

## IMPACT OF DIGITAL MARKETING ON CUSTOMER PURCHASING BEHAVIOUR

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### ABSTRACT

This research explores the transformative impact of digital marketing on consumer purchasing behaviour, with a particular emphasis on the Punjab region. To remain competitive in today's digitally driven economy, businesses must comprehend the subtle ways that digital marketing influences client decisions. This study sheds light on the extent to which consumers are aware of various digital marketing strategies, including Pay per click, email marketing, social media marketing, search engine ad, and SEO, and how that awareness influences their purchasing decisions.

The study shows how brand loyalty is increased, consumers are informed and persuaded, and overall customer satisfaction is increased through the use of digital marketing. The study demonstrates the intricate relationship between exposure to digital marketing and its noticeable effects on consumer behaviour through the gathering and analysis of consumer data from Punjab. The findings emphasise how crucial it is for businesses to create targeted digital marketing strategies that deeply connect with local clients and take into consideration their cultural peculiarities and preferences.

This study significantly advances existing knowledge by examining the effects of digital marketing within a specific geographic area. It offers valuable information to businesses and marketers in Punjab that want to enhance their strategies. The knowledge gathered from this research is well-positioned to help companies navigate the challenges of digital customer engagement in the fiercely competitive digital market.

### INTRODUCTION

Businesses today employ Integrated Marketing Communications (IMC) to integrate their marketing and promotion activities in order to stay competitive in the ever-changing market. In the 1980s,

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businesses began to realise how important it was to have coordinated promotions, and as digital technology advanced, so did the demand for IMC (Andrée W. Fawcett, 1994).

Integrated Marketing Communications (IMC) emerged as businesses shifted from traditional media advertisements to a more all-encompassing strategy. To create a unified and powerful brand message, integrated marketing communications (IMC) integrates public relations, sales promotion, and direct marketing (Don E. Schultz, 1993). IMC is described by the "4A's" as a strategy that assesses the functions of different communication channels to produce a cohesive marketing plan.

Digital marketing emerged as a key element of the IMC strategy as technology developed, especially with the spread of the internet. Significant alterations in media consumption, lifestyle decisions, and consumer behaviour were the driving forces behind this development. For example, audiences for conventional media started to become fragmented with the introduction of cable TV, digital satellite systems, and 24-hour retail channels. These platforms and the expansion of the internet gave marketers new ways to connect with customers via digital channels (Robert H. Ducoffe et al., 1996).

According to Zeisser (1996), digital marketing is the process of promoting goods and services using electronic or digital media. This strategy makes use of a range of digital technologies, including social media, websites, mobile devices, and search engines, to establish tailored relationships between companies and their clientele (Bird, 2007). Digital marketing, as opposed to traditional marketing techniques, allows for real-time connection and engagement. This lets companies target certain demographics with their messaging and quickly assess the success of their campaigns.

Digital marketing has a significant effect on consumers' purchasing decisions. Businesses need to modify their marketing tactics to align with the evolving tastes of customers who are increasingly depending on digital platforms to guide their purchase decisions. By offering customers experiences and material that is valuable, digital marketing integrated into IMC not only expands the reach and relevancy of promotional activities but also strengthens customer relationships.

Digital marketing has, in short, revolutionised the way companies interact with their clientele. Through the integration of digital technologies and the concepts of integrated marketing communications (IMC), businesses may develop a more consumer-focused marketing strategy that connects with customers more deeply and ultimately shapes their purchasing decisions.

## **LITERATURE REVIEW**

Digital technologies have completely changed marketing by changing the way businesses interact with their clients and shape their purchasing decisions. A major component of this change, digital marketing is becoming more well-known for its quantifiable outcomes, tailored content, and worldwide reach.

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This study of the literature looks at the development of digital marketing, its essential elements, and how it affects customer behaviour.

Early email and internet advertisements marked the beginning of digital marketing. With businesses realising the potential of the internet to reach clients, the phrase "digital marketing" was first used in the late 1990s (Zeisser, 1996). Over time, it has broadened to encompass a range of platforms and tactics, such as search engine optimisation (SEO), social media marketing, email marketing, mobile marketing, and content marketing (Bird, 2007).

According to Chaffey and Smith (2013), social media and smartphones have changed the way customers connect with companies, leading to the development of new marketing techniques that emphasise interactive and personalised experiences. The proliferation of mobile devices and rising internet usage are directly related to the rise of digital marketing.

Businesses may interact with clients on social media sites like Instagram, LinkedIn, Facebook, Snapchat, and YouTube by using social media marketing. Through content sharing and targeted advertising, it influences customer behaviour and fosters brand loyalty (Kaplan & Haenlein, 2010). According to research, social media interactions have a big impact on consumers' perceptions of companies and their purchasing decisions (Mangold & Faulds, 2009).

Digital marketing has a wide-ranging and profound impact on consumers' purchase decisions. Through digital marketing channels, businesses can collect a mountain of data about consumer preferences, habits, and interactions, which enables them to more accurately target and customise clients. Consequently, there is a greater likelihood of a sale and a better client experience (Lambrecht & Tucker, 2013).

The power of digital marketing lies in its ability to sway consumers at different points throughout the purchasing process. Customised internet advertisements can increase customer awareness of a product or brand, and informative information aids in decision-making (Court et al., 2009). Furthermore, following up with customers via social media, loyalty plans, and emails improves brand loyalty and promotes repeat business (Edelman & Singer, 2015).

Digital platform user evaluations and testimonials, or social proof, have a big impact on consumers' purchasing decisions. Studies reveal that consumers place greater faith in peer or customer recommendations than in traditional advertisements (Cheung & Thadani, 2012). This emphasises how crucial it is to actively engage the target audience on digital media and manage one's online reputation.

## **RESEARCH OBJECTIVES**

1. To study and analyse the level of consumer awareness regarding Digital Marketing in Punjab.
2. To study the Impact of Digital Marketing Decision of customer in Punjab.

## RESEARCH METHODOLOGY

The purpose of the study was to evaluate how digital marketing affected customer behaviour while making purchases. Through the use of stratified sampling, 300 respondents—100 samples from each of the three Punjabi areas of Majha, Doaba, and Malwa—were chosen. Data on customer reactions to digital marketing was gathered using the descriptive survey approach.

The data were summarised using descriptive analysis. ANOVA and t-tests were used to assess how purchase patterns varied by location in response to digital marketing. The influence of digital marketing on customer purchase behaviour was investigated using correlation analysis.

## RESULT AND DISCUSSION

**Table 1: ANOVA for Influence of Online Reviews on Purchasing Decisions by Gender**

Descriptive								
How often do online reviews or recommendations influence your purchasing decisions?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	158	4.7658	.42483	.03380	4.6991	4.8326	4.00	5.00
female	142	4.6408	.48145	.04040	4.5610	4.7207	4.00	5.00
Total	300	4.7067	.45605	.02633	4.6549	4.7585	4.00	5.00

As per descriptive analysis in table 1 show that digital marketing online reviews and recommendations plays very important role while customer purchasing decisions having 4.7658 mean score for male and 4.6408 for female, which reveals that both the gender are getting influenced by the online reviews.

**Table 2: ANOVA Analysis of Gender Differences in the Influence of Online Reviews on Purchasing Decisions**

ANOVA					
How often do online reviews or recommendations influence your purchasing decisions?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.168	1	1.168	5.705	.018

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Within Groups	61.019	298	.205		
Total	62.187	299			

As per ANOVA result analysis in table 2, it clearly indicates statistically significant differences between media online reviews and comments and customers purchasing decision having f value 5.705 and p-value 0.018 clearly reveals significant difference between them. It clearly indicates that customers are getting influenced by digital marketing channels online reviews and comments while they make purchasing decision. The findings show that online reviews and comments play a very significant role in buying behaviour of customers.

**Table 3: Descriptive Statistics for Purchases Based on Digital Marketing Promotions by Age Group**

<b>Descriptive</b>								
How often do you make purchases based on advertisements or promotions seen through digital marketing channels?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25 years old	14	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
26-39 years old	104	4.8750	.36035	.03534	4.8049	4.9451	3.00	5.00
40-49 years old	165	4.9636	.18776	.01462	4.9348	4.9925	4.00	5.00
50-59 years old	17	4.9412	.24254	.05882	4.8165	5.0659	4.00	5.00
Total	300	4.9333	.26291	.01518	4.9035	4.9632	3.00	5.00

Digital marketing promotions have a significant impact on purchase decisions in all age groups, according to the descriptive data (Table 1). The age group of 18 to 25 has the mean score, 5.0000, then by the group of 40 to 49 with 4.9636. The 26–39 group scores 4.8750, while the 50–59 group gets a

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mean of 4.9412. All age groups have been significantly impacted by digital marketing, as seen by the overall mean score of 4.9333.

Descriptive Statistics			
	Mean	Std. Deviation	N
Please indicate your awareness level of digital marketing concepts and practices	4.933 3	.26291	300
How often do online reviews or recommendations influence your purchasing decisions?	4.706 7	.45605	300

**Table 4: ANOVA for Influence of Digital Marketing Promotions on Purchases Across Age Groups**

ANOVA					
How often do you make purchases based on advertisements or promotions seen through digital marketing channels?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.569	3	.190	2.792	.041
Within Groups	20.098	296	.068		
Total	20.667	299			

Table 4 displays the ANOVA findings, which analyse how different age groups' purchase decisions are impacted by digital marketing campaigns. Slightly below the 0.05 significance threshold, the f-value is 2.792 and a p-value of 0.041. This reveals that there are age-related differences in the statistically meaningful impact of digital marketing campaigns. All age groups' purchasing behaviour is significantly impacted by digital marketing, albeit to differing degrees, according to the findings.

**Table 5: Descriptive Statistics for Awareness of Digital Marketing Concepts and Influence of Online Reviews on Purchasing Decisions**

The descriptive data (Table 5) show the average knowledge of digital marketing ideas among the respondents as well as the frequency with which internet reviews affect their decisions to buy. The average participant understanding of digital marketing ideas is 4.9333, with a sd of 0.26291, suggesting a high degree of awareness. Online reviews have a considerable impact on respondents' purchasing behaviour, as evidenced by the mean score of 4.7067 with a sd of 0.45605 for the influence of online reviews on purchase decisions.

**Table 6: Correlation Between Awareness of Digital Marketing Concepts and Influence of Online Reviews on Purchasing Decisions**

Correlations			
		Please indicate your awareness level of digital marketing concepts and practices	How often do online reviews or recommendations influence your purchasing decisions?
Please indicate your awareness level of digital marketing concepts and practices	Pearson Correlation	1	.143*
	Sig. (2-tailed)		.013
	N	300	300
How often do online reviews or recommendations influence your purchasing decisions?	Pearson Correlation	.143*	1
	Sig. (2-tailed)	.013	
	N	300	300
*. Correlation is significant at the 0.05 level (2-tailed).			

Digital marketing awareness and the impact of online reviews on purchase decisions have a 0.143 Pearson correlation, according to Table 6's correlation table. Online reviews have a stronger effect on purchasing decisions as people become more aware of digital marketing, according to this small but significant positive link ( $p = 0.013$ ).

**Table 7: Descriptive Statistics for Likelihood of Trying New Products and Informative Value of Digital Marketing Channels**

Descriptive Statistics
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	Mean	Std. Deviation	N
How likely are you to try a new product or service promoted through digital marketing?	4.7167	.45137	300
To what extent do you find digital marketing channels informative about products or services?	4.7167	.45137	300

Table 7. Clearly shows that there is a positive correlation between the perception of digital marketing as informative and customer openness to explore new offerings. customers likely to try new offerings advertise through digital marketing channels having average mean score of 4.7167 and SD of 0.45137. this clearly reveals that customers are open to try new products and services offered through these online channels.

**Table 8: Correlation Between Likelihood of Trying New Products and Perception of Digital Marketing Channels as Informative**

Correlations			
		How likely are you to try a new product or service promoted through digital marketing?	To what extent do you find digital marketing channels informative about products or services?
How likely are you to try a new product or service promoted through digital marketing?	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		<.001
	N	300	300
To what extent do you find digital marketing channels informative about products or services?	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	<.001	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			



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As per analysis Table 8. Clearly show that the positive correlation between respondents' perceptions of how informative digital marketing platforms is and their likelihood of trying new products and services advertised by these platforms having Pearson's correlation coefficient of 1.000. It shows correlation is significant at 0.01 level having ( $p$  less than .001). So, analysis clearly reveals that if digital marketing platforms like Facebook, Instagram, Snapchat and YouTube are providing useful information, customers are likely to try new products and services that are advertised through digital marketing channels. This shows the more importance of providing meaningful information in digital marketing to influence customers to explore and try new products and services.

**Table 9: Descriptive Statistics for Influence of Online Reviews on Purchasing Decisions by Gender**

Group Statistics					
	what is your gender ?	N	Mean	Std. Deviation	Std. Error Mean
How often do online reviews or recommendations influence your purchasing decisions?	Male	158	4.7658	.42483	.03380
	female	142	4.6408	.48145	.04040

As per Analysis, men are more influenced by online reviews and comments having a mean score of 4.7658 ( $SD = 0.42483$ ) as compared to female. Females are less influenced having a less mean score as compared to male having a mean score of 4.6408 ( $SD = 0.48145$ ). This clearly reveals that men are generally more influenced by social media online reviews and comments. This suggests that we need to design and create different social media strategies for both genders for better results.

**Table 10: Independent Samples Test for Influence of Online Reviews on Purchasing Decisions by Gender**

Test	F	Sig.	t	df	p-value	Mean Difference	95% CI Lower	95% CI Upper
Levene's Test (Equal	21.719	<.001						

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<b>Variances Assumed)</b>								
<b>T-Test (Equal Variances Assumed)</b>			2.388	298	0.009	0.12498	0.022	0.22795
<b>T-Test (Equal Variances Not Assumed)</b>			2.373	282.947	0.009	0.12498	0.02129	0.22866

As per the data table 10. result independent sample T-test shows that social media online reviews and comments influences customer purchasing decision differently among both genders. The t-vale is 2.388, & the p-value is significant 0.009, which is clearly indicating the statistically significant difference between male & female respondents. Analysis show men are more influenced by online reviews and comments with mean difference of 0.12498. the analysis, supported by 95% confidence range from 0.02200 to 0.22795, confirms this difference. This analysis that we need to adapted different strategies differently for both male and female customer for more effectiveness.

## FINDINGS

- 1) Digital marketing principles are well recognised among Punjabi respondents, with 94.3% indicating that they are "Extremely Aware."
- 2) All age groups are significantly influenced by digital marketing while making purchases, however younger respondents (18–25 years old) had the highest mean score.
- 3) Online suggestions and reviews have a big influence on judgements about what to buy, and an ANOVA study reveals that this effect is stronger for men.
- 4) The chance that respondents will try new goods or services is substantially correlated with their perception of digital marketing channels as being very informative.
- 5) The perception of digital marketing is quite positive; 73.2% of participants said it was "Extremely Effective."

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- 6) The knowledge of digital marketing and the impact of online reviews on purchase decisions are significantly positively correlated. Likewise, the positive correlation between perception of digital marketing efficacy and the probability of making purchases from firms that engage.

## **SUGGESTIONS**

- 1) Companies should keep spending money on digital marketing with a personalised and focused emphasis. Given the increasing level of consumer knowledge and efficacy of digital marketing, targeting particular groups with content can improve engagement.
- 2) Given their considerable influence on consumer decisions, businesses ought to carefully monitor and promote favourable internet evaluations. It might be advantageous to adjust review tactics to suit various gender populations.
- 3) Given the large level of information that consumers derive from digital marketing channels, companies should place a high priority on producing insightful content that engages and enlightens users, encouraging them to explore new items.
- 4) Considering that digital marketing affects all age groups to varying degrees, create age-specific marketing initiatives. Each demographic's preferences should be taken into account while adjusting strategies.
- 5) Continue to assess the success of your digital marketing initiatives and modify your tactics as per the changing customer needs and behaviour.

## **CONCLUSION**

This research paper demonstrates the significant influence of internet marketing on Punjabi consumers' purchase decisions. Digital marketing channels are well recognised for their efficacy and high degree of awareness, which highlights their significant influence on consumer purchase decisions. Online reviews have a big impact, and there's a strong positive association between digital marketing awareness and impact, so firms should use digital marketing to interact with customers. Through individualised tactics, monitoring internet feedback, and producing educational materials, companies may improve their marketing endeavours and more closely conform to the tastes of their target audience.

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