



EFFECT OF SOCIAL MEDIA DIGITAL MARKETING ON CONSUMERS PURCHASING DECISION WITH SPECIFIC REFERENCE TO BANGALORE

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Abstract:

The purpose of this study is to examine the concept of digital marketing through social media and its impact on customers. This study investigates how customers perceive and respond to digital marketing communications provided via social media platforms. The study's purpose is to examine whether customers believe digital marketing is trustworthy, as well as whether digital marketing is satisfying consumers' desires after purchasing products through social media. For this study, primary data is gathered through a survey of 113 people. According to the study, while social media platforms play an important role in delivering digital marketing communication to customers, the conversion rate of marketing into purchase decision is low.

Key words: *Customer Satisfaction, Digital Marketing, Social Media, Trustworthiness.*

Introduction

Marketing refers to all of the operations that a firm undertakes in order to promote its products and services and expand its market share. To be successful, marketing involves a combination of advertising knowledge, sales skills, and the capacity to deliver items to end customers. Traditionally, firms concentrated their marketing efforts on print, television, and radio. Although these methods remain available today, the rise of the internet resulted in a change in how businesses connected with their clients. This is where digital marketing enters the picture. As technology advanced and new trends emerged, businesses were obliged to modify their marketing strategy. Email was a prominent marketing strategy in the early days of digital marketing. That emphasis shifted to search engines like Netscape, which enabled businesses to tag and keyword stuff in order to get noticed. Companies can now track data to cater to consumer trends thanks to the development of social media platforms such as Facebook, Instagram, and YouTube. Smartphones and other digital devices are now making it easier for businesses to market themselves to consumers, as well as their products and services. According to studies, people prefer to access the internet through their phones. As a result, it should come as no surprise that 70% of people make purchasing decisions (usually on their phones) before actually making a purchase.

Meaning

Digital marketing, also known as online marketing, is the promotion of brands through the use of the internet and other forms of digital communication to connect with potential customers. This includes text and multimedia messages as a marketing channel in addition to email, social media, and web-based advertising.

Social media marketing is a type of digital marketing that makes use of the popularity of popular social media networks to achieve marketing and branding objectives. Social media channels have quickly become the backbone of business strategies, and they are critical for creating meaningful connections with consumers in order to drive long-term brand loyalty.



Review of Literature

1. **Dr. Mrs. Vaibhava Desai (2019)**, “Digital Marketing: A Review” This paper is primarily concerned with conceptual comprehension of digital marketing, how digital marketing helps today's businesses, and some case studies.
2. **Afrina Yasmin, Sadia Tasneem, KanizFatema(2015)**, “Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study” This article emphasises the significance of digital marketing to both marketers and consumers. We investigate the impact of digital marketing on firm sales. In this paper, the differences between traditional marketing and digital.
3. **P.K.Kannan , Hongshuang Alice Li(2017)**, “Digital marketing: A framework, review and research agenda” This article develops and describes a framework for digital marketing research that highlights the touchpoints in the marketing process as well as the marketing strategy process where digital technologies are having and will have a significant impact.
4. **YantiPurwanti (2021)**, “The Influence of Digital Marketing & Innovation on the School Performance” The purpose of this research is to examine the impact of digital marketing on school performance, the impact of innovation on school performance, and the impact of digital marketing on school performance. It is concluded that while innovation has a significant impact on teacher performance, digital marketing has no impact on teacher performance but has a significant impact on innovation.
5. **LeliNirmalasari, AlwiyahAlwiyah, Po Abas Sunarya (2022)**, “A Digital Marketing Strategy Based on Applications to Rise Customer Satisfaction” The purpose of this research is to look into the theoretical underpinnings of application-based digital marketing tactics. The discussion concludes that selecting the best digital marketing strategy entails analysing internal and external factors prior to implementing application-based digital marketing methods within a corporation.

Objectives

1. To comprehend digital marketing concept.
2. To study social media users' perspectives on digital marketing.
3. To analyse the effect of digital marketing on the purchasing habits of social media users.
4. To determine future research opportunities based on the results

Limitations

1. Due to time constraints and limited resources, the sampling frame for this study was only limited to 113.
2. The study is restricted to Bangalore and result may not be applicable to other places.
3. The result obtained is based on the respondents opinion so there is chance of bias.

Research methodology

A research was conducted in Bangalore selecting a sample of 113 respondents. The present study is based on primary data collected through structured questionnaires distributed to various respondents and secondary data for the review were sourced from various newspapers and journals. The sampling was done using convenience sampling method. In this study we have used cross tabulation for testing. The research design was done using descriptive design that explains the concept of digital marketing in social media and its impacts on consumers.



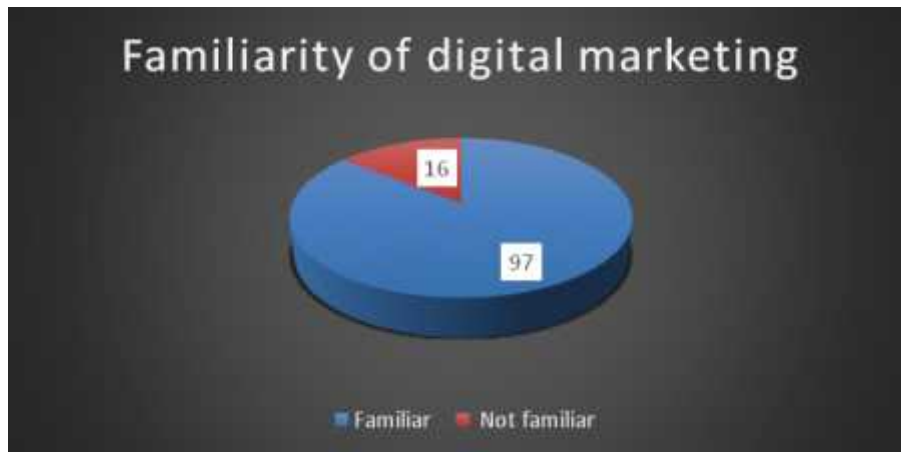
Data Analysis & Interpretation

Age & Gender of the respondents

The responded customer towards usage of digital marketing in social media is more by the below age of 20years with 54.9% and next age group is between 41-50 years with 15.9%. There are 12.4% of respondent with the age between 31-40 years reacted towards usage of digital marketing in social media. In this survey, 55.8% of female, 43.4% of male and 0.9% of prefer not to say has been responded towards topic called digital marketing in social media.

Table 1: Familiar with the concept of digital marketing

Particulars	Number of respondents	Percentages
Familiar	97	85.8%
Not familiar	16	14.2%
Total	113	100



Analysis & Interpretation: This analysis shows that the majority of the respondents are familiar with the concept of digital marketing, as 97 out of the 113 respondents are 'familiar' with the concept of digital marketing. It means that they use social media on a daily basis and see ads on social media as well.

Table 2: Frequently used social media.

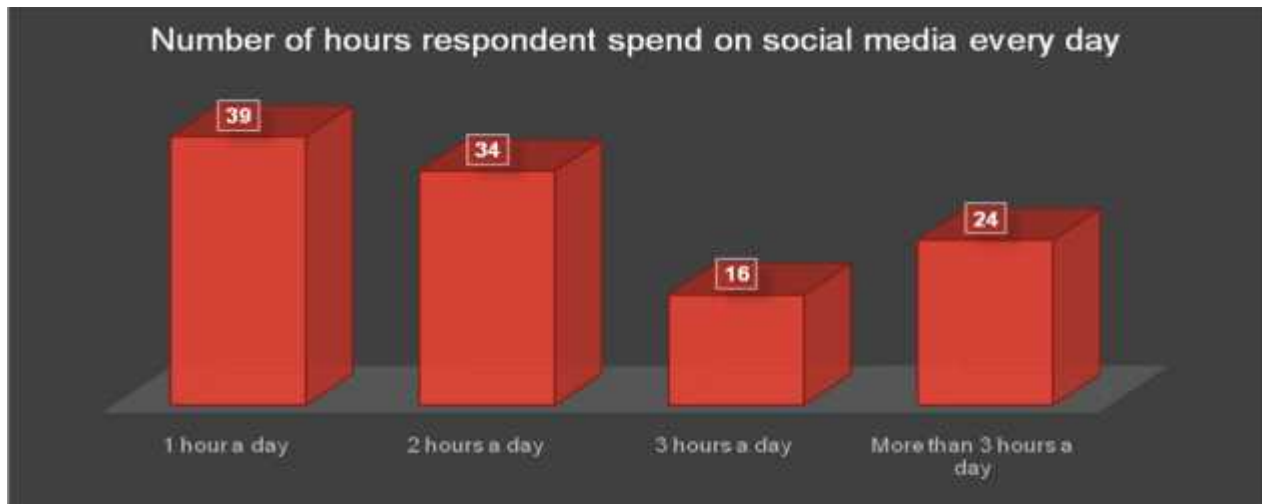
Particulars	Age				
	Below 20	Between 20-30	Between 31-40	Between 41-50	Above 50
Instagram	43	4	5	0	1
WhatsApp	11	2	7	8	2
Facebook	0	0	2	3	0
Snapchat	0	0	0	0	0
YouTube	8	2	0	1	2
Twitter	0	0	0	0	1



Analysis & Interpretation:The above table indicates cross tabulation between age of respondents and which social media app they use frequently. It clearly indicates that bellow age of 20 year respondents are using social media of Instagram and WhatsApp more compare to Facebook and twitter. Whereas age between 20-30 year respondents using Instagram more as social media and age between 41-50 year respondents are using WhatsApp as social media more for purchasing products through digital marketing.

Table 3: Number of hours respondent spend on social media every day

Particulars	Number of respondents	Percentage
1 hour a day	39	34.5%
2 hours a day	34	30.1%
3 hours a day	16	14.2%
More than 3 hours a day	24	21.2%
Total	113	100



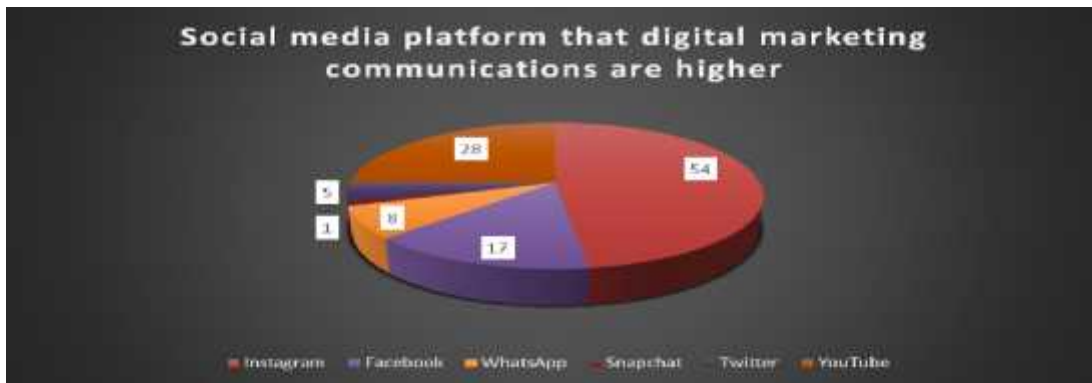
Analysis & Interpretation:34.5% of the respondents use various social media 1 hour a day, while 30.1% of the respondents use social media for 2 hours a day. The respondents who use social media for 3 hours a day is less when compared to respondents who use social media for more than 3 hours a day by 7%.

Table 4: The social media platform that digital marketing communications are higher.

Particulars	Number of respondents	Percentage
Instagram	54	47.8%
Facebook	17	15%
WhatsApp	8	7.1%



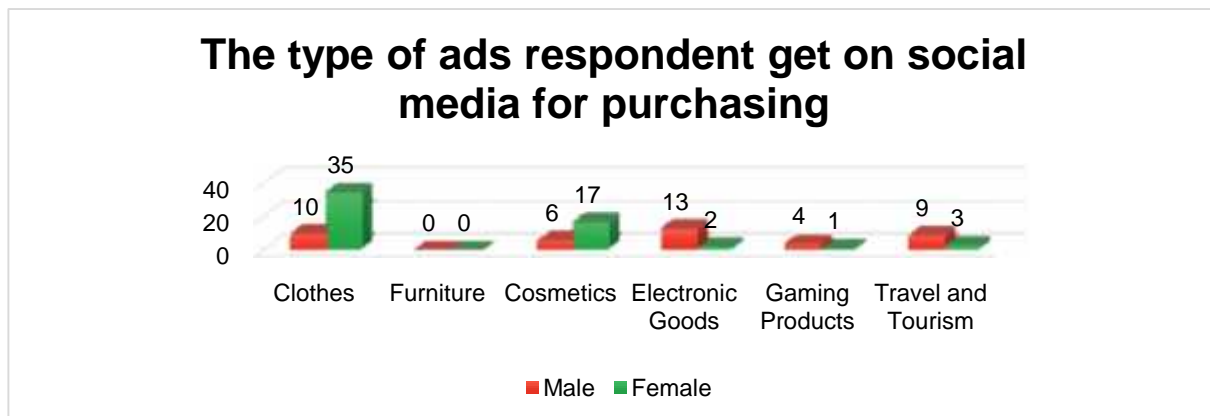
Snapchat	1	0.9%
Twitter	5	4.4%
YouTube	28	24.8%
Total	113	100



Analysis & Interpretation: With the rise of influencer marketing and small businesses in Instagram, it has shown better digital marketing communications among other social media apps by 47.8%. 15% of the respondents feel that digital marketing communications are better on Facebook while 24.8% feel that the communication is better on YouTube. WhatsApp, Snapchat and Twitter have significantly lower communications levels with 7.1%, 0.9% and 4.4% respectively.

Table 5: The type of ads respondent get on social media for purchasing.

Particulars	Gender	
	Male	Female
Clothes	10	35
Furniture	0	0
Cosmetics	6	17
Electronic Goods	13	2
Gaming Products	4	1
Travel and Tourism	9	3





Analysis & Interpretation: The above table indicates the cross tabulation result between Gender and type of ads respondent receive on social media for purchasing. It clearly indicates that females are receiving more ads about clothes, cosmetics and few of the travel and tourism information where as Males are receiving about electronic goods and clothes ads followed by travel and tourism, cosmetics and gaming products.

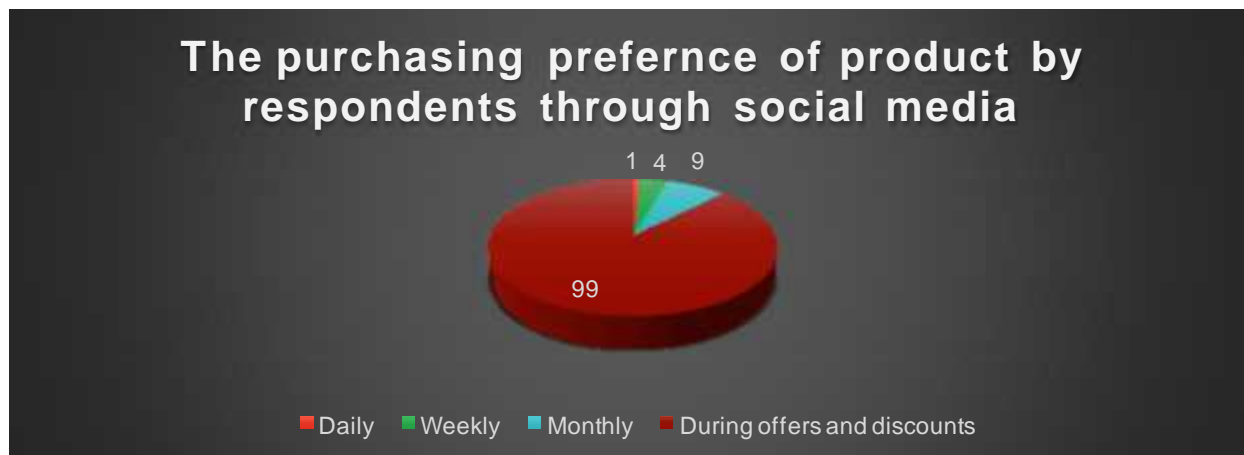
Table 6: Have you ever tried purchasing the products or services after getting influenced by the digital marketing ads on social media?

Particulars	Number of respondents	Percentage
Yes	66	58.4%
No	47	41.6%
Total	113	100

Analysis & Interpretation: The ads on social media can be very influential and hence 66 respondents have been influenced to buy the products the ads promote, while 47 respondents have not purchased those products.

Table 7: How often do you prefer to purchase products through social media ads.

Particulars	Number of respondents	Percentage
Daily	1	0.9%
Weekly	4	3.5%
Monthly	9	8%
During offers and discounts	99	87.6%
Total	113	100





Analysis & Interpretation:The analysis shows that 87.6% of the respondents prefer to buy the products only during offers and discounts. 8% opt to buy once every month, 3.5% prefer to buy once every week and only 0.9% prefers to buy every day.

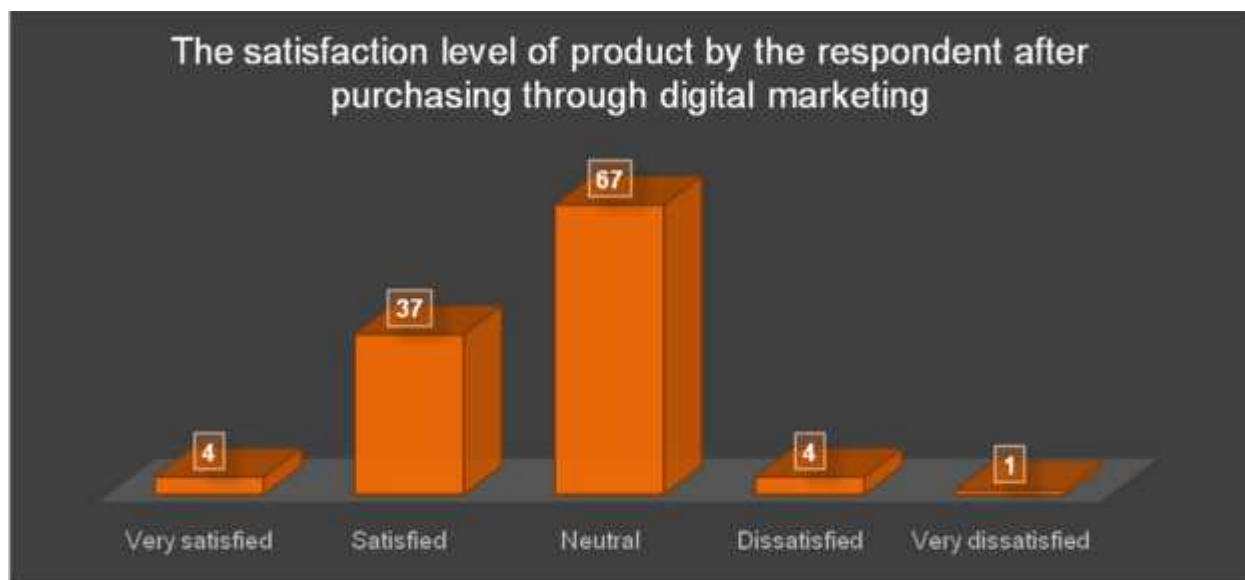
Table 8: Do you think digital marketing is trustworthy?

Particulars	Number of respondents	Percentage
Yes	19	16.8%
No	12	10.6%
Neutral	82	72.6%
Total	113	100

Analysis & Interpretation: According to the above table, 19 respondents had good experiences with products purchased through digital marketing. 12 respondents have chosen no as they might have faced problems like bad quality products, late delivery time, etc. 82 respondents have chosen neutral.

Table 9: How satisfied are you with the products bought through digital marketing?

Particulars	Number of respondents	Percentage
Very satisfied	4	3.5%
Satisfied	37	32.7%
Neutral	67	59.3%
Dissatisfied	4	3.5%
Very dissatisfied	1	0.9%
Total	113	100





Analysis & Interpretation: The table clearly indicates that majority of the respondent feel Neutral about the product which they bought through digital marketing. A significant 32.7% of the respondents are satisfied with the products which they have bought through digital marketing. 4 other respondents are highly satisfied with the products they have received. 3.5% of the respondents feel dissatisfied with the products and one respondent is very dissatisfied with the products. It could be due to many reasons like bad quality products, high prices and longer delivery period.

Table 10: Will you recommend others to purchase products through social media?

Particulars	Number of respondents	Percentage
Yes	70	64.6%
No	43	35.4%
Total	113	100

Analysis & Interpretation: The above table indicates that 70 of the respondents have had good experiences with products bought through digital marketing and hence will recommend it to their family and friends. However, 43 of them have chosen not to share the products they have ordered through digital marketing.

Findings

- The effects of digital marketing in social media on the Bangalore economy are visible, as is the growth of "cashless transactions in society," which is catching up and accelerating in the near future.
- In this study majority of the respondent is with the below age of 20years and females are using more social media to purchase a product through digital marketing.
- Using the cross tabulation method, we discovered that respondents under the age of 20 frequently use Instagram to purchase products in digital marketing.
- According to the results of this survey, the majority of respondents uses Instagram frequently and believes it is the most effective communication platform for digital marketing.
- In this survey, the majorities of respondents is familiar with the concept of digital marketing and are reaping its benefits.
- According to the survey, the majority of females receive clothing and cosmetics related ads on social media for purchase, while males receive electronic goods and clothing products.
- According to the results of the survey, the majority of consumers prefer to buy products on social media during special offers and discounts, and on rare occasions, some consumers prefer to buy on a monthly, weekly, or daily basis.
- It is clear that people are using social media for more than hours a day and are receiving advertisements for clothing and cosmetics. People are influenced to buy products through digital marketing as a result of these advertisements.
- From the above survey it is observed that consumers prefer to buy products when companies offer special deals and discounts rather than buying on a regular basis.
- In this study, 67 respondents are neutral about their satisfaction with products purchased through digital marketing, as well as their trust in digital marketing. And 37 respondents are satisfied with and trust the products purchased through digital marketing.
- By the survey it clearly indicates that consumers are recommending others to purchase products from social media by using digital marketing.



- Within a few years, digital marketing will shift the economy's focus from knowledge to technology.
- Effective digital marketing enables consumers to use various social media applications to purchase products in an effective and efficient manner.

Conclusion and Suggestion

With the advancement of technology, digital marketing research and practice are improving. Technology advancement creates numerous opportunities while also posing unprecedented challenges to marketers. Marketers use Digital Portfolio as a platform to promote a professional brand by defining the product in an authoritative manner. Through its streamlined search engine and connections, digital marketing provides adequate provisions for finding the right people. When a businessperson is promoting a product, he should have good marketing communication with customers. Buyers today expect knowledge that provides potential solutions to product-related problems. Consumers can develop perceived knowledge about a brand when the organisation or brand is highly visible through digital marketing. The spread of word of mouth and receiving recommendations from their connections assist users in making active purchasing decisions. As a result, it is concluded that digital marketing on social media has an effect on consumers when purchasing products.

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