

## **A Study on the Recent Impact of Buying Behaviour in Digital Marketing**

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### **Abstract**

The rapid growth of digital marketing has profoundly influenced consumer behaviour, especially in terms of purchasing decisions. This study explores the impact of various digital marketing channels such as social media, search engines and email marketing, on consumer buying behaviour. Additionally, it investigates how targeted digital campaigns and personalized advertising shape consumer perceptions and preferences, ultimately influencing their purchase intentions. The findings suggest that digital marketing has significantly altered the traditional consumer decision-making process with personalised ads and social media engagement emerging as key drivers. This research highlights the importance of understanding these dynamics for businesses aiming to optimise their digital strategies. This study emphasises the role of personalization in fostering stronger consumer-brand relationships, and offers recommendations for marketers to improve their digital marketing practices.

**Keywords:** Digital Marketing, Consumer Behaviour, Social Media Marketing, Search Engine Marketing (SEM), E-mail Marketing.

## **I.INTRODUCTION**

The rapid expansion of digital advertising has transformed how businesses communicate with consumer and influence their purchasing decisions. Online platforms are increasingly used for marketing, with digital channels such as social media, search engines and e-mail playing a central role in marketers reach and engagement with their target audiences. This shift has led to a new generation of consumer behaviour, where buying decisions are often influenced by personalized experiences and targeted campaigns. Understanding how digital marketing efforts affect consumer behaviour is crucial for businesses aiming to optimize their marketing strategies and maximize their impact.

The study primarily focuses on how various digital marketing channels, including social media, search engine marketing and e-mail marketing, influence consumer purchasing decisions. By examining these channels, the research explores the unique ways they shape consumer perceptions, preferences and purchase intentions. Additionally, the study investigates the effects of customised digital campaigns and individualized marketing strategies on consumer behaviour. By understanding the psychological drivers behind consumer actions in the digital space, businesses can craft more resonant campaigns that boost engagement and conversion rates, fostering long-term loyalty. Ultimately, this study aims to provide valuable insights into the evolving digital marketing landscape, helping businesses stay ahead in the fast-paced e-commerce environment.

### **Objectives of the Study**

1. To investigate the effects of specific digital marketing channels (such as social media, search engines, email, etc.) on consumer purchasing decisions.
2. To explore how targeted digital marketing campaigns and personalized advertising affect consumer perceptions, preferences and purchase intentions.

### **Scope of the Study**

This study focuses on the impact of digital marketing in consumer purchasing decisions within the context of e-commerce, with an emphasis on social media marketing, search engine marketing (SEM) and e-mail campaigns. This scope is limited to the analysis of consumer behaviour trends in developed markets where digital marketing is highly prevalent.

## **Review of Literature**

**Sudheer Nandi (2024)**, The finding of this study are expected to contribute significantly to both academia and industry. From an academic standpoint, it will advance theoretical frameworks concerning consumer behaviour in the digital age, enriching the existing literature with empirical evidence. For practitioners, the insights derived from this study will inform strategic decision-making processes, enabling businesses to tailor their digital marketing efforts more effectively to meet consumer expectations and enhance competitive advantage.

**Aayush Patel (2023)**, examined how social media marketing affects consumer decision to buy in their paper titled A Review on Impact of Digital Marketing on Consumer Purchase Behaviour. While there are differences in consumer behaviour depending on factors including product quality, price, features, packing, customer status, generation and age, the youngest group is still the hardest to target. According to the report, customers tend to avoid risk, so it's essential to educate them on how to handle any potential downsides of digital marketing.

**Dr. P. Rama Krishna, Mr. N. Krishna et al (2023)**, The study explored how digital marketing influences consumer perception and buying behaviour using five factors. The results strongly suggest a meaningful positive connection between digital marketing and consumer behaviour. Further research could take into account several additional variables to achieve a more thorough understanding and generalizations of the findings should be approached with a degree of caution due to these limitations.

**P. Sunantha (2022)**, Digitalization dominates this era and marketers now use digital marketing with digital technologies to sell products and services, gaining reviews and loyal customers. We tested a specific number of retained customers to measure their levels of satisfaction with the digitalization. A thorough study was conducted to ascertain the reasons underlying digital marketing, along with its degree of customer satisfaction.

**M. Bala, D. Verma (2018)**, This study highlights how businesses can really benefit from digital marketing strategies like search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, social media marketing, among others. These tools are becoming more common as technology evolves. We're all connected through platforms like WhatsApp and Facebook and the rise of social media is creating new opportunities for marketers to reach and engage customer online. As digital marketing grows, it's opening up more ways for businesses to connect with people and build relationships in the digital world.

## **Meaning of Digital Marketing**

Digital marketing refers to the use of online platforms and technologies to promote products, services or brands. It includes strategies like search engine optimisation (SEO), social media marketing, email campaigns, PPC, content marketing and influencer marketing. It enables businesses to engage directly with their consumers. Digital marketing allows for real-time performance tracking, which can be used to improve campaigns for higher engagement, conversions and sales.

## **Digital Marketing Channels**

**Search Engine Optimisation (SEO):** SEO focuses on optimising a website to improve its ranking on search engine like Google. By using relevant keywords, optimising website content and building backlinks, businesses can drive organic traffic and increase visibility.

**Social Media Marketing:** This channel uses platforms like Facebooks, Instagram, Twitter and LinkedIn to connect with the target audience. It involves posting engaging content, running paid ads and fostering customer interaction to increase brand awareness and loyalty.

**Pay-Per-Click (PPC) Advertising:** PPC allows businesses to run paid advertisements on search engines and social media platforms, paying only when user click on the ads. This model offers immediate visibility and allows precise targeting based on factors like demographics, location and interests.

**Content Marketing:** Content Marketing involves creating valuable, relevant content such as blogs, videos and infographics to attract and retain customers. The goal is to provide value, educate the audience and drive engagement, which ultimately leads to conversions.

**E-mail Marketing:** E-mail marketing is used to send personalised messages to customers and prospects. It includes newsletters, promotional offers, product updates and reminders to nurture relationships, drive conversions and increase customer retention.

**Influencer Marketing:** Influence marketing involves collaborating with influencers-individuals with a large following on platforms like Instagram, YouTube or TikTok to promote products or services. Influencers create authentic content that resonates with their followers, helping brands increase visibility and credibility.

## **Different Types of Digital Channels and Their Impact on Consumer Behaviour in Digital Marketing**

### **Effect of Social media on Buying Habits:**

Social media has become one of the most influential digital marketing channels, with billions of users globally. Platforms like Facebooks, Instagram and Twitter allow businesses to engage with their target audience directly and in real time. Social media marketing involves creating and distributing content across various platforms to boost brand awareness, drive traffic and generate leads.

### **The Influence of Content Marketing on Consumer Behaviour:**

Successful digital marketing needs strong content marketing. This strategy stresses the creation and distribution of exceptionally important, highly relevant content to powerfully attract and reliably retain a precisely defined audience, resulting in considerably increased conversions. A large number of forms can be taken by content, including blog posts, videos, infographics and social media updates. The proliferation of digital content necessitates the creation of a large amount of high-quality, engaging content more than ever before. Effective content marketing considerably shapes consumer behaviour through the delivery of messages that relate with their interests as well as their needs.

### **Artificial Intelligence and Consumer Behaviour in Digital Marketing:**

Artificial intelligence has transformed the way businesses analyse and respond to consumer behaviour, enabling more efficient and targeted marketing strategies. With the integration of AI-driven predictive analytics, businesses can better understand customer preferences and create personalized marketing campaigns. This is particularly evident with the use of chatbots like ChatGPT, which can handle customer inquiries and provide support around the clock. AI's ability to process vast amounts of data allows businesses to develop tailored strategies that enhance customer experience, improve conversion rates and build brand loyalty.

### **The Impact of E-Commerce on Consumer Purchasing Habits:**

E-Commerce has drastically reshaped consumer buying habits, with more individuals choosing to shop online. Online marketing like Amazon and eBay have transformed the retail landscape and digital marketing plays a key role in driving traffic to these platforms. E-Commerce businesses use a range of digital marketing strategies-from targeted advertisement to personalized email campaigns-to attract and retain customers. Understanding the latest trends and insights in digital marketing is crucial for e-commerce companies looking to maintain a competitive edge and influence consumer purchasing decisions.

## **Buying Behaviour in Digital Marketing**

Buying behaviour in digital marketing refer to the decision-making process that individuals or groups go through when purchasing products or services through online channels. It includes how consumers interact with digital platforms, their preferences, decision factors and how they respond to various marketing efforts such as advertisements, reviews, social media influence or website design.

### **Participants**

Participants in buying behaviour in digital marketing include:

**Consumers:** The primary participants who research, evaluate and purchase products or services online. Their behaviour is shaped by factors such as conveniences, pricing, reviews and brand reputation.

**Businesses/Brands:** They play a role by offering products/services, creating digital marketing campaigns and communicating with consumer through advertisements, promotions and personalized recommendations.

**Influencers/Endorsement:** These are third-party participants, such as influencers or celebrity endorsements, who influence consumer decisions by promoting products or services online.

**Platforms:** Digital platforms such as social media, e-commerce websites and search engines influence consumer behaviour by presenting advertisements suggestions and promotions.

## **Recent Impact of Digital Marketing in Buying Behaviour**

### **Increased Influence of Online Reviews and Recommendations:**

- Consumer today heavily rely on online reviews and recommendations before making purchasing decision. Platforms like Amazon, Yelp and Google Reviews, along with social proof from influencers, have made online feedback a crucial part of the buying process.
- **Reference:** According to a 2023 study by brightLocal, 87% of consumer read online reviews for local businesses and 79% trust these reviews as much as personal recommendations.

### **Personalization and Targeted Ads:**

- Digital marketing enables highly personalized advertising based on user behaviour, interests and past purchases. This personalization has been shown to significantly impact buying decisions by providing consumers with relevant product recommendations at the right time.
- **Reference:** A 2023 report by McKinsey found that 71% consumer expect companies to deliver personalised interactions and businesses that deliver personalized experiences see higher engagement and sales.

**Rise of Social Commerce:**

- Social media platforms like Instagram, Facebook and TikTok have become not just space for socialising but also key e-commerce platforms, facilitating direct purchases through shoppable posts and ads. This shift towards social commerce has altered buying behaviours by making the purchasing process faster and more integrated with social content.
- **Reference:** According to a 2024 survey by eMarketer, 74% of US social media users have made a purchase after seeing a product on social media.

**Impact of Influencer Marketing:**

- Influencer marketing has become a powerful tool in digital marketing, shaping buying decisions, especially among younger consumers. Influencers endorsements and authentic content have a direct impact on consumer trust and purchasing behaviour.
- **Reference:** A 2023 report by Influencer Marketing Hub found that 63% of marketers increased their influencer marketing budgets, citing high returns on investment and consumer engagement.

## **II.CONCLUSION**

This study explores the significant impact of digital marketing on consumer buying behaviour through channels like social media, search engines and e-mail marketing. Social media platforms influence product discovery with targeted ads and influencer marketing, particularly among younger consumers. SEO and paid search ads enhance brand visibility and trust, leading to higher conversions. Personalised e-mail campaigns foster loyalty and encourage repeat purchases. The research also highlights the importance of personalised advertising and targeted campaigns in shaping consumer perceptions and purchase intentions. Social commerce and influencer marketing have reshaped decision-making, with online reviews playing a key role in buying choices. Businesses must adopt personalized strategies to remain competitive. Understanding these dynamics is crucial for improving consumer engagement and driving conversions.

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