

# IMPACT OF DIGITAL MARKETING ON INDIVIDUALS PURCHASING DECISION

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## ABSTRACT

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Digital Marketing is also considered to be one of the popular and growing trend in the field of marketing. As India is moving towards the newly concept of Digital India there has been an advent growth in the field of technology, we are slowly but shifting towards accepting the new concept of Digital Marketing. Today many Indian retail sectors are moving towards online shopping or E- shopping. One of the classical example is of D-Mart which is considered to be the most popular and growing retail sector in India, it has already started with the online shopping website which is popularly known as D- Mart Ready which gives an option for the consumers to place their order online and the order will be delivered on the door step. This gives an option for the consumers who may willing to do only online shopping extensively and may not willing to visit the store and purchase the product.

My study will generally focus on the extensive use of E- commerce websites such as Amazon, Flipkart and what makes these websites unique and to what extent consumers uses these websites to purchase the products. It will also focus on understanding the consumers' needs and preferences and why there is an extensive growth in digital Marketing and to what extent it is effecting the consumers purchasing power. My study will also focus on the future and immense growth Digital Marketing in the nearer future. The research method used for my research topic will be quantitative as well as qualitative method. The data collection method will be of Primary Data as well as Secondary data. The sample size for my research topic will be of 100 and understanding to what extend the consumers use digital marketing as platform for online shopping.

**Keywords :** Digital Marketing, E-commerce, Pandemic, Digital Platform, E-Shopping.

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## INTRODUCTION

There are different forms of communication and medium through which the communication is taking place throughout the world. There are various forms of media, such as Print Media, Electronic Media, Folk Media and as well as New Age Media which is popularly known as Digital Media. Print Media generally comprises of

Newspapers, Magazines and Pamphlets. Print media and Folk media are said to be one of the oldest or traditional form of media. Then we focus on Electronic Media which are being broadly categorized as Radio and Television. The next important point is the New age media which is known as Internet and it is being further divided into Web 1.0 that is the Internet era after

Liberalization, Globalization and Privatization brought in a major change in the World Wide Web and the next important concept is Web 2.0 that is the latest advent or an important change that is taking place right now.

In the era of digitalization, we have entered into the new world called Digital Marketing. Marketing is considered to be an important part in any business organization from the future perspective. Earlier we were only exposed to traditional form of marketing wherein we could witness ads on newspapers, television, pamphlets, television, billboards, radio etc. Although these form of Marketing still exist in our Indian society, but slowly and steadily we are moving towards new platform of Marketing which is known to be Digital Marketing/ E- Marketing. Today almost all the organization whether a small or large organization, Digital Marketing is immensely growing and gaining lot of popularity among Indian Consumers. This is with special reference to E- Commerce website, wherein consumers are constantly using E-commerce apps to buy different product of their choice. We are exposed to too many types of E-Commerce websites that cater variety of product of their choice and that too at wide range of price starting from 100 rs to 10,000 Rs. Although the price differentiation mainly depends upon what kind of product the consumers are going to opt for.

## **OBJECTIVES OF THE STUDY**

- Understanding the Concept of Digital Marketing and its growing popularity in the field of Marketing.
- Digital Marketing with reference to E-commerce Website, one of the fastest growing industry.

- Growing trend of E-commerce website especially during the pandemic situation.
- To understand why consumers are extensively using Digital Platform for purchasing the products.
- To study the future of Digital Marketing in India.

## **INTRODUCTION TO E-COMMERCE WEBSITE**

Electronic commerce or e-commerce (sometimes written as e-commerce) is a business model that lets firms and individuals buy and sell things over the internet. E-commerce operates in all four of the following major market segments:

- Business to business
- Business to consumer
- Consumer to consumer
- Consumer to business

E-commerce is the buying and selling of goods and services over the internet. E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. Almost anything can be purchased through e-commerce today.

E-commerce has helped businesses establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. For example, the mass retailer Target has supplemented its brick-and-mortar presence with an online store that lets customers purchase everything from clothes to coffeemakers to toothpaste to action figures.

By contrast, Amazon launched its business with an e-commerce-based model of online sales and

product delivery. Not to be outdone, individual sellers have increasingly engaged in e-commerce transactions via their own personal websites. Finally, digital marketplaces such as eBay or Etsy serve as exchanges where multitudes of buyers and sellers come together to conduct business.

## **ADVANTAGE & DISADVANTAGE OF E-COMMERCE WEBSITES**

E-commerce offers consumers the following advantages:

- Convenience. E-commerce can occur 24 hours a day, seven days a week.
- Increased selection. Many stores offer a wider array of products online than they carry in their brick-and-mortar counterparts. And many stores that solely exist online may offer consumers exclusive inventory that is unavailable elsewhere.

## **E-COMMERCE CARRIES THE FOLLOWING DISADVANTAGES**

- Limited customer service. If you are shopping online for a computer, you cannot simply ask an employee to demonstrate a particular model's features in person. And although some websites let you chat online with a staff member, this is not a typical practice.
- Lack of instant gratification. When you buy an item online, you must wait for it to be shipped to your home or office. However, retailers like Amazon make the waiting game a little bit less painful by offering same-day delivery as a premium option for select products.
- Inability to touch products. Online images do not necessarily convey the whole story about an item, and so e-commerce purchases can be

unsatisfying when the products received do not match consumer expectations. Case in point: an item of clothing may be made from shoddier fabric than its online image indicates.

## **GROWTH OF E-COMMERCE WEBSITES IN INDIA DURING COVID-19**

In the late 2000's India was moving towards the technology era, there was also a rapid growth in the usage of Internet. India saw a major shift and a change in the telecommunication sector, as there was a rapid growth in telecommunication sector and many telecommunication companies were venturing into the market. The Market also saw a huge shift in the advent of smart phone era. Different mobile phone companies have started with the trend of smart phones that brought a huge difference in the Cellular Industry. Today we are being flooded with too many E-commerce websites such as popularly known as Amazon, Flipkart, E-Bay, Snap Deal, Myntra and many other websites. These websites have a wide variety of target audience and caters to various products in the market.

Enter the novel coronavirus which causes a highly infectious disease Coronavirus disease (COVID-19) that has infected more than 4 lakh people worldwide. Since it spreads primarily through contact with an infected person (when they cough or sneeze) or when a person touches a surface that has the virus on it, the best way to guard against it is to stay at home. This has increased online shopping usage, globally. In India, it has led to a rise in the number of FTUs or first-time-ecommerce-users in India, who had been so far inhibited to shop online. The SARS outbreak that infected over 2700 people in 2002, too is known to have dramatically changed

people's shopping habits as they were afraid of shopping outdoors.

The E-commerce website has seen a rapid growth on online shopping as consumers was started moving from offline shopping to E-shopping/Online shopping. There were many E-commerce websites who shifted their focus from selling off non-essential goods to essential products. Some of popular websites such as Amazon, Fipkart which made a huge amount of profit during the pandemics. There would be several reasons why consumers had to make a shift from offline shopping such as buying products from D Mart, Big Bazar and focussed towards purchasing products from online shopping is one of the major reason is of the fear that had caught up in the minds and hearts about Covid and how much that virus would be dangerous.

In many nations including India, people will continue to adhere to social distancing measures and be avoiding crowded places for retail therapy post the Covid-19 pandemic. If we see the current condition when many businesses are open but the footfall to retail stores remains down. That's due both to social distancing measures and changed consumer preferences. Customers have realized that with the advent of AI and chatbots, shopping online has become a more convenient and safer option. The popping online messages, getting an advanced shipping notice, and then taking delivery are the way to go. In fact, COVID-19 has resulted in a more permanent shift to online retailing over brick-and-mortar retail. Even many brands have announced store closures and a host of post-purchase surveys also show that consumers are more elated and satisfied with e-commerce experiences.

Gone are the days when millennials or youth opted for e-commerce. The pandemic has made every age group shop online not only in India but also in the world. In India, for instance, cash withdrawals have fallen sharply during the pandemic. Simultaneously, though, the use of the Indian online payment platform, UPI, has risen dramatically. A leading e-commerce website's recent sales figures ably show the uptick in online shopping. In 2020's second quarter, the e-commerce giant showed a 40% year-on-year increase in net sales. That equated to a financial boost of more than USD 88 billion.

### **GROWTH OF ONLINE SHOPPING TREND AMONG THE CONSUMERS DURING PANDEMIC (COVID-19)**

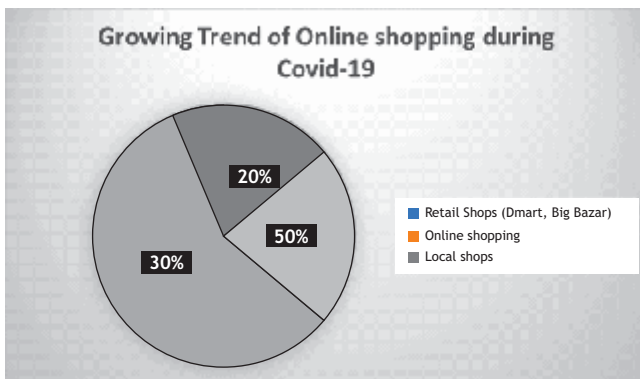
The Covid-19 pandemic situation had brought in a drastic change in everyone's life. It also brought in a drastic change in all the sectors including IT sectors, Automobile sectors, Retail sectors etc. Certain sectors have seen a tremendous growth in their business such as Automobile sectors, Retail sectors and even banking sectors. Consumers slowly and steadily has started accepting the new normal life post the covid situation and the online shopping site has given a huge platform where people coming from different strata are using the online platform for shopping purpose. During the Covid-19 situation, consumers has also shifted their focus from shopping from large retail shops such as D mart, Big bazar and Nature's basket to local retail shops. There was a huge surge seen in the business of local retail shops which made huge amount of profit.

During the pandemic, majority of the consumers preferred both the methods for shopping. The

population was completely divided into Offline shopping and Online shopping. There was a growth in the online retail sector drastically as customers preferred social distancing and hygiene one of the main reason that many people have cited during the pandemic. Till date if we talk about shopping, majority of Indian consumers prefer off line shopping wherein they believe they can use their 5 senses before purchasing product.

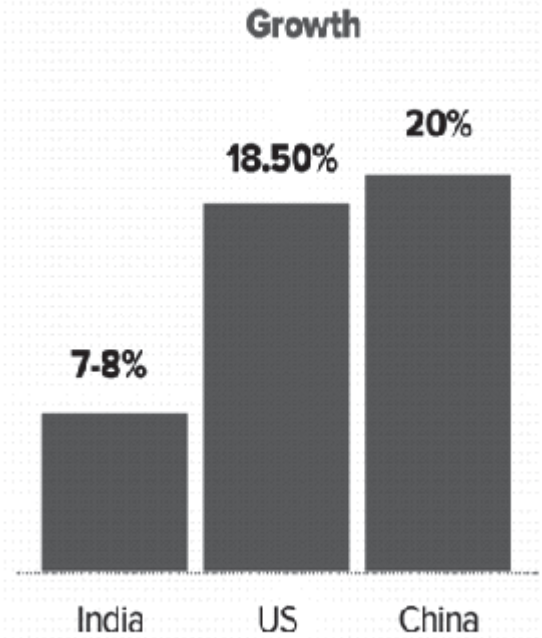
As per the research conducted through online, its being found that there was a drastic change seen on online shopping as customers started moving from offline shopping from online shopping and also to a certain extent a shift has been seen towards local retail shops. One of the biggest advantage that was seen in the large retail shops was that retail shops such as D mart, Big Bazar which is again being situated in Malls were shut down over a brief period of time. This acted as a boon to both E-commerce websites and as well as local retail shops.

**Graph 1**



There has been a major change in the purchasing power during the Covid-19 situation and even after post Lockdown was lifted. During the lockdown, the salary of many employees do got effected but there were being many companies which adopted to the concept of Work from home which made the lifestyle of an employee's quite easy. This to a

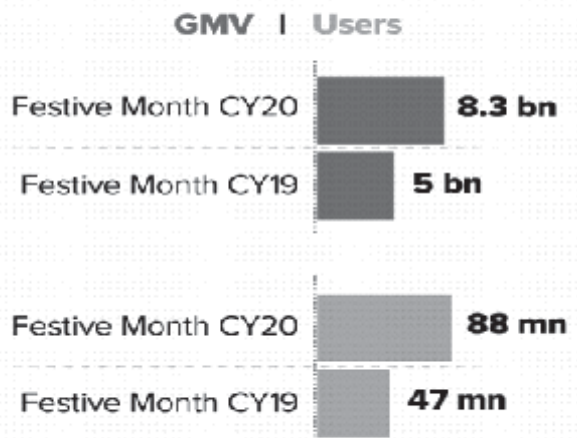
**Graph 2**  
**AROUND THE WORLD:  
E-COMMERCE GROWTH IN 2020**



Source: Forrester Research

**Graph 3**

**tech**  
**2020 INDIAN E-COMMERCE  
FESTIVE BONANZA**



Source: RedSeer Consulting

certain extent did not effected the purchasing product from online and hence there was a huge growth seen in an online shopping sector. The economy of our country do got effected and especially the GDP, but there were many sectors which made quite a decent amount of profit.

## **FUTURE OF E-COMMERCE**

### **WEBSITE**

Ecommerce sales are estimated to have risen by only 7-8% in 2020, compared to almost 20% in China and the United States, whose governments made full use of contactless buying options to prop up the economy even while enforcing shutdowns to battle the Covid-19 outbreak, according to Forrester Research.

There will be a further growth on E-commerce websites as customers prefer to do online shopping even after the lockdown has being lifted. Many of the Online shopping sites such as Amazon, Flipkart, Big Basket, Groffers have seen a tremendous amount of growth even after the lockdown is being lifted.

### **CONCLUSION**

As per the research and findings, in the current scenario there has being a drastic growth in Digital Marketing. In the world of Digital Era, there has being an immense growth in the digital platform and many small organizations are investing their money towards online platform. Digital platform is such a platform where all the strata of various population comes under one roof which makes digital platform stands apart from other media. It makes shopping quite easy by just clicking a button and the product will be delivered to the doorstep. In past one year, lot of things have changed and customers are focusing towards the health and

hygiene and even government has been coming with lot of precautions a guideline to prevent from Covid.

Lastly today lot of retail shops have moved into online platform from offline platform. One of such example is DMart, which is focussing towards growing the business towards online platform which is also popularly known as “D Mart Ready”. Once the lockdown was lifted from many part of the states in India, the offline retail sectors started gaining immense popularity once again. Lastly to conclude the research, it is being correctly said that India which is being considered to be the Third World Nation by many first world country is slowly moving towards “Digital India”.

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