand their customer base beyond local markets.
- 6. Data-driven:** Digital marketing allows for more precise targeting and measurement of campaigns, making it easier to track and analyse the effectiveness of marketing efforts.
- 7. Career opportunities:** The study of digital marketing can lead to a variety of career opportunities, including digital marketing strategist, social media manager, content marketer, and SEO specialist.



Figure 4

V. DIGITAL MARKETING IN BUYING DECISION-MAKING- AN OVERVIEW

There are several factors that can affect digital marketing in purchase decision-making. Here are some of the most important ones:

- 1. Trust:** Consumers need to trust the brand before making a purchase decision. Digital marketing can help build trust through social proof, customer reviews, and testimonials.
- 2. Personalization:** Adapting ad copy and promotions to each individual client is a breeze with digital marketing. Consumers' propensity to make a purchase may be boosted by personalization, which makes them feel appreciated.
- 3. Social Influence:** social media has a powerful influence on purchase decisions. Influencers and social media users can promote products and services, which can sway customer opinions.
- 4. Price:** Digital marketing can make price comparisons easy, so customers are likely to look for the best deals earlier than making a buy.
- 5. Branding Image:** When done correctly, digital marketing may significantly improve a company's reputation. Brands that have a solid reputation with customers perform better.
- 6. Availability:** Before making a purchase, customers must be certain that the item or service they seek is offered. Digital marketing is beneficial.

- 7. Availability:** Customers need to know that the product or service they want is available before making a purchase. Digital marketing can help communicate availability and availability updates.



VI. BUYING DECISION

After considering their available options, consumers are ready to make a purchase. Today's consumers are making up their minds about which brand to buy based on their experiences with competing options. Even when customers' purchase selections have already been impacted by their research and consideration, marketers can still have an impact on them. At this stage, businesses should provide their customers what they want and make it simple for them to buy what they sell. Lastly, remember that even if shoppers have gone through every phase, their final decision may still be influenced by store management. In digital marketing, purchasing decisions are influenced by a variety of factors, including:

- 1. Social Media:** Social media platforms can be used to showcase products or services and to engage with customers. Influencer marketing can also be effective in reaching a wider audience.
- 2. Content Marketing:** Creating valuable and informative content can establish a brand as an authority in their industry and attract potential customers.
- 3. User Experience:** A website or app that is easy to navigate and provides a seamless user experience can increase the possibility that a consumer will buy anything.
- 4. Discount and Promotion:** Giving clients discounts or promotions might encourage them to buy a product.

VII. PURPOSE OF THE STUDY

The present digital marketing initiatives seek to accomplish the following objectives:

1. To determine what aspects affect consumers' decision-making while using digital marketing.

2. To analyse the digital advertising channels.
3. To comprehend how digital marketing affects consumer decision-making

VIII. RESEARCH METHODOLOGY

The study has been conducted in Bangalore city during the month of January 2023. To measure to understand the digital marketing in purchase decision-making, the sample respondents are selected purposively who have purchase through online. 300 sample respondents are selected using convenient sampling method. For collecting the data, the Google forms were used. Kendall's Coefficient of Concordance have been applied for analysing the data. According to RD, "different variables connected to variable measurement or individual study design might alter the reliability of correlation studies observed among scores on the size of two constructs." The research employed a descriptive methodology. In contrast, this study's primary data source was a web-based survey sent to college students. Due to time restrictions, we used a probability-based random selection procedure to choose these students. In short, the study of digital marketing is crucial for companies and people who want to flourish in the modern digital environment because it imparts the information and abilities necessary to develop marketing campaigns that are efficient and successfully engage the target market.

IX. ROLE OF DIGITAL MARKETING TOOLS ON BUYING DECISION

Digital advertising has expanded increasingly popular. As a result, there is now a larger selection of digital marketing technology offering the needed tools. Due to the demand for various software kinds, both major and modest business platforms have emerged. While choosing digital marketing software, both types have pros and downsides that must be considered. To identify the most influenced reason for buying the smart phone, Kendall's Coefficient of Concordance test was applied. The result is given below.

Table 1: Factors that can affect using Digital Marketing to Influence Buying Decisions

Reasons	Mean	Std. Deviation	Mean Rank
Trust	4.3240	0.71136	4.76
Quality	3.7640	0.74773	4.12
Price	3.3640	0.68335	4.02
Brand	4.2420	0.84153	4.65
Personalization	3.3150	1.24894	3.15
Social Image	3.5620	1.02233	3.25
Convenience	4.6320	0.81093	4.79

The variables that might influence a buyer's decision while using digital marketing have been highlighted by the respondents. convenience is ranked at first with (4.79). Secondly, trust has increased to greater level with (4.76). Brand (4.65) is ranked third among various reasons. Digital marketing and tools are now widely used in a variety of industries around the world. With the use of these tools, organizations can gain real-time consumer insights and more effectively create and deliver value to customers. [7] Lim (2011). Through an examination of the scope of digital marketing, obstacles to its application, and tactics for enhancing local digital capacities, this research seeks to comprehend the principles and

practices of sustainable digital marketing. To foster an inventive and competitive environment, existing digital media theories, methods, and frameworks are adapted and implemented.

Table 2: Kendall's Coefficient of Concordance

N	300
Kendall'	0.212
Chi-Square	508.243
df	6
Asymp. Sig.	0.000

The Table 2 shows the result of the test. The Chi-Square value is 508.243 for the degree of freedom 6. This is significant at 1% level (0.0000). It is understood from the result that the ranks given to the purposes are significant. The growth social media use assists in digital marketing and advertising. Some of the most popular categories are books, commercial physical knowledge, travel, financial services, clothing, and beauty care items. that may be purchased on the internet. The majority of people who buy online are located in big metropolitan conurbations, with the city acting as the largest centre.

X. CONCLUSION

Digital media is the most efficient tool for promoting a product to the status of a brand. Because it offers the marketer a wide range of touch points and is more cost-effective. Using digital channels can help businesses reach their target audiences more effectively [7] Bui (2021). By using online content for interaction, businesses can expand their customer base while also retaining their current clientele.[2] Stefan (2019). Perhaps more might be accomplished if client demands and wishes are given top priority in digital marketing. The study examines the effectiveness other forms of digital marketing include digital promotion, marketing via email, internet advertising, and smartphone marketing. for firms. This study looks into the impact this channel has on students' purchasing choices. [4] Garg (2021). Online surveys were used by the researcher to collect the data for the study. Also, we can observe that the evaluation stage of the process is the one that has the biggest impact on the choices that students make. This user is familiar with the product and is looking for more information to assess the range of products and alternatives provided by the business before making a purchase decision.[7] Lim (2011). However, among all the variables that students take into account when making judgments about what to buy, the level of impact exercised by email marketing as a kind of digital marketing is the least important. The applications that were employed for this research might all be aimed towards young people. If this research is conducted on other samples, the field of marketing research will be enriched. [3] Tiffany (2018). It might be able to include more characteristics from a range of digital marketing and channel types in upcoming research. This may differ from the findings of the analytical investigation that was conducted to identify any differences.

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