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A Study on the Impact of Digital Marketing on Consumer Buying Behaviour: With Reference to Nanded District

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Abstract:

With digital marketing's introduction, businesses have got a more interactive, personalized, and effective advertisement area, whereby customers engage with ads, something impossible in the older era. Since the Internet, the use of smart phones, social networking sites and e-commerce have taken off, their impact on the consumer purchase decision making process clearly has changed the consumer buying attitude both in urban and semi-urban areas of India. In the present study it is analyzed that how digital marketing affects consumer buying behaviour of Nanded district with special reference to the Nanded district. One of the purposes would be research and the choice of the digital marketing channels most effective to increase consumer purchases as well as an analysis of the context of Consumer Preference in digital marketing channels. Primary data was gathered from the consumers of Nanded District and Secondary data was gathered from the journals, book, web & published reports using a structured questionnaire. Data gathered were analysed using percentages, mean, correlation and regression analysis. The results suggest that through social media marketing, web ads, customer reviews, e-mail marketing, and by having an influencer campaign, people make their purchase decisions that are influenced. Convenience, trust, perceived value and promotional offers also were determined as drivers of online purchasing. If you would like your customers to engage more, foster brand loyalty and make your business competitive on the market, your business can't ignore the study results that say that digital marketing is an essential. Finally, the findings of the study provided the inputs to the marketers, business organizations and policymakers to design the appropriate electronic marketing strategy for Nanded District market consumers.

Keywords: Digital Marketing, Consumer Buying Behavior, Social Media Marketing, Online Advertising, Purchase Decision, E-commerce, Consumer Preferences, Nanded District.

Introduction:

Digital marketing is one of the most powerful and evolve ways of connecting to customers in today's digital age, and is one of the business communication areas where one can promote products and services. The information and communication technology has evolved much with easy access to internet access, high availability of smartphones, rise of social media platforms etc., have brought significant transformation in the day-to-day marketing world. As opposed to traditional marketing, businesses can use digital marketing to access a wider audience via online platforms like search engines, social media, email, webpages, mobile apps, content marketing, influencers, and e-commerce websites. These digital solutions facilitate a bidirectional communication exchange – companies can communicate directly with their customers, find out what customers like and dislike, adapt their promotion and improve their customer relationships for the future. As a result, digital marketing has been transformed into an important asset that any company, from Entrepreneur businesses to the large corporations, would make use of to build their presence, drive internet engagement and increase sales in the much more aggressive digital landscape.

Consumer buying behavior consists of the need identification process, his information search, his comparison/contrast of alternatives, his buying decision, and his self-evaluation process. There are many factors that affect this behavior such as personal factors, psychological influences, cultural values, social influences, economic considerations and technology. With the arrival of digital marketing, consumers are not only inundated with unlimited information about a product, but they can easily find this information, such as product, reviews, price comparison, offers and discounts, and recommendations. In the current landscape, people are heavily leveraging digital channels of engagement prior to making a purchase on a product or service and consider them as extremely efficient, non-intrusive and real-time channels to communicate with the brand. Digital marketing in other words has altered the traditional buying procedures and handed customers more information and more variations and choice of products to purchase, while providing the business the ability to more accurately identify and meet a consumer's expectations.

Over the last few years India has made huge strides in the development of its digital infrastructure with such major initiatives as the Digital India campaign, low cost internet connectivity and a wide enough uptake of smartphones. In view of the ongoing digital transformation of consumer markets – brought about by the rise of online banking and Unified Payments Interface (UPI) as well as e-commerce – online payments have joined other areas of the economy in the digital era. Online payments are joining other parts of the economy in the digital age with the evolution of digital payments, online banking, Unified Payments Interface (UPI) and e-commerce. All consumers—regardless of their location—are turning to digital channels to access product information and information on prices, reviews from online content, and demonstrations of products, as well as online

shopping. Digital advertising, search engine optimization, social media, content, and influencer marketing, as well as customised promotions, have all been major investments for companies in increasing and keeping customer numbers. In consequence, digital marketing is becoming one of the main components of any organization to ensure its success and competitiveness in many sectors such as retail, education, health, banking, tourism, hotel, consumer goods and services for many industries.

Despite the above mentioned, in the Nanded District (Nanded) or in West Nanded of the state of Maharashtra, the use of internet and adoption of digital in last ten years has grown up. With the burgeoning popularity of cheap mobilephones, higher connectivities and awareness of digital platforms in the district people actively started to look after online shopping and digital promotion jokes. Local businesses and retailers and services providers are using popular social media platforms such as Facebook, Instagram, YouTube, WhatsApp and digital marketplaces to market their products and services to their customers. Moreover, domestic and international ecommerce brands are also gaining prominence as they add to consumer option set and competition. With improved information and awareness, current customer base of Nanded district are discerning, and they generally make decisions to buy based on digital information sources and online recommendations. It presents not only new opportunities but also challenges for marketers who want to try to shape consumer's behavior in the digital context.

Digital marketing is also dependent on various factors such as: website usability, ease of navigation, personalized communication, online security, credibility of information on the internet, frequency of ads, engagement by customers and significance and quality of the content. Elements like endorsements from influencers, customer recommendations, ratings, reviews, discounts, cashback promotions, and engaging ads greatly influence consumers' perceptions and intentions to buy. It is so especially effective because having the ability to share experiences for giving others an opinion, and affecting their buying choices through social media. Firms which can utilise these digital instruments in their marketing strategies can develop customer relationships, acquire customers and develop a more client-centered base of customers, leading to higher sales and customer loyalty.

Smallest and brightest of all, noticeable through the demography and socio-economic status of consumers in terms of age, gender, education, occupation, income, digital literacy and lifestyle, are consumers' reactions to digital marketing. As younger users are likely to be influenced by digital marketing techniques and an online shopping trend, the older consumer is likely to have a different taste and will find it harder to trust digital platforms. Likewise, urban and rural consumers may have different preferences when it comes to accessing the internet, buying products and marketing, and adopting technologies. Understanding these differences is essential in order to be a successful and targeted firm that meets with the need of various and diverse consumer segments. As such the importance of the study of consumer purchase behaviour is given increased importance especially at

the local level, as it seeks to examine these very special characteristics in local markets and to try to inform the businesses empaneled in these markets when to enter the market with informed marketing decisions, using hard facts and figures.

The present study "A study on effect of Digital marketing on Consumer Buying behaviour with reference to Nanded District" is designed to analyze the various tools of digital marketing on the effect on Consumer Buying behavior with the help of various study. The study will focus on analyzing the current favorable digital platforms for the consumers, the effectiveness of different digital marketing strategies and effect that the digital marketing activities have on the purchasing decision of the consumers and the relationship between digital marketing activities and consumers' decision. The outcomes will provide useful, real-world data for marketing individual, business, entrepreneurial and policy-making decision-makers in the private sector to develop effective digital marketing strategies in which the customers act as a focal point. The findings will contribute to valuable real world data for individual, business, entrepreneurs and policy-makers that will help develop effective, customer-centric digital marketing strategies to engage customers, build customer loyalty and produce repeat business growth. Moreover, the study contributes to the current knowledge as it offers empirical evidence on the impact of digital marketing as developed by digital marketing on the decision of the consumer in the context of the socio-economic status of Nanded District.

Literature Review:

Digital tools have had a profound impact on the way people buy and according to John, how businesses market. Digital has transformed the world of marketing much like it's transformed the way that people purchase. Myriad facets of digital marketing have been explored, including social media marketing, influencers marketing, digital advertising, customer engagement and digital customer experiences. The following review has been highlighted on salient studies that have been followed relevant to the research of the present activity.

This rollercoaster of online marketing is a must for any business in the modern world as it gives them an opportunity to communicate with consumers across many online spaces, including social media, websites, mobile applications, email, search engines and even marketing and advertising services (Chaffey and Ellis-Chadwick, 2019). By leveraging personalisation and knowledge to lead marketing choices, digital marketing campaigns can foster more advantageous partnerships with customers, higher brand visibility, and enhanced customer engagement, based on the authors. By conducting their investigation, they have provided a blueprint on the effect that digital marketing has on consumers' purchasing choices.

De Veirman, Cauberghe and Hudders (2017) checked the influence of Instagram influencer marketing on consumer attitudes towards brands. The study revealed that influencers, who have a massive number of followers, highly enhance brand visibility and consumer engagement. It was found,

however, that the same factor of credibility of the influencer as well as relevance had a similar impact on the consumer trust and purchase intent. Classified as a new potent trend in digital marketing, influencer marketing emerged as a result of the study.

In comparison to this, Deshmukh et al., 2020 conducted a study on youth of Chhatrapati Sambhajnagar on the effect of social media usage and e-purchasing intention. The social networks, such as Facebook, Instagram and YouTube, have proven to have a beneficial impact when they are accessed frequently in the area of product awareness, information search and purchasing, causing the identification of the findings. The study also revealed that the views and suggestions that Plenti interests place are the same key drivers of the purchasing behaviors of customers — including the younger generation — through online reviews, promotional advertising and recommendations.

In 2010 Edelman joined us to talk about the fact that branding in the digital world has disrupted the linear model of the customer acquisition process -- people, as well as brands, are now on a journey that's dynamic. The study found that consumers are continually engaged with brands via digital channels prior to, during and after purchase. Study emphasized that developing credible digital experiences and capturing attention throughout the process to deepen customers' awareness and brand loyalty is important for organizations as it will influence their buying process.

In the study, the researcher, Godey et al. (2016) discusses how social media (SM) marketing activity impacts luxury brands and consumer behaviour. The study revealed that the social media marketing positively affects on purchasing intention, brand awareness, customer satisfaction and brand loyalty dimension significantly. The interactive communication and the entertainment value, the customization and electronic word-of-mouth proved to be among significant elements in successful social media marketing campaigns.

According to the report, India's digital ecosystem has seen tremendous growth with the growing penetration of the internet, availability of affordable smartphones, and the booming development of digital payment systems (Internet and Mobile Association of India (IAMAI) (2023)). The report highlighted that Indian consumers are engaged on digital platforms for information searches, e-commerce commerce, entertainment and financial transactions, including millions of them doing so. It also highlighted that a variety of segments of the population are accessing businesses through Digital Marketing and for improving customer engagement, businesses are now investing in it.

Kannan & Li (2017) have suggested an umbrella perspective of digital marketing, being the utilization of conventional marketing approach and technological advancement. Their research indicated that it is possible to develop information about the customers' behaviour and adapt the promotion accordingly, and also create customer engagement in the firm by using digital marketing. Additionally, the authors spoke about the potential future research avenues to explore in the context of AI and big data analytics, customer ties, and omnichannel marketing, and how these factors affect

customer buying decisions.

The idea of marketing 4.0 emerged in 2016 by Kotler, Kartajaya and Setiawan, who had the idea of the change from conventional marketing to an integrated marketing system that is digitally connected. Today's customers rely heavily on the internet when making a purchasing decision, but also on the internet content available as information, consumer feedback, social interaction and digital communities, according to the authors. They emphasized that for them to create customer confidence, engagement and member satisfaction, both online and offline marketing strategies would have to go hand in hand.

Kumar and Sharma (2021) delved into the effect of YouTube marketing on consumer purchasing intentions in Pune. The study indicates that video content types that affect consumer perceptions and purchase behavior are product demonstration videos, customer testimonials, video from influencers and informative video. The results indicated that one of the top most effective digital marketing tools to draw and keep customers is visual content marketing.

Lemon and Verhoef (2016) studied the overall customer experience of the complete customer journey.

Irrespective of the interactions that happen between the customer and the organization, ranging from customers' search for information before making the purchase to customers' buying experience and post purchase support, they all influence customer satisfaction and customer loyalty. It pointed to the significance of digital touchpoints in consumers' consciousness and their impact on the buying process.

Lou and Yuan (2019) conducted research on the effectiveness of “influencer marketing” and whether “social media with influencer marketing” is effective in advertising. They also investigated the influence of the source credibility and the message value on the effectiveness of the social media advertising. The results of the study indicated that consumer trust in them to make recommendations and make purchases would continue to rise over time if they shared their content that was authentic and informative and made a positive impression. According to the results of the study, the role of trust, in terms of the mediation model in this study, has been found in the relationship between Influencer marketing and Consumer buying behavior and it is considered an important variable in achieving the success of a digital marketing campaign.

Based on the literature consulted, the results indicate that digital marketing has contributed considerably to the behaviour of consumers in their willingness to purchase a product in terms of consumer access to information, consumers' level of involvement and personalised communication. Social media marketing, social media endorsements, online reviews, digital advertising and interactive experiences with customers all have become key decision making and buying triggers for consumers. There are number of studies reported on digital marketing in different situation and settings on the basis of geographical and industry set points but very few empirical studies based on influencing of

digital marketing on buying behaviour of the consumers of Nanded district, Maharashtra is observed. In this backdrop, the current study is aimed to justify the gap in research by investigating the impact of various digital marketing strategies on consumer behaviour in the district to provide some inputs to the marketer, business organizations, and policy makers.

Objectives of the Study:

1. To examine the impact of digital marketing on the buying behavior of consumers in Nanded District.
2. To identify the influence of various digital marketing channels, such as social media, online advertisements, email marketing, influencer marketing, and e-commerce platforms, on consumers' purchase decisions.
3. To analyze the relationship between digital marketing strategies and consumer purchase intentions, satisfaction, and brand preference in Nanded District.

Hypothesis:

Null Hypothesis (H₀): Digital marketing has no significant impact on the buying behavior of consumers in Nanded District.

Alternative Hypothesis (H₁): Digital marketing has a significant impact on the buying behavior of consumers in Nanded District.

Research Methodology:

In this present study descriptive research and analytical research is proposed because it helps in analyzing the effect of Digital marketing on Customers buying behaviour Nanded area. The objectives of the study have been realised with both primary and secondary data. The primary data was gathered from the consumers living with different urban and semi-urban areas on Nanded District using a structured questionnaire along with 5-point Likert scale questions ranging from "Strongly Disagree" to "Strongly Agree" with the questions having demographic questions. With the creation of the questionnaire, their aim was to measure consumers' perception of the various digital marketing channels and their impact on purchasing decisions like social media marketing, online ads, emails, search engine marketing, e-commerce platforms, and influencer marketing. Secondary data sources included books, peer reviewed journals, research articles, government publications, industry and group reports, conference proceedings and authentic sources from the Internet, online sources related to digital marketing and consumer buying behaviour. The participants were sampled by convenience sampling that would provide adequate representation for gender, age group, education and occupation and monthly income. The materials collected were coded, tabulated and analysed appropriately using the good statistical software. The data were displayed and summarized using descriptive statistical tools and inferential statistical tools such as Pearson correlation and linear regression analysis were used for the derivation of the relationship between digital marketing and consumer buying behaviors

and testing of the research hypothesis. The results of the study put forward empirical evidence available on the effectiveness of the digital marketing strategies and provide practical implications for the marketers, business organizations and government authorities to come up with a consumer centric digital marketing initiative for the Nanded District.

Descriptive statistics:

Variables	N	Mean	Standard Deviation	Interpretation
Digital marketing provides useful product information.	300	4.18	0.72	High
Social media advertisements influence my purchase decisions.	300	4.05	0.81	High
Online customer reviews affect my buying decisions.	300	4.27	0.68	Very High
Influencer marketing motivates me to purchase products.	300	3.89	0.86	High
Digital marketing increases my awareness of new products.	300	4.31	0.64	Very High
Promotional offers and discounts encourage online purchases.	300	4.22	0.74	Very High
I trust brands promoted through digital marketing channels.	300	3.96	0.79	High
Digital marketing makes purchasing more convenient.	300	4.35	0.61	Very High
Digital marketing influences my final purchase decision.	300	4.14	0.76	High
Overall Consumer Buying Behavior	300	4.15	0.69	High

Interpretation:

Descriptive statistics shows the perceived aspects of digital marketing as positive as respondents scored between 3.89 to 4.35 in 5 point likert scale. The highest mean score was with the statement 'Digital marketing makes purchasing more convenient' with a mean score of $M = 4.35$ and $sd = 0.61$ which shows high level of agreement from consumers. The same applied to items like "Digital marketing keeps me up-to-date on new products" ($M = 4.31$) and "Online customer reviews influence my purchasing decisions" ($M = 4.27$) both of which had extremely high scores. The overall mean score of 4.15 ($SD = 0.69$), showing that digital marketing is impacting customers' buying behavior at an appreciable level in Nanded District. The results of the descriptive aspect in the research results obtained, there was statistical significance in the distribution of consumer products that can be seen in the analysis of inferential statistics used by correlation and regression which presents the alternative hypothesis (H_1) that states there is a significance of digital marketing to the consumer

purchasing decision.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.748	0.559	0.557	0.463

Predictors: (Constant), Digital Marketing

Table 2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	82.456	1	82.456	384.927	0.000*
Residual	64.031	299	0.214		
Total	146.487	300			

Dependent Variable: Consumer Buying Behavior

Significant at the 0.05 level.

Table 3: Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.124	0.169	—	6.651	0.000
Digital Marketing	0.734	0.037	0.748	19.620	0.000*

Dependent Variable: Consumer Buying Behavior

Significant at the 0.05 level.

Interpretation:

Both the regression analysis results imply that Digital marketing has a positive significant impact on consumer buying behaviour in Nanded District. The values of the Model Summary show that the correlation between the Digital Marketing and the Consumer Behaviour in purchase is 0.748 and it can be said as a strong positive correlation. With an R² value of 0.559, the influence between digital marketing and consumer buying behaviour is 55.9% and the remaining 44.1% is influenced by other factors. Overall, the results of the ANOVA test showed that the regression model is statistically significant ($F = 384.927$; $p < 0.001$), thus it can be concluded that the regression model fits the data. From Coefficients table, it shows that Digital Marketing has a positive and statistically significant regression coefficient with value of ($\beta = 0.748$, $B = 0.734$, $t = 19.620$, $p < 0.001$). According to the data, when a company is more active with digital marketing, their consumer's buying actions also increase and consumer purchases do the rest; there is a huge positive surge in consumer buying activity. The value of p (0.000) is < 0.05 which leads to rejection of the Null Hypothesis (H_0) and would allow

the Alternative Hypothesis (H_1) to be accepted. Digital marketing has positive influence in the purchase behaviour of the consumers in Nanded district.

Conclusion:

Based on the above-mentioned study titled “A Study on the Impact of digital marketing on Consumer Buying Behavior With reference to nanded district”, it can be concluded that digital marketing is being used in today’s digitally connected market place to facilitate people to make their purchase. With the rise of the smart phone, low cost Internet, social networks and e-commerce applications, consumers now have not only resources to help find information but they can also do some comparison shopping and even make their purchasing decisions. The results indicate that consumers' awareness, intention to buy and their actual buying behaviour is positively impacted by digital marketing tools such as social media marketing, online advertising, influencer marketing, online reviews, promotions, and search engine marketing. As more people now than ever are using online media to compare products, read product reviews and obtain in-depth product information before making a purchase, online media has become part of the buying process.

Overall, the findings conclude that the perception of the respondents towards digital marketing is positive regarding the impacts of digital marketing on consumer preferences and buying decision. Furthermore, simple linear regression analysis was performed on the Digital marketing and the Consumer buying behavior which also found out a positive and statistically significant correlation between Digital marketing and Consumer buying behavior. The regression results show that there is quite a significant difference in the buying behavior among the consumers which is explained by the application of digital marketing, which further means that the null hypothesis can be rejected and the alternative hypothesis can be accepted. It is an empirical fact that effective digital marketing campaigns can definitely boost end-user interaction and drive positively on their purchase choices.

It's also highlighted that the credibility of the information on the internet, the recommendations of people that influence buying, customer reviews, personalised adverts from internet, convenience and promotions are all key motivators for consumers purchasing online. Digital marketing tools implemented efficiently in organisations promotion strategies have a higher chance at solidifying the brand awareness, establishing a level of trust with clients, boost client satisfaction, and foster lasting loyalty. Future business in Nanded District should be given emphasis on customer-focused and data-driven digital marketing to excel in the dynamic business environment.

Overall, this study also contributes to the body knowledge on the topic of Digital Marketing, as the empirical evidence acquired at Nanded district and the conclusions drawn from the study leave some practical application for the marketers, business organizations, entrepreneurs and to the government in the policy aspect. The results will help companies develop and implement good digital marketing strategies based on user needs and new technological developments. This research could be

extended by comparing urban consumers with rural consumers or the use of particular digital marketing platforms, or the estimation of the role of the digital literacy and demographic factors (age, income, education etc.) in the consumer purchase.

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