

Impact of Digital Marketing on Youth's Purchasing Behavior

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Abstract: Consumer buying habits are swiftly changing, driven by factors such as product attributes, pricing, and quality, with the youth demographic presenting unique challenges due to their inclination towards current trends and fashion. The emergence of digital marketing has further transformed the retail sector, as younger consumers increasingly favor online shopping. This shift has prompted marketers to revamp their sales approaches. Given the substantial influence of youth behavior on purchasing patterns, this study aims to explore how digital marketing impacts their buying decisions. The results show that although many young people have access to digital media, they have no knowledge of how to use it.

1 INTRODUCTION

Digital Marketing, involving online exchange of goods and services, is reshaping business dynamics. It's transforming industries like travel, where online ticketing now dominates. Consumers value the convenience and trust of online transactions. Businesses are adapting by expanding online offerings. This shift in consumer behavior towards online shopping is prompting businesses to rethink their sales strategies.

Virtual advertising in India: India ranks third globally in internet usage, driving a shift towards digital marketing. With over 120 million internet users expected to reach 330 million by 2015, online retail is booming, especially in major cities like Mumbai and Delhi. Social media platforms play a key role in shaping digital marketing trends, particularly among the youth demographic. Despite prioritizing education and career, Indian youth wield significant consumer influence. This study examines the 15-29 age group, comprising 27.5 percent of the population, to understand their impact on marketing strategies. Insights from this study can help marketers tailor their approaches to meet youth preferences effectively.

Buying Behaviour of Youth: Consumer behavior, especially among youth, drives purchasing trends. Effective marketing involves segmenting markets,

positioning products, and tailored promotions. India, with 145 million internet users, lags in digital marketing adoption, facing barriers like perceived risks in online shopping. Yet, the youth's potential for online shopping growth is significant, supported by government investments in internet infrastructure. Online retailers have a broad reach across urban and rural areas, making online shopping accessible nationwide.

2 LITERATURE REVIEW

Their take a look at titled "Gender Disparity-wise A take a look at on Impulse shopping for conduct and despair amongst teens in vital India," Vishal Khasgiwala and Monica Sainy investigate impulsive buying behavior. They define it as an immediate purchasing action triggered by specific stimuli, influenced by biochemical and psychological impulses. Advancements like television shopping channels and the Internet in transitional economies like India have expanded opportunities for impulse buying, making products more accessible. Dastidar & Datta (2009) discovered a gender-based correlation between exploratory tendencies and impulsive buying behavior among young individuals. They found that young women's search interests had a

greater impact on purchasing behavior than young men's. This indicates that behaviors like variety seeking and risk-taking are more pronounced in young females, leading to spontaneous purchases. Sathish and A. Rajamohan (2012) take a holistic approach to understand consumer actions, situating buying behavior within the broader context of psychographics. According to their study, buying behavior encompasses observable actions and internal processes such as attitude formation and values. They emphasize the ongoing evolution of consumer behavior studies towards integrated insights. Rashmi Bansal (2007) redefines urban youth as a pivotal target for marketers in India, focusing on their broader cultural and economic significance rather than age demographics. Bansal's study explores the aspirations and endeavors of urban Indian youth, anticipating significant shifts in future generations' choices driven by rising affluence. Priyanka Mehra (2009) highlights the importance of the youth demographic for marketers in India, emphasizing their considerable influence over consumer spending patterns. According to MindShare Insights, approximately 65% of India's population falls within this age bracket, serving as trendsetters shaping the aspirations of over one billion Indians. Manjeet (1999) describes India's youth as ambitious, technologically adept, and self-assured. She predicts that by 2015, individuals under 20 will represent 55% of the population, unlike in Western societies, where youth culture often revolves around rebellion and 'coolness.'

3 PROBLEM STATEMENT

In the dynamic technology environment, innovation is rapidly becoming a reality, reflecting rapid changes in consumer preferences. Marketers grapple with the challenge of adapting to these changing consumer dynamics, largely driven by evolving buying behaviors, notably evident among the youth. These shifting purchasing patterns not only influence individual buying decisions but also shape the buying behaviors of entire families. Thus, marketers must adeptly discern the evolving consumer needs to tailor their offerings effectively. Digital marketing has revolutionized both the approach of marketers and the purchasing habits of customers. Individual buying behavior is influenced by various factors, which in turn affect marketers' efforts to meet the needs of customers, especially the youth demographic. Therefore, the effect of digital marketing on young consumers' purchasing needs to be investigated..

4 RESEARCH OBJECTIVES AND DATA ANALYSIS AND DISCUSSIONS

- To identify the factors affecting behavior change of young consumers.
- Research the changing behavior of young people and consumers. Its relationship with digital marketing.
- To provide Indian marketers with an understanding of the changing behavior of young people and its impact on business strategies.

Research Methodology

Sources of Data: The researcher used each number one and secondary sources on this research. Primary data was collected through surveys and secondary data included publications, research articles, public surveys, publications and relevant websites.

Sample Design: This study is research-oriented and uses primary and secondary data. The researcher selected the sample from Nagpur district using simple random sampling.

Sample Size To achieve the objectives of this study, 100 youth were selected from Nagpur district.

Data Analysis

A critical phase involves data analysis and discussion of the results. In this section, the researcher reviews the results obtained from the research. The analysis focuses on primary data collected from surveys distributed to youth in Nagpur district. The table below presents the results showing the frequency with which participants agreed with various statements, with each statement treated as a separate item.

Table 1. Survey used for this study (Source :- Primary & Calculated Data).

Modules	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree	Total Weights	Rank
Convenience							
Frequency							
I get on time delivery whilst buying online	20 (100)	15 (60)	20 (60)	30 (60)	15 (15)	295	<i>XI</i>
View details when buying online	25 (125)	20 (80)	15 (45)	25 (50)	15 (15)	315	<i>VIII</i>
when shopping online I can purchase merchandise each time, 24 hours an afternoon	40 (200)	25 (100)	20 (60)	10 (20)	05 (05)	385	<i>I</i>
when purchasing online it is straightforward to pick and examine with different products.	30 (150)	25 (100)	20 (60)	05 (10)	20 (20)	340	<i>IV</i>
Website Design/Features							
It helps me search for products easily when creating a website	20(100)	10(40)	30(90)	30(60)	10(10)	300	<i>X</i>
Whilst shopping online, I pick to shop for from websites which can be secure and smooth to navigate and order	15(75)	20(80)	25(75)	24(48)	16(16)	294	<i>XII</i>
The internet site format enables me seek and select the proper merchandise while shopping on-line.	30(150)	25(100)	30(90)	10(20)	05(05)	365	<i>III</i>
I accept as true with that understanding the website before shopping can lessen the danger of online shopping.	20(100)	25(100)	20(60)	15(30)	20(20)	310	<i>IX</i>
I like to buy from websites that provide good information for me	27(135)	22(84)	18(54)	18(36)	15(15)	324	<i>VII</i>
Time Saving							
Online shopping takes less time	35(175)	20(80)	30(90)	10(20)	05(05)	370	<i>II</i>
Online shopping is not a waste of time	29 (145)	20 (80)	18 (54)	18 (36)	15 (15)	330	<i>VI</i>
I assume I spend much less time inspecting and selecting merchandise while buying online.	32(160)	17(68)	18(54)	16(32)	17(17)	331	<i>V</i>
Security							
I am safe while shopping online	10(50)	20(80)	30(90)	30(60)	10(10)	290	<i>XIII</i>
Keep me safe while shopping online	05(25)	10(40)	42(126)	38(76)	05(05)	272	<i>XV</i>
I love shopping online through secure websites	12(60)	20(80)	25(75)	30(60)	13(13)	288	<i>XIV</i>

5 FINDINGS OF THE STUDY

India is the 5th biggest united states of YouTube users; Indians spend an average of 14 hours a week on-line watching television. The Indian on-line advertising marketplace is developing hastily and is expected to go Rs 1,000 Million by means of

2020. There are many factors that influence young people's purchasing habits, including lifestyle, cultural behavior, family background, and influence on Western culture. With almost 950 million cellular customers and extra than 50 million related telephones, extra than 90 million web sites and greater than 500 million facebook profiles, India has

an online presence. The rise of online stores is clearly evident,

with 60% of internet users visiting online stores. But despite the huge digital marketing industry in India, there is a shortage of professionals in this field. Marketers conduct extensive research to understand young people's purchasing patterns and adapt to their changing preferences. The rapid pace of technological change creates challenges for marketers, as innovations quickly become obsolete and must be constantly updated to meet customer needs. Most survey respondents said online shopping was easy and time-consuming; This indicates that online shopping is increasing.

6 RECOMMENDATIONS

1. Earlier than launching products online, marketers have to examine the digital accessibility of the youngsters demographic.
2. Pre-market surveys are essential for marketers to understand consumer needs, particularly in digital marketing.
3. Creating awareness about digital marketing is crucial for consumers to make informed choices.
4. Given consumers' risk aversion, educating them on managing risks associated with digital marketing is essential.
5. The study advises readers to familiarize themselves with various digital marketing platforms and utilize them cautiously for maximum benefit.

7 CONCLUSIONS

In summary, young people are associated with personal and family purchasing behaviors that are driven by factors such as purchasing and product awareness. There are approximately 330 million youth between the ages of 15 and 29 in India, representing a significant market segment. To be triumphant inside the aggressive market, entrepreneurs want to apprehend the mind-set of those people. Digital marketing has transformed business and industry, creating threats and challenges in a highly competitive market. Changing behaviors will require marketers to better understand young people and develop appropriate marketing strategies to retain existing customers and capture new business. This change will drive the market towards a more technology-based, consumer-focused business in the future.

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