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Address for correspondence:

Atish U. Rathod
Research Guide, Assistant
Professor, Department of
Commerce NSB College Nanded
Email: atishrathod11@gmail.com

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A Study on impact of digital marketing on buying behavior of consumers: with Reference to Nanded

Dr. Atish U. Rathod¹, Pathan Mahevishkhanum Samshirkhan²

¹Research Guide, Assistant Professor, Department of Commerce NSB College Nanded

²Research Scholar, Department of Commerce NSB College Nanded

Abstract

This study looks at how digital marketing affects customer purchasing decisions, with a focus on Nanded District. The study examines how customers' purchase decisions are impacted by digital marketing techniques such as social media, online ads, influencer marketing, email marketing, and e-commerce platforms. Consumers throughout the district completed a structured questionnaire to provide primary data, which was then analysed using the proper statistical methods. The results show that, especially among young, internet-savvy consumers, digital marketing has a major impact on consumer awareness, product appraisal, and purchase decisions. According to the study's findings, successful digital marketing tactics raise consumer involvement and have a favourable impact on Nanded District consumers' purchasing decisions.

Keyword: Digital Marketing, Consumer Buying Behaviour, Social Media Marketing, Online Advertising, E-commerce, Consumer Awareness, Purchase Decision, Digital Platforms, Nanded District, Consumer Engagement.

Introduction

Digital marketing has completely changed how companies interact with customers and advertise their goods and services. Due to the easy access to product information, reviews, price comparisons, and online shopping alternatives made possible by the widespread use of the internet, cellphones, and social media platforms, consumer purchasing behavior has been greatly impacted. Today's consumers use digital content, ads, and internet recommendations to make better educated purchases. Digital marketing has become increasingly important in India's metropolitan and semi-urban areas, including Nanded District. Digital platforms are being used by both national and local companies to draw in and keep consumers. The purpose of this study is to investigate how digital marketing affects Nanded District consumers' purchasing decisions.

Objective

1. To investigate how Nanded District customers' purchasing habits are affected by digital marketing.
2. To determine how e-commerce platforms, social media, online ads, email marketing, and other digital marketing channels affect customers' decisions to buy.
3. To examine how customer awareness raised by digital marketing relates to their purchasing habits.
4. To investigate the elements that influence Nanded District customers' decisions to make purchases online via digital marketing channels.

Review of Literature

1. According to Solomon (1998), consumer behaviour is the study of how people choose, acquire, utilise, or discard goods, services, concepts, or experiences in order to fulfil needs and desires. Understanding the mindset, intention, and behaviour of consumers in relation to online purchasing practices is crucial if the Internet is to become widely used as a retail channel.
2. According to Donthu and Garcia (1999), online shopping behaviour would be influenced by risk aversion, inventiveness, brand consciousness, price consciousness, and importance of convenience, variety-seeking propensity, and impulsivity, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing.

Sample Size

100 customers from the Nanded District served as the study's sample. In order to guarantee simple access and representation of various age groups, genders, vocations, and income levels, respondents were chosen using a convenience sampling technique. Customers who actively use digital platforms and the internet for information searches or product and service purchases are included in the sample. Using a standardized questionnaire, primary data was gathered.

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The chosen sample is thought to be suitable for examining how digital marketing affects consumer purchase behaviour and for making significant inferences about Nanded District customers' purchasing habits.

Importance of the Study

The quick development of digital technology has completely changed how customers look for information and buy goods and services. Through social media, websites, search engines, and online ads, digital marketing has become a crucial tool for companies looking to reach and influence consumers. This study is important because it looks at how Nanded District consumers' purchasing habits are impacted by digital marketing. Businesses will benefit from the findings by better understanding consumer preferences, enhancing customer happiness, and improving their digital marketing tactics. Additionally, the study will support scholarly research and offer insightful information to politicians, researchers, marketers, and students.

Digital Marketing's Effect on Consumer Purchase Behaviour

1. Boosts Product Awareness: Digital marketing uses websites, social media, search engines, and

online ads to inform customers about new goods and services.

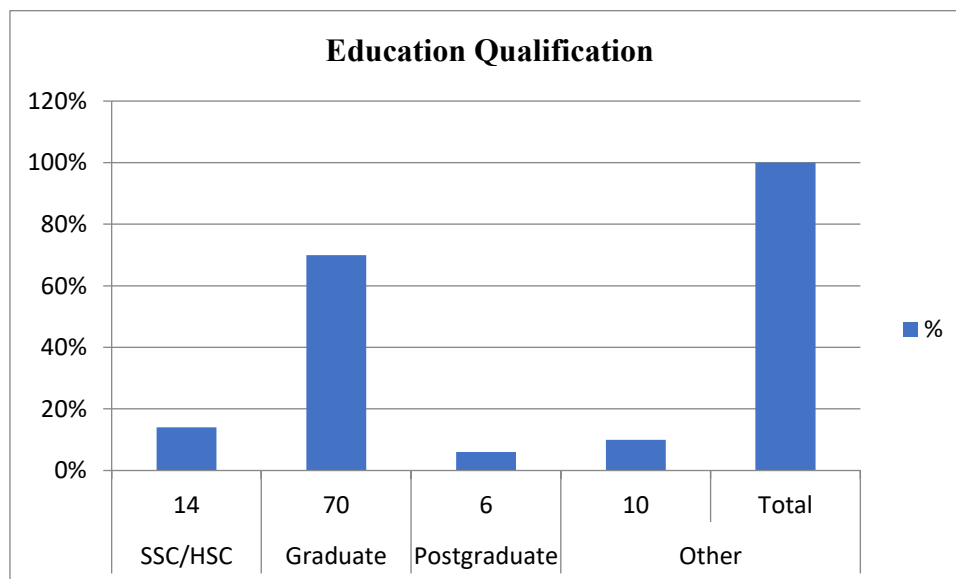
2. Impacts Purchase Decisions: Consumers' purchasing decisions are greatly influenced by online reviews, ratings, influencer recommendations, and digital ads.
3. Easy Access to Information: Before making a purchase, customers may compare product features, costs, and customer reviews, which helps them make better judgments.
4. Enhances Customer Engagement: Direct communication via digital platforms, tailored ads, and interactive content all increase customer satisfaction and engagement.
5. Promotes Online Shopping: Mobile shopping apps and e-commerce websites make it easy for customers to buy things, saving them time and effort. Develops Brand Trust and Loyalty: Positive customer experiences, high-quality content, and consistent digital communication all help to build brand trust and promote repeat business.
6. Promotes Unexpected Purchases: Customers are frequently encouraged to make impulsive purchases via alluring online discounts, time-limited deals, flash specials, and tailored recommendations.

Data Analysis

1. Education Qualification

Education Qualification	Respondent	%
SSC/HSC	14	14%
Graduate	70	70%
Postgraduate	06	06%
Other	10	10%
	Total	100%

Sources: Primary Data



The educational backgrounds of the respondents chosen for the study are displayed in the above table. Seventy percent of the 100 respondents are graduates, making them the largest category in the sample. Six percent of the respondents are postgraduates, and

fourteen percent have completed their SSC or HSC. The remaining 10% belong to the other category, which could include respondents with varying educational backgrounds or those with diplomas. The results show that most respondents had a high level of

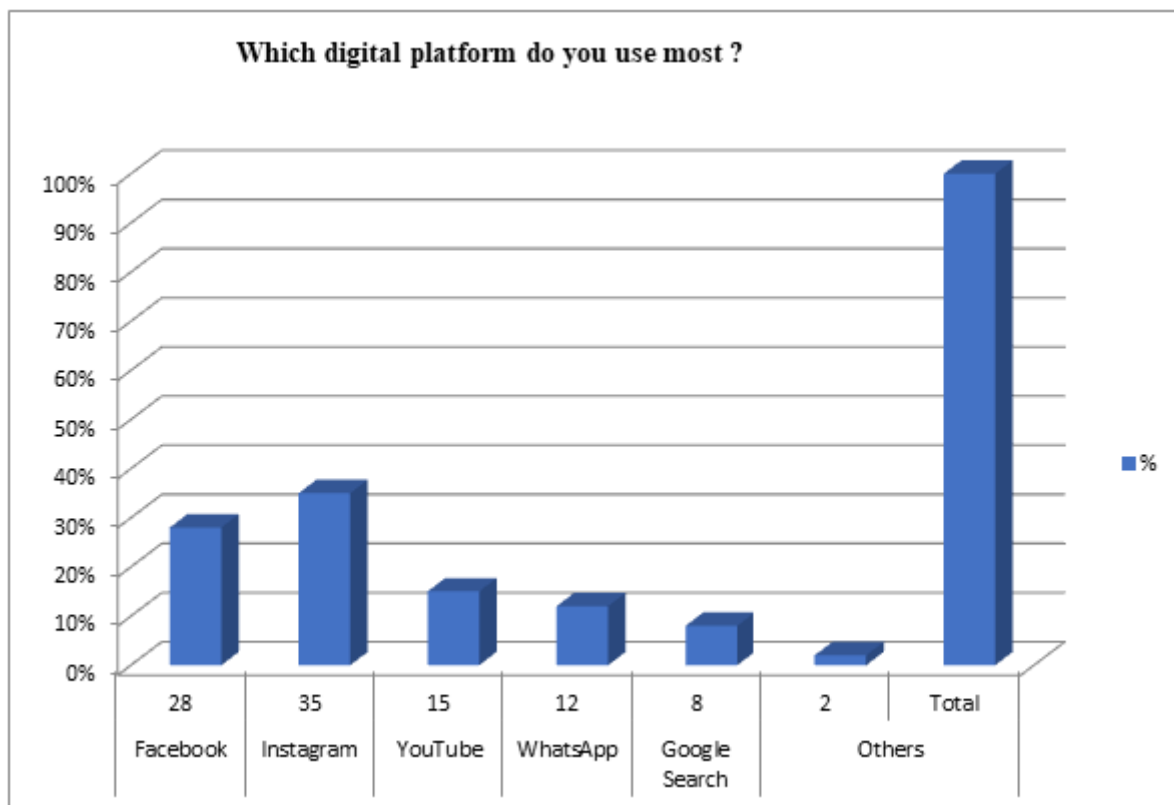
education, with graduates making up the greatest percentage. This implies that the majority of participants are probably conversant with digital technology and online platforms, which makes them

2. Which digital platform do you use most?

appropriate respondents for researching how digital marketing affects Nanded District consumers' purchasing decisions.

Digital Platform	Respondent	%
Facebook	28	28%
Instagram	35	35%
YouTube	15	15%
WhatsApp	12	12%
Google Search	8	8%
Others	2	2%
	Total	100%

Sources: Primary Data



The respondents' use of various digital platforms is depicted in the bar graphic. With 35 users, Instagram is the most popular platform, according to the analysis, followed by Facebook with 28 users. Twelve respondents use WhatsApp, compared to fifteen who use YouTube. With just two users, other platforms have the lowest utilization, whereas Google Search has eight users. According to the research, consumers are more likely to use social networking platforms than search-based ones. Overall, Instagram and Facebook are the most popular digital platforms, indicating people's increasing inclination for social networking, entertainment, and content-sharing apps.

Recommendations for the Study

1. Examine social media, the most popular digital marketing medium, in-depth. To comprehend the subtleties of user engagement and preferences,

investigate particular social media platforms, content genres, and exposure frequency.

2. Examine the elements that lead to the different levels of impact that digital marketing has on consumer choices. To learn more about the reasons and triggers that lead respondents to act on advertisements, this may entail qualitative research.

3. Go beyond percentage comparisons and investigate how well various digital marketing platforms affect various product categories or demographics. This can reveal which channels have a greater influence on particular target audiences.

Conclusion

According to the study on how digital marketing affects consumer purchase behaviour with reference to Nanded, customers' purchasing decisions is significantly influenced by digital marketing. The way customers gather information, assess items, and make decisions about what to buy has changed as a

result of the growing usage of social media, online ads, search engines, and digital platforms. Online reviews, appealing deals, product details, and customer feedback are some of the elements influencing Nanded consumers' increased awareness of firms through digital platforms. Businesses can more successfully connect with their target audience and forge closer bonds with them thanks to digital marketing. Customers want quick, easy, and convenient online buying experiences, according to the report. In order to boost revenue and enhance client engagement, companies should implement successful digital marketing tactics. All things considered, internet marketing has emerged as a crucial instrument that profoundly influences contemporary consumer purchasing behaviour.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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