

**THE EFFECT OF DIGITAL MARKETING COMMUNICATION ON BUYING
BEHAVIOUR OF YOUTHS**

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ABSTRACT

Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media

This article focuses on the importance of digital marketing for both marketers and consumers this study attempts to analyze the features related to the buying behaviour of digital shoppers.

Consumer buying behaviour in respect of digital shopping was studied using different socio-economic variables

This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales and consumers. The examined sample consists of thirty people which have been randomly selected to prove the effectiveness of digital marketing. Collected data has been analyzed with the help of various statistical tools and techniques like Questioner.

Keywords: Digital Marketing, Promotion, Effectiveness, Customer Reach

INTRODUCTION

Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time

and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. According to a study, “About 44 percent students use Internet in India and overall 72% of Young people access Internet on regular basis. Due to the vast usage Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of digital shoppers (<https://scholar.google.co.in/scholar?q=Effectiveness-of-Digital-Marketing-in-the-Challenging-Age-An-Empirical->, 2017).

DETAILED FEATURES OF DIGITAL MARKETING

It is based on the notion of elastic time. It can be accessed from anywhere. One can assess numerous digital shopping stores at a time. Assessment can be made in real time.

There is rider of alternate of product if it is not as per the requirement of the customer

E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald’s uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves. (<https://www.coursehero.com>, 2017)

Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to “marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles”

The main objective of this paper is to identify the effectiveness of digital marketing in the competitive market. The supportive objectives are following:

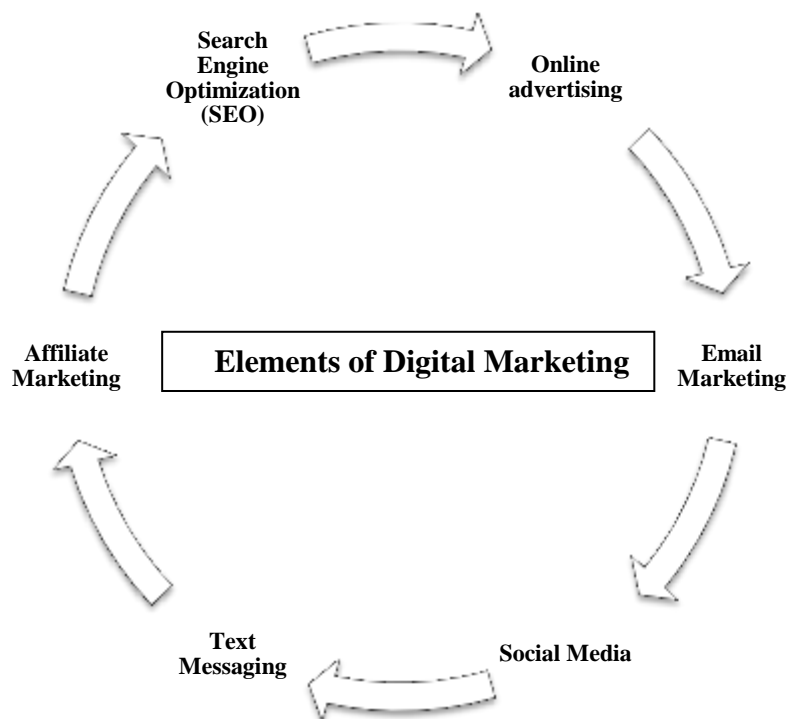
To show the various elements of digital marketing;

To focus on the basic comparison between traditional and digital marketing; (https://en.wikipedia.org/wiki/Consumer_behaviour, 2017)

VARIOUS ELEMENTS OF DIGITAL MARKETING

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are newly formed tools by which the sales force is increased by companies by using it strategically to enhance sales & gain growth in the competitive business world. Elements not only define the product but also the tool & targeted customers accordingly. Further we have discussed the various elements which play an important role in the long term growth of any firm in the fields of sales & service. (<https://www.marketo.com/digital-marketing/>, 2017)

Various elements of digital marketing are listed below.



➤ **Online advertising**

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

➤ **Email Marketing**

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

➤ **Social Media**

Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Facebook, Twitter, LinkedIn and Google+. Through Facebook, company can promote events concerning product and services, run promotions that comply with the Facebook guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Facebook, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

➤ **Text Messaging.**

It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS). Marketing through cell phone SMS (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia. One can send order confirmations, shipping alerts using text message. Using SMS for campaigns get faster and more substantial results. Under this technique, companies can send marketing messages to their customers in real-time, any time and can be confident that the message will

be seen. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future.

➤ **Affiliate Marketing:**

Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Industry has four core players: the merchant (also known as “retailer” or “brand”), the network, the publisher (also known as “the affiliate”) and the customer. The market has grown in such complexity resulting in the emergence of a secondary tier of players including affiliate management agencies, super-affiliates and specialized third party vendors. There are two ways to approach affiliate marketing: Company can offer an affiliate program to others or it can sign up to be another business’s affiliate. If company wants to drive an affiliate program, then, the company owner has to pay affiliates a commission fee for every lead or sale they drive to company’s website. Company’s main goal here is to find affiliates who can reach untapped markets. For example, a company with an e-zine may become a good affiliate because its subscribers are hungry for resources. So, introducing one’s offer through “trusted” company can grab the attention of prospects which might not have otherwise reached.

➤ **Search Engine Optimization (SEO)**

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines

➤ **Pay Per Click (PPC)**

Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than “earning” those clicks organically. Pay per click is good for searchers and advertisers. It is the best way for company’s ads since it brings low cost and greater engagement with the products and services.

Objectives of the study

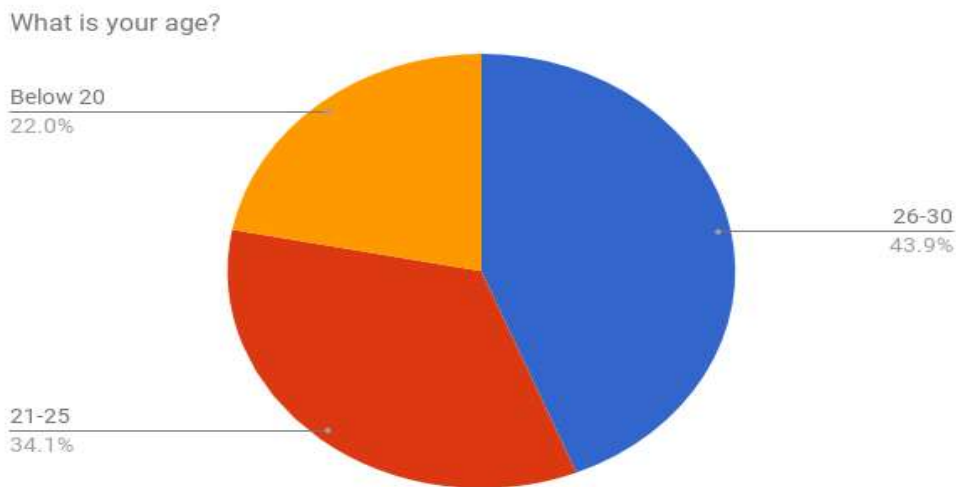
- To analyse the buying choice & preference of customers.
- To analyse the various selection areas of buyers.
- To understand the monthly expenses for buying.
- To analyse the views & behaviour of buyers on basis of various elements of marketing.

RESEARCH METHODOLOGY

The research is based on primary data collected in form of questionnaires from various respondents. The results are based on their individual responses. In all 40 respondents have been a part of this survey & results have been drawn on the basis of outcomes.

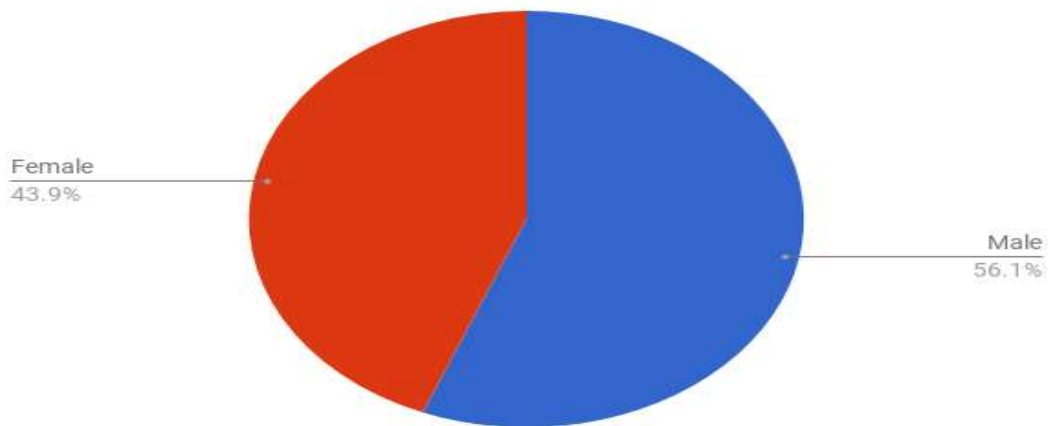
Following are outcomes of the question with the detailed results on pie-charts & bar graphs.

1) What is your age?



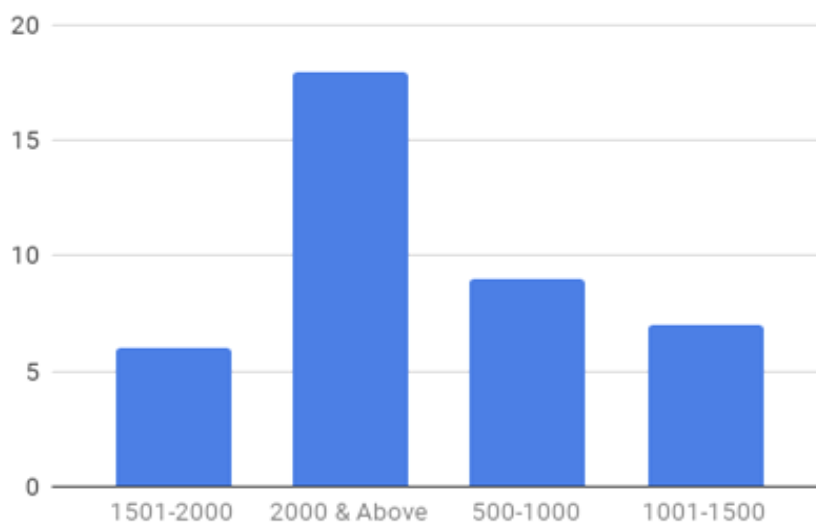
2) What is your gender?

What is your gender?

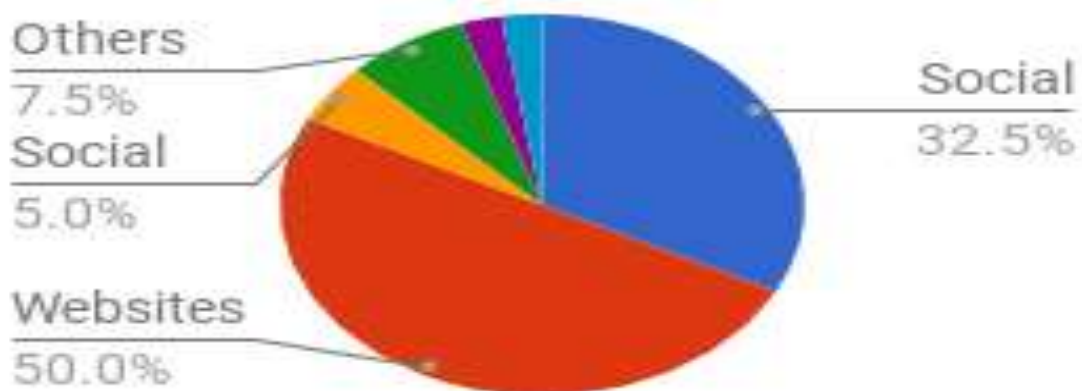


3) What is your Monthly Expenditure?

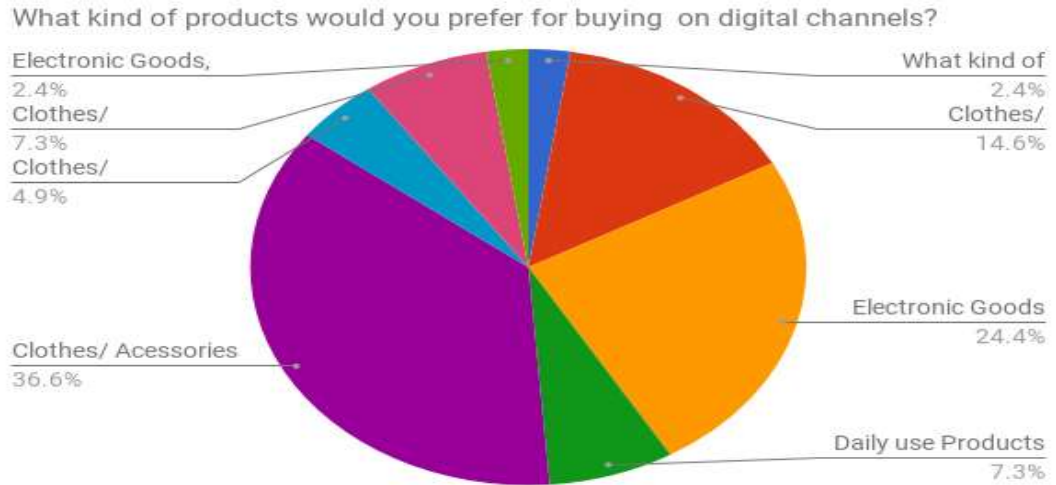
What is your monthly expenditure?



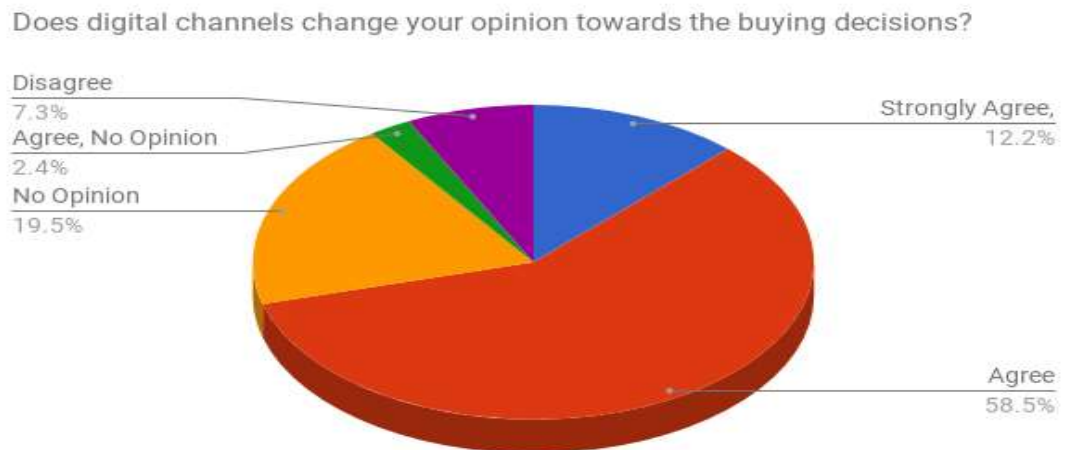
4) Which of the following digital channel are you aware of for buying products?



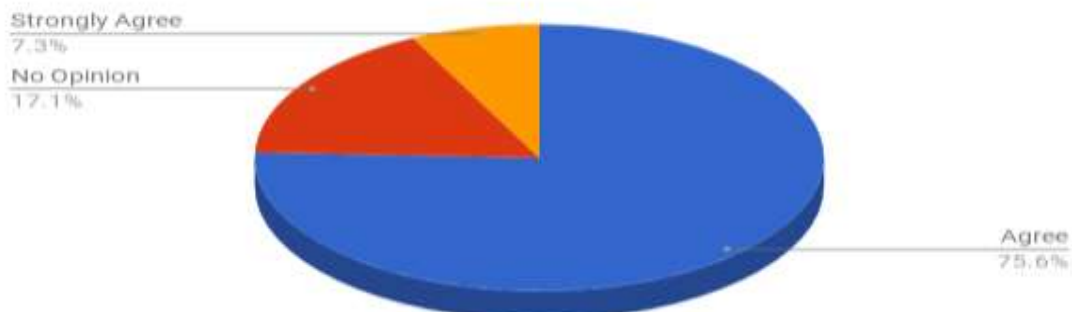
5) What kind of products would you prefer for buying on digital channels?



6) Does a digital channel change your opinion towards the buying decisions?

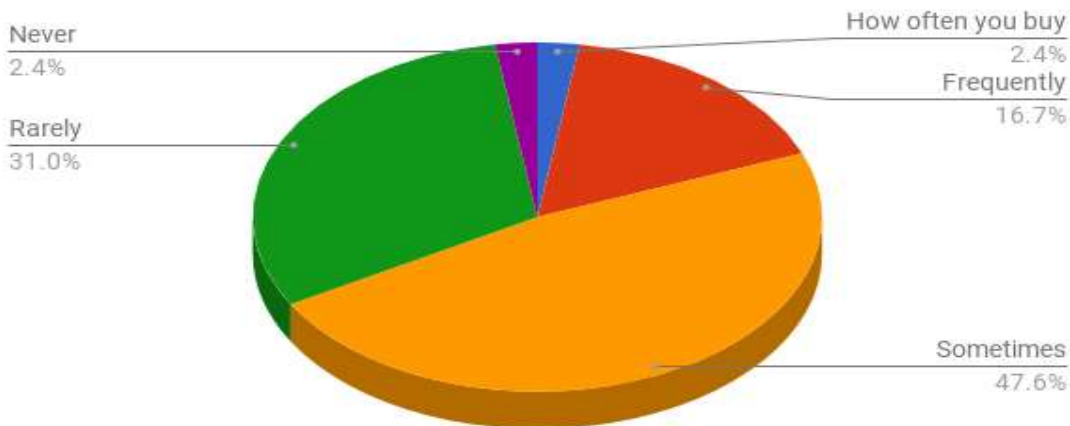


7) Are you satisfied with the product bought using digital channels?



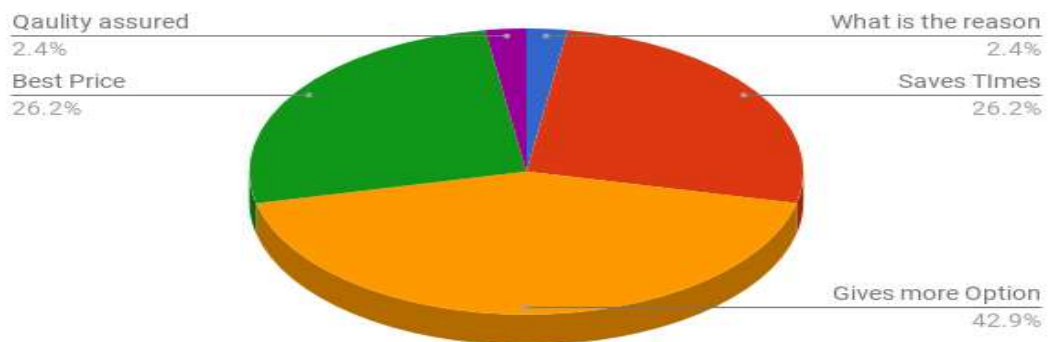
8) How often you buy products using digital channels?

How often you buy products using digital channels?



9) What is the reason for buying products through digital channel?

What is the reason for buying products through digital channel?



DATA ANALYSIS AND CONCLUSION

- Form the above mentioned results; we can see that youths are spending more than 2,000 on an average on monthly basis.
- 50% of youths are still aware of e-commerce sites for buying products.
- Almost 1/3rd of the youths still prefer digital channel for buying clothes & accessories.
- More than 75% still agree for buying products online which means that they trust in online products.
- Major reason which contributes for buying online products is variation in products.

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