

## IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR

**Aakanksha**

*Researcher*

*Department of Commerce*

*S.S.V. (P.G.) College, Hapur*

*Email: [ektasingh15897@gmail.com](mailto:ektasingh15897@gmail.com)*

### **Abstract**

*This research paper explores the significant influence of digital marketing on consumer purchasing behavior. With the fast growth of internet accessibility and digital platforms markets have shifted from traditional to more personalized and interactive strategies. The rise of digital marketing has transformed the way consumers interact with brands and make purchase decisions. This research aims to measure the impact of digital marketing on consumer behaviour by analyzing their motive and reasons related to the orientation and purchase the products and services through social media. Under modern conditions, the problem of achieving marketing and business goals is actualized for compliance in all sectors of the economy. Digital marketing play an important role in effectively solving this problem. This research paper examines how digital marketing strategies such as social media marketing, email campaigns, influencer collaborations and search engine optimization-effect consumer buying behaviour. This research based on secondary data.*

### **Keywords**

*Digital Market, Consumer behaviour, Social Media, Online Shopping, Brand loyalty, user friendly, content market.*

Reference to this paper should  
be made as follows:

**Received: 01/08/25**

**Approved: 25/08/25**

**Aakanksha**

*IMPACT OF DIGITAL MARKETING ON  
CONSUMER BUYING BEHAVIOUR*

**Article No.47**

*RJPSS Apr.25-Sept.25, 2025  
Vol. L No. 2, Pg. 391-396*

Similarity Check - 19%

**Online available at:**

[https://anubooks.com/journal-  
volume/rjpss-2025-vol-l-no-2-sept](https://anubooks.com/journal-volume/rjpss-2025-vol-l-no-2-sept)

[https://doi.org/10.31995/  
rjpss.2025.v50i02.047](https://doi.org/10.31995/rjpss.2025.v50i02.047)

### **Research Methodology**

This research is descriptive nature included in different databases of Google scholar, research papers, different books, report, magazines and the internet need to compete reliable sources and sites which are mentioned in the research paper.

### **Objective of the Study**

1. The general objective of this study is to analyze the impact of digital marketing on consumer purchasing behaviour.
2. To study the Consumer buying behaviour.

### **Introduction**

Business organizations in today's environment operate in complex competitive environment, which requires effective technology and tools to achieve marketing and business goals. One such tool is digital marketing. The provisions on digital marketing solve a number of both pre-marketing and broad business tasks. Digital marketing contributes to the work of promoting product and services on social media. Now, digital marketing is already beyond a purely instrument marketing strategy in online channels, promoting goods and services on social media and the way to generate and provide content. Digital Marketing is moving into the model of managing the organization's value proposition, improving the customer satisfaction & experience and strength the company's market position. Today technology is changing the way in which marketers and consumers interact as well as offering a large scope of new options. The development of internet and web has changed the dynamics of business organizations. With a click of a mouse you can have an amazon package sitting on your doorstep within two-three days. Customers have 24/7 access to brand and companies are scrambling to listen respond to and engage with their customer in a timely manner, while also working to appropriately address customer concerns.<sup>1</sup> The digital era has revolutionized marketing practice unlike traditional marketing practice provides brands with real time access to customer data, enabling personalized and targeted marketing strategies.

### **Review of Literature**

Consumer behaviour in the digital era is an ever changing and ever expanding phenomenon, the digital sphere will experience vital and rapid changes in the near future and technology will continue its pervasive global impact on marketing strategies. Consequently, only brands that can find and build their unique digital "footprints" and brand experiences become flexible to adopt their models and strategies to these changes will remain relevant in the coming years.<sup>2</sup>

Modern consumers are not loyal: they are more variety seekers, always experimenting and they become switcher. Customers have reduced tolerance,

they expect an immediate reaction to their actions response to their queries clear and fast and when they are dissatisfied they can post or tweet to discredit a brand.<sup>3</sup> Digital marketing is a form of direct marketing which links consumers with seller electronically using interactive technologies like websites, email, online forms, newsgroups, interactive television mobile and communication etc.<sup>4</sup>

**Consumer behavior:** Consumers consume goods of use and buy the products according to their wants, preferences and purchasing capacities. Those products may be durable goods, consumable goods specialty goods or industrial goods. Kotler & Keller (2012)

Consumer Behaviour: as the study of individual's organizations and groups select, buy and make use of products services, experiences and idea to satisfy their needs and wants.<sup>5</sup>

Understanding consumer completely has still remained to be biggest mystery right from the history and development of concept of consumer behaviour in marketing simply because the Consumer Behaviour is unpredictable.<sup>6</sup> Consumer behaviour is a dynamic, complex and multidimensional process and all marketing decision are taken based on the assumptions about the consumer behaviour and at the core of consumer behaviour is the consumer decision making process.

**Digital Marketing:** Digital marketing is use of Websites, Apps, Mobile devices, Social Media, Search engines and other digital means to promote and sell products and services. Digital marketing harnesses digital platforms such as mobile apps, Social Media, Websites and search engines to efficiently promote and sell products and services. It supplements traditional marketing method by offering an innovative approach for companies to engage with consumers and analyze their behaviours. Digital marketing starting to become popular with the wide spread adoption of the internet in 1990s. Today business organization integrate digital & traditional marketing strategies to effectively reach their audiences, although unique challenges arise, including the fast evolution of digital channels and data utilization.<sup>7</sup> Digital marketing is the marketing of products or services using digital technologies, mainly on the internet but also including mobile phones display advertising and any other digital medium.<sup>8</sup> Digital marketing method such as search engine optimization (SEO), Search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data driven marketing, E-Commerce marketing, Social Media marketing, displays advertising, E-books and optical disks and games are becoming more common in our advancing technology.

Search engine optimization (SEO), is the process of improving the quality and quantity of website traffic to a website or a web page from search engine. SEO

targets unpaid search traffic rather than direct traffic, referral traffic, Social Media traffic or paid traffic.<sup>9</sup>

**Consumer behaviour in digital Era:** The evolution and emergence of digital technology has altered the dynamics of business, marketing and consumer behaviour. The fast evolution of user friendly tech and instant access to information has made the consumers of today smart and aware with ever increasing options available and preferences are forever in flex.<sup>10</sup> Today, consumer is making buying decisions in a participatory digital culture. Digital environment has gives various benefits for businesses and consumers. The digital environment is also likely to have window economic benefits in terms of increases innovation, learning, creativity and reduced environment costs associated with transactions.

- Online Shopping, Online Shopping is more accessible than it has ever been digitalera with the introduction of smartphone, tablets, easy checkout system and their way so secure system online shopping is a form of electronic commerce which allow consumers to directly purchase goods or service form a seller over the internet using a web browser.
- Access to Internet, The latest data form Global web index shows that the average internet user now spends around six hours each day using internet powered devices and services that's roughly one-third of their working lives. According to Kemp (2018), well over half of long would's population is now online latest data showing that nearly a quarter of a billion new users in 2017.<sup>12</sup> Access to information, Digital revolution has provide customer with a greater knowledge of products and service meaning that brands no longer decide what information is handed to consumers regarding product knowledge.
- Brand loyalty, Brand loyalty is a consumer behaviour pattern where consumer become committed to a particular brand and make repeat purchases ourtime. In the present time diverse new world of growing consumer demand, fuddled changing demographic and the culture shift in the market.<sup>13</sup>
- Service on demand and product, The on demand economy refers to the economic activity created by technology companies that fulfill consumer demand via the immediate provisioning of goods and service. Immediate access to messaging, E-Mail Media and other online functionality through smartphones this generated a sense of entitlement to fact, simple and efficient experience.

**Impact of Digital Marketing on Consumer:**

- Easy access to information, digital environment provides users with easily access to content. Consumer can compare prices, feature and reviews instantly before making a purchase.

- Today social media, influencers have strong persuasive power. Social media breaks boundaries. Consumers can discover by products from international markets easily.
- Shift to online shopping E-Commerce platforms offer multiple brands, global products.
- Shift in brand loyalty with so many options. Just one click away consumers are more willing to try new brands instead of sticking to one.

### **Conclusion**

The process of digital marketing evolution under the influence of technological process is highlighted. Digital marketing tools play a key role in the implements of companies business and marketing goals. Digital marketing provides a robust framework and implementing effective strategies consumer perception and behaviour are influenced by a range of factors, including product quality, convenience security and personalized attention. Data management and protection are major challenges that companies should adequately respond to so that user feel safe when browsing digital platforms. In future research, it would be necessary to analyze how users make decision on the internet as well as what digital marketing techniques are perceived as safer by users.

### **References**

1. Osman M., (2017), How digital marketing is changing the way we do business. //mobbly, Aug 5 2025, form [http://www.mobbly.com /digital-marketing-changing-way-business](http://www.mobbly.com/digital-marketing-changing-way-business).
2. William M. & David C., (1999), Technology and the changing marketing would, marketing intelligence & planning, Vol. 7 issue., Pg. **329-332**
3. Ekeruke Unenabasi Godwin, An Empirical Analysis on effect of digital marketing on consumer buying behaviour, Department of business administration Ahmadu Bello University, Zaria, Nigeria, Aug 2019.
4. Kotler Philip & Gary Armstrong, Principles of marketing, 2009
5. Kotler P. & Keller K, (2012), A framework of marketing management 5<sup>th</sup> Edition, Pearson Education.
6. Kavya, S.K.M. 2 Nagabhu Shanam M., (2018), Consumer behaviour in New Digital Era: A paramidium shift, International Journal of Management Studies, Pg. **60**
7. Understanding of digital marketing, <https://www.investopedia.com>, 6:27 PM, 8 Aug, 2025

8. Digital Marketing, <https://en.wikipedia.org/wiki/>, 9 Aug 2025, 04:53 PM
9. Search engine optimization, <https://en.wikipedia.org/wiki/>, 18 Aug 2025, 04:52 PM.
10. Michael G., (2016), Understanding the consumer of the digital era-Digital Doughnut., <https://www.digitaldoughnut.com>. 10 Aug 2025
11. Shrish. S & Gajraj Singh A., (2016), Online Shopping-Changing behaviour in digital Era. *Kaav International Journal of Economics, Commerce & Business Management*, 3 (3) A 18.
12. Vikas and Vinod Kumar (2017). Consumer perception towards online purchase: A factor analysis approach. *Journal of Business Research* 85.
13. Smit K.T. (2011), Digital marketing Strategies that millennial find appealing motivating or just annoying. *Journal of strategic marketing*, 2019.