

A STUDY ON DIGITAL MARKETING AND ITS INFLUENCE ON POTENTIAL CUSTOMERS AND MARKETERS IN INDIA

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ABSTRACT

In recent years, the world has witnessed a huge change in the field of marketing and system of doing business due to ever increasing development of technology and internet users. Digital marketing has emerged as a crucial tool for all type of organisations looking to connect with their targeted consumers for selling their products and services. Digital marketing is the use of digital channels to promote goods and services, increase brand awareness, drive traffic, and quickly achieve marketing goals.

The purpose of this research is to examine the impact of digital marketing and explore how it has become a vital tool for both marketers and consumers in today's business environment. We have also addressed the influence of Digital marketing and its influence on consumer buying behavior. In this study we have reviewed the literature on the Digital marketing.

A modest attempt has been made to observe how digital marketing has influenced the expansion of e-business and changed the way consumers prefer to purchase their products and services. The responses of a survey of 200 customers conducted in National Capital Region of Delhi through a structured questionnaire have also been analyzed in this study.

Keywords : Digital marketing, Technology, Buying behavior, Drive traffic

INTRODUCTION

With the rise of technology, internet users in recent years, digital marketing and e-business, the marketers and organisations have to change the way they market and sell their goods and services as well as engage themselves with their potential customers. Now digital marketing is no more optional but an essential part of marketing and doing business for all type of organisations in the world. This is because of increasing time people spend online and its ability to offer targeted consumers, the measurable and cost-effective marketing compaigns. Digital marketing is generally a wide term that utilizes the internet and other digital platforms for the purpose of promoting goods and services being offered by the organisations. It uses online channels like websites, social media, search engines, E-Mails, mobles apps, and text messaging. Though, digital marketing uses the same principles as traditional offline marketing, but it is much cost effective and fast system to promote one's goods and services to the potential customers. It relies on consumer data to find a business's target consumers and delivers the most relevant messaging possible in marketing.

A marketer, can conduct a survey online, before launching any product or service in the market and obtain feedbacks and responses from the potential customers. It helps them to launch their products and services ultimately as per the requirements of the consumers, after analyzing the responses so received. In this highly competitive markets and technological advancements, the marketing and business practices stand changed from the earlier traditional practices to modern digital marketing options. Digital marketing is a very powerful and effective tool, which can be used to expand the business not only in different parts of the country but in the entire world. With the help of digital marketing system, a purchaser can also compare a product or quality of service with some other products and services available

in the market easily. It also offers 24/7 service option anywhere in the world along with the facility to return the product, if they are not satisfied.

Benefits of Digital Marketing

Digital Marketing offers the following benefits :

- Increased and global reach
- Cost efficiency
- Effective targeting
- Measurable results
- Opportunity to engage with the customers at various levels
- Personalized experiences
- Aligns digital marketing with business goals
- Flexibility
- Social currency
- Greater ROI

Growing E-commerce Business in India

The E-Commerce business is growing rapidly all over the world including India. The consumers are shifting to digital and online payments system from the traditional system of making payments through cheques and cash. By 2030, the digital consumer economy is expected to expand dramatically, hitting a valuation of US \$1 trillion. India is focusing on digital financial inclusion as a core part of its vision to become a developed nation by 2047.

India's online shopper population is rapidly expanding, projected to reach 350 million by 2025, with forecasts indicating continued growth beyond 2030. India's internet penetration has also grown dramatically from 14% in 2014 to over 55% in 2025, fueling rapid expansion in the online shopper base projected to reach 350 million by 2025 and continue growing beyond 2030. The latest research position is depicted below:

S. No	Digital Platforms	Description	Sources
1	E-commerce business	The digital consumer economy is expected to grow significantly and reach US\$1 trillion by 2030.	https://www.bain.com/about/media-center/press-releases/2023/indias-internet-economy-to-reach-us\$1-trillion-by-2030-google-temasek-and-bain--company-report/
2	Digital Payment	Digital financial inclusion has been a key policy goal of the Government of India (GOI) and is a cornerstone of the Government's vision of Viksit Bharat, transforming India into a	https://www.digitalindia.gov.in/about-us/

		developed nation by 2047.	
3	Online Shoppers	India has seen significant growth in its online shopper base from 2015 to 2025, with Bain & Flipkart estimating 350 million online shoppers by 2025, while some reports project even higher numbers by 2030.	https://www.consultancy.in/news/3139/bain-and-flipkart-foresee-350-million-online-shoppers-by-2025
4	Smart phone Penetration	The internet penetration rate in India rose over 55 percent in 2025, from about 14 percent in 2014.	https://www.consultancy.in/news/3139/bain-and-flipkart-foresee-350-million-online-shoppers-by-2025

REVIEW OF LITERATURE

According to Ajani (2023), “Digital marketing is the practice of using any type of electronic or digital medium to sell, advertise, or promote any form of item or service.”

Zhang (2013), observed that,” For businesses, online reviews have worked very well as part of their overall strategic marketing strategy”.

D. Poorni. D. et al.(2021) study offers some of the options to overcome the problem and suggests directions for future development.

As per study of Song (2001),”More choices are available for customers. Online advertising is a powerful marketing tool used for creating a brand image and helps the corporate to increase the sale up to many extents”.

Arnott (2013) has observed,” “It is proven that users experience an increase in self-esteem and enjoyment when they adapt to social media, which is a motivating sign for businesses and marketing professionals”.

As per Cetinaet al. (2012), “Web experiences affect process of consumers and enhance their buying decisions online .service tools are more influential than traditional communication methods”.

Toe (2005) conducted review of many companies in Singapore and conclusions revealed that digital marketing is effective marketing tool for gaining results”.

According to Dr. A. Punnavanam, Jaseena.V.P. (2022), “As consumer buying behavior is changing, companies also need to change their marketing strategy and embrace digital platforms for marketing”.

Kuku and Krishnamurthy (2007) study exposed that internet and virtual groups help the consumers, societies and marketers to access and share information with others. It too aids in improving communication skills also.

As per Basheer et.al. (2010),”The education is on the effect of mobile publicity on client acquisition decisions. Conclusions revealed that there is optimistic rapport between apparent utility of advertisement and customer purchase choice”.

According to Keet (2008) and Godes & Silva (2012),”The training discovered that 90% of customers read online analysis of another customer before building a purchase choice.

Consumers read at least 4 reviews before making their final decision of purchase. Reviews play an important role in purchase decision.”

Fisch (2010) observed that in the world, there are approximately 1 billion monthly active users of Facebook. After two years of Facebook introduction, there were 50 million users. Average 31 billion enquiries on Google, 1000 Internet policies used in 1984 and 1,00,00,00,000 plans used in 2008.

Chaurasia (2020) study has concluded that, “Early e-business users have a deep awareness of understanding its many advantages. As e-business continues to appeal to early adopters and trial users, companies are reducing their reliance on traditional media advertising.”

Significance and Scope of Study

First, due to the increase of online shoppers, upgrade in technology, the concept of digital marketing and e-commerce business has increased enormously. It has changed the system of advertising and selling the products and services by the marketers and organisations completely. Understanding the effects of fast changing and up gradation of technologies is very crucial for organisations willing to maintain their competitiveness and expand their business in today’s business environment.

Second, now more and more people, than never before are using online resources for research and purchasing of products and services. This shift is driven by factors such as convenience, better time management, and the rapid growth of digital marketing and e-commerce. In order to fulfill these evolving expectations, the marketers and organizations must modify their marketing and business styles and strategies to compete in the market.

Finally, digital marketing and e-commerce business have enabled organisations to community with potentials customers and with all their business stakeholders throughout the world easily and quickly.

This study can offer some useful insights into the most efficient methods to address these issues effectively.

Research Objectives

- To study the influence of Digital Marketing on Consumer Buying Behavior
- To study the alertness of Digital Marketing in this changing business environment

Hypothesis of the Study

- **Ho1** : The analysis reveals no statistically significant relationship between customer satisfaction and purchasing behavior via digital marketing platforms
- **Ho2** : No meaningful correlation exists between customer satisfaction and the purchasing behavior observed via digital marketing platforms

RESEARCH METHODOLOGY

Data Sampling

We have applied both the approaches of data collection i.e. Primary data collection and Secondary study by analyzing the available research papers and studies on this broad theme.

Primary Data Collection

The primary data for this study has been collected through a standardized questionnaire. Simple Random Sampling approach was used and a very well structured questionnaire and interviews of 215 online shoppers in the NCR Region of Delhi has been obtained for this study. Out of these, 200 were found complete and relevant responses for this study. The respondents were given a structured form of questionnaire on 5-Point Likert Scale, which consisted of different variables which they were asked to fill after responsible considerations. The respondent's targets for this study were mainly the ones who were employed and who make their own financial decisions in their day-to-day shopping.

Secondary Data Collection

We have collected and reviewed the secondary data available on this topic from various research papers and studies published in national and international journals, books, peer-reviewed journals and reputable internet databases served as the main sources of information for this study.

Research Instruments

The initial segment of the questionnaire was intended to capture the demographic profile of the respondents, and the second part concerned with the concept of Digital Marketing and its influence on potential customers and markets in India. The survey was designated to guarantee that eligible participants were chosen and that their shopping habits were recorded. We have applied statistical tool Chi-Square test and Percentage to analyze the data collected for this study. It was conducted from 16th Sept. to 30th October 2025.

Data Analysis and Results

Table 1 : Demography of the Respondents

Particulars	Category	Respondents	Percentage
Gender	Male	124	62%
	Female	76	38%
	Total	200	100%
Age	Below 20 years	30	15%
	20 to 30 years	66	33%
	31 to 45 years	76	36%
	Above 45 years	28	14%
	Total	200	100%
Profession	Employee	86	43%
	Business	50	25%
	Student	18	9%
	House-wife	36	18%
	Any other	10	5%
	Total	200	100%
Monthly Income	Below 10,000	76	38%
	10,001 to 25,000	48	24%
	25,001 to 50,000	20	10%
	Above 50,000	56	28%
	Total	200	100%
Frequency of online buying	Once Annually	26	13%
	2-5 Annually	94	47%
	6-10 Annually	50	25%

	Above 10 Annually Total	30 200	15% 100%
Reasons for online shopping	Easy buying options	60	30%
	Wide variety of products	54	27%
	Method of payment choice	36	18%
	Lower prices	50	25%
	Total	200	100%
Influence of Digital Channels	Social media	90	45%
	Websites	46	23%
	E-Mails	16	8%
	Advertising	40	20%
	Others	08	4%
	Total	200	100%
Type of product for shopping	Convenience goods	42	21%
	Shopping goods	122	61%
	Specialty goods	36	18%
	Total	200	100%
Customer Satisfaction level in shopping through Digital Channels	Strongly Agree	76	38%
	Agree	110	55%
	Neutral	10	5%
	Strongly disagree	02	1%
	Disagree	02	1%
	Total	200	100%
Purchasing from which digital channel	Social media	90	45%
	Websites	46	23%
	E-Mails	16	8%
	Advertising	40	20%
	Others	08	4%
	Total	200	100%

Table 2 : Chi Square Test : Relationship between Monthly Income and Product Preference to Purchase through Digital Channels :

Income	Convenience goods	Shopping goods	Specialty goods	Total
Below 10,000	7	29	2	38
10,001 to 25,000	4	18	2	24
25,001 to 50,000	3	3	4	10
Above 50,000	1	22	5	28
Total	15	72	13	100

Summary:.

We have clubbed the two columns as depicted in table 1 of respondent's Monthly Income and Product Preference for digital buying with the purpose of finding out their relationship. The data can be analysed easily as displayed in the above table, pertaining to the Chi-Square Test applied for this study. The Hypothesis testing has been done for Ho1 to be more précised.

According to the scheming, the intended Chi-Square figure is 15.2929 and the p. value is .018097. The result is noteworthy at $p < .05$, with a 0.05 level of implication. As such, the Null Hypothesis No.1 is rejected and there is a substantial relationship between monthly income and product preference to make purchases through digital channels.

Table 3, Chi-Square Test : Relationship between Customer Satisfaction and Purchases through Digital Marketing

Digital Channel	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
Social Media	10	11	0	0	0	21
Website	20	31	0	0	0	51
E-Mails	03	03	2	0	0	8
Advertising	04	08	2	1	0	15
Others	01	02	1	0	1	5
Total	38	55	5	1	1	100

Summary :

The analysis of the data pertaining to the level of customer satisfaction and buying through digital marketing to find out there relationship can be done easily. The Hypothesis testing for Ho2 has been done to be more precise. According to the analysis, the calculated Chi-Square value is 41.459, with a corresponding p-value of 0.000475. The consequence is important at $p < .05$ level of implication. As per the above analysis, the Null-Hypothesis No. 2 also stand rejected and there is an important relationship between customer satisfaction and buying the products through the Digital Marketing process.

Findings and Conclusions

The e-commerce business has witnessed tremendous changes in recent years not only in India but in throughout the world due to upgradation of technology, increased number users of internet and vast availability of different platforms of digital marketing. We have observed in this study that there is a strong relationship between monthly income of respondents and the products purchased by them through digital channels. The results also indicate that there is an important relationship between customer satisfaction and buying the products through the Digital Marketing process.

India’s internet penetration has also grown dramatically from 14% in 2014 to over 55% in 2025, fueling rapid expansion in the online shopper base projected to reach 350 Million by 2025. By The digital consumer economy is expected to expand dramatically, hitting a valuation of US\$1 trillion by the end of 2030. India is focusing on digital financial inclusion as a core part of its vision to become a developed nation by 2047.

The organisations and marketers can use the option of digital marketing to attract more and more customers to increase their turnover and business. The organisations which engage themselves in modern ways of digital marketing have a better chance of reaching out to their targeted markets and customers very fact and achieving their corporate goals. Digital marketing has grown as an important component of e-business and Social Media Marketing and Search engine optimization through websites of the organisations are the most effective tools of digital marketing platforms.

Future Areas of Research

Future research should involve customers from various demography's and geographies. It is advised that research include a variety of retail store types, both small and large to validate findings across different situations and customers. The sample also should represent a broader range of gender, age, income and socio-economic backgrounds. Future studies could also look into the impact of developing technologies such as augmented reality and artificial intelligence on the retail environment and customer's buying behavior in India.

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