

## “A Study on Influence of Digital Marketing on Buying Behaviour of Youth with Special Reference to Mysuru city”

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### Abstract

Digital Marketing means, buying and selling of information, products and services via computer network or internet. Buying behavior of an individual plays a predominant role in the consumer behaviour in general and among the youth in particular. The present generation is more fascinated with the online shopping than the conventional buying. In this research paper the researcher study the buying behavior of the youth with regards to digital marketing and identify the problems of digital marketing. This research study conducted in Mysuru city. The research design used for the study is survey method. The respondents are selected on simple random sampling technique. Data for the study have been collected from 100 respondents through structured questionnaires. The data collected through questionnaire were analyzed using percentage analysis. The study reveals that youth prefer many online websites for shopping rather than visiting retail outlets because it saves time and through Online shopping leads to unwanted purchase of goods.

**KEYWORDS:** Digital Marketing, Buying behaviour, Youth.

### INTRODUCTION

In recent years many activities are done via the internet where social media is playing an important role which has changed the way of how consumers and marketers communicate in a commercial way and the emergence of online stores have turned users into consumers and its development. Digital marketing is the marketing and advertising of a business, person, product or service using online channels, electronic devices and digital technologies. It has an incredible influence on people's interactions, work, purchases and life habits. The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of shopping online. In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-markets place dominates. Digital marketing is a good platform for the development of brand, brand promotion and brand management.

### I. REVIEW OF LITERATURE

**Sankaran (2017)**, focused on consumer behavior and buying behavior marketing, a general approach of consumers is taken. A consumer's behavior is seen as the sum of his interactions with his environment. It is found in this study that “Consumer behavior is still a young discipline and most of the research now available has generalized only during the past fifteen years or so. The simple random sampling method is used to select the sample from

kanyakumari District. 100 youngsters were randomly selected as respondents. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.

**Arvind & Roa (2017)**, in this study found that by using social media, consumers have the power to influence other buyers through reviews of products or services used. This research is based on primary and secondary data. 250 samples have been selected by using convenience non-probability sampling methods. The result of all the trends outlined in the report foretells that great and existing things are yet to happen in Digital Media, as it is emerging as a biggest competitor to Traditional Media. The huge internet user and mobile subscriber base in India as well as the World is a boon to Brand Market for Brand Promotion.

**Mala et. al. (2020)**, they focused on digital marketing provides an opportunity for the customers to have a look at the information of the product provided by the company and can able to do comparison accordingly so that they can enjoy the right to choose and can place an order at any time 24\*7 at any place. The survey method is used to get the data. Primary data has been collected from 227 respondents by using a random sampling technique with the help of a structured questionnaire. Secondary data has been collected from research articles, journals and writ-ups, theses and dissertations, etc. statistical tools like, Likert scale method, Chi-Square method and Percentage method were used. It was found that nowadays customers are more attracted to modern methods of marketing that is through websites, social networking sites, etc. they feel it is more convenient and time saving as compared to shopping from retail outlets. The majority of the customers feel safe and secure in terms of payment while shopping online. So there is a positive impact towards digital marketing on youth.

**Mishra et. al. (2021)**, have found in their research that the internet has revolutionized the E-commerce platform to such an extent that it is almost impossible to ignore because whether it is normal situation or any unprecedented situation like pandemic, it is going to rule the market as it has the latest technology on its side. 250 samples have been selected by using non probability sampling techniques through structured questionnaires. As per the discoveries, online media can be considered as a solid instrument to trigger a deal as a result of the attention to individuals with respect to discounts, promotion and other rational information.

## II. NEED FOR THE STUDY

As per the present National Youth Policy there are around 33 crore population in India is youth in the age range of 15 to 29 years. They form a major portion of the market segment in India. Every marketer must understand the psychology of these youth segments, so that they can be successful marketer in the days to come in the competitive economy. In this study how youth are buying behaviour influences many factors like lifestyle, recent trends, purchasing power. These factors help the marketer to find the needs of the youth consumers. So there is a need to study Digital marketing and its impact on buying behavior of the youth.

### III. SCOPE OF THE STUDY

The study is restricted to Mysuru city youth consisting of age group between 20 to 40.

### IV. OBJECTIVES

1. To study the buying behavior of the youth with regards to digital marketing.
2. To examine the weather online shopping is safe and secure.
3. To identify the problem of digital marketing.

### V. RESEARCH METHODOLOGY

**A. SOURCES OF DATA:** The present study is based on both Primary and Secondary Data.

**Primary Data:** Data has been collected from 100 respondents by using Simple Random technique through structured questionnaire.

**Secondary Data:** This data has been collected from, research articles and journals.

#### B. SAMPLING RESEARCH PLAN

- a) Sample Unit: Youth Respondents in Mysuru city
- b) Sample Size: 100
- c) Sampling Technique: Simple Random Sampling
- d) Sampling Instrument: Structured Questionnaire
- e) Sampling Statistical Tool: Percentage Analysis and Likert Scale method.

### VI. DATA ANALYSIS AND INTERPRETATION

**Table No. 1 Demographic Profile of the Respondents**

Variables	Respondents	Frequency	Percentage
<b>GENDER</b>	Male	53	53%
	Female	47	47%
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>AGE GROUP</b>	14-20	2	2%
	20-26	84	84%
	27-34	14	14%
	34-40	-	-
	<b>Total</b>	<b>100</b>	<b>100%</b>
<b>OCCUPATION</b>	Student	69	69%
	Teacher	-	-
	Private employee	22	22%
	Government employee	2	2%
	Others	7	7%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**Interpretation:**In the above table no. 1 it reveals that, 53% of the respondents are Male and 47% of the respondents are Female.2% of the respondents belongs to age group of 14-20 years, 84% of them from 20-26 years and 14% are from 27-34 years. It can also be observed from the above table that 69% of the respondents are student, 22% of the respondents are private employee, 2% of the respondents are government employee and 7% of the respondents belong to others occupations like Business people, Professionals and formers.

**Table No 2. To study the Buying Behavior of the Youth with regards to Digital Marketing**

Statements	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Online shopping provides quality information.	-	51%	22%	27%	-
Easy to choose and make comparison with other products while shopping online.	27%	42%	27%	-	4%
Online shopping is convenient and time saving.	50%	44%	6%	-	-
Online marketing is more effective in reaching the consumers.	31%	54%	13%	-	2%
We can buy the products any time 24*7 while shopping online.	47%	40%	11.1%	-	2%

**Source: Primary data**

**Interpretation and Findings:** The above table no. 2 shows that, 51% of the respondents are agree about the online shopping provides quality information, 42% of the respondents agreed that Easy to choose make comparison with other products while shopping online, 50% of the respondents are strongly agreed that Online shopping is convenient and time saving, 54% of the respondents agreed that Online marketing is more effective in reaching the consumers, 47% of the respondents strongly agreed that they can buy the products any time 24\*7 while shopping online.

**Table No. 3 To Examine Whether Online Shopping is Safe and Secure.**

Statements	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Online shopping is not safe and secure in terms of payment or monetary terms.	2%	24%	31%	7%	36%
Consumers can simultaneously buy more number of products while shopping online.	32%	55%	9%	-	4%
Digital marketing provides lower prices rather than direct marketing.	20%	51%	25%	-	4%
Modern method is better than traditional method.	18%	40%	29%	-	13%

Digital marketing provides good quality products rather than direct marketing.	12%	14%	<b>46%</b>	-	28%
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**Source: Primary data**

**Interpretation and Findings:**The above table no. 3 reveals that, 36% of the respondents are disagreed about the Online shopping is not safe and secure in terms of payment or monetary terms, 55% of the respondents are agreed that Consumers can simultaneously buy more number of products while shopping online, 51% of the respondents agreed that Digital marketing provides lower price rather than direct marketing, 40% of the respondents agreed that Modern method is better than traditional method, 46% of the respondents are neutralized that digital marketing provides good quality products rather than direct marketing.

**Table No. 4 To Identify the Problem of Digital Marketing.**

Statements	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Detailed information is not given while shopping online.	6%	22%	30%	2%	<b>40%</b>
Unbranded products are marketed that affect the branded products.	13%	<b>36%</b>	22%	13%	16%
Online shopping not provides replacement of products.	9%	<b>56%</b>	20%	11%	4%
More offers and discounts are not available in online shopping.	38%	<b>44%</b>	7%	-	11%
Online shopping leads to unwanted purchase of goods.	11%	<b>47%</b>	22%	13%	7%

**Source: Primary data**

**Interpretation and Findings:**The above table no. 4 shows that, 40% of the respondents are disagreed that the Detailed information is not given while shopping online, 36% of the respondents are agreed that Unbranded products are marketed that affect the branded products, 56% of the respondents are agreed that Online shopping not provides replacement of products, 44% of the respondents are agreed that more offers and discounts are not available in online shopping, 47% of the respondents are agreed that Online shopping leads to unwanted purchase of goods.

## VII. CONCLUSION

Digital Marketing has created a huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. Digital Marketing has been the crucial part in the current era. The new media is having immense potential to emerge a new segment of consumer. Youth are playing a very crucial role in understanding the new media that is digital marketing. To conclude, the youth buying behaviour, awareness of the products have greater influence on the individual and family buying behaviour. Changing buying behaviour warrants the marketers to understand the youth in a better way. So that, the

Companies can move on from the mere Customer Oriented Marketing approach to Technological Customer Oriented Marketing approach in the near future.

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