

Growth and Future of Digital Marketing and its Impact on Consumer Buying Decision Process: An Analysis in current era in Indian Context

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Abstract:

The aim of this analysis was to make sense of the relation between the digital media techniques being utilized to promote and the buyer decision. The fundamental objective of the paper is to comprehend the effect of digital procedures on shopper decision procedure through the five phase's client decision excursion. This has been quantitatively estimated by utilizing correlation test on SPSS that draws out the relations. The consequence of the study shows that web-based social networking promoting is a significant device for the advertisers of attire brands online for inclining new design, report deals and in particular create positive audits and informal exchange as these surveys are the most searched for.

Keywords - internet shopping, buyer decision, online

1. Introduction

"Digital advertising utilizes the web and Information Technology to broaden and improve conventional marketing capacities." (Urban, 2004) David Chaffey, CEO of Smart Insights characterizes "Digital Marketing as accomplishing advertising goals through applying digital innovations and media." American Analytics mammoth, SAS establishment opines that digital advertising is an instrument to advance items or brands by means of at least one types of electronic media and contrasts from customary promoting in that it includes the utilization of channels and techniques that empowers an association to examine marketing

efforts and comprehend what is working and what isn't working-commonly progressively. (Healy, 2017).

A business without an digital nearness is going to clear out in a matter of seconds. Prior brands used to get digital as well. Be that as it may, the methods and mediums were restricted. With the appearance of Digital Media, the guidelines are changed. These days Digital Marketing has become an advertised term by and large open talks in India.

Digital advertising is the utilization of the web, cell phones, internet based life, web crawlers, and different channels to arrive at shoppers. Some promoting specialists believe digital advertising to be a

completely new aim. This requires another method for moving toward clients. Also, better approaches for seeing how clients carry on contrasted with conventional promoting.

Promoting is a field has digital hugely in the course of the most recent decades attributable to the opening up of the market, the improved economy of the nation, the developing salary and developing working class and above all the mediation of the digital medium into our lives. Inferable from the progressions that are going on shoppers have digital a lot and are never again avoiding purchasing items both on the web and disconnected. The fundamental ideas of the buyer decision in spite of the fact that continue as before yet now there are a great deal of components that are assuming a vital job at each phase in the process to help the customer in causing their brain to up.

Taking a gander at the online space at this moment, the retail classification and explicitly attire has experienced a colossal change. From how individuals prior just sewed garments which later digital into purchasing garments from believed brands where the touch and feel of the material and taking a gander at the structure was viewed as most extreme significant. With the online nearness, simplicity of buying has now changed a great deal and customer are presently making acquisition of even the most premium brands for significant events online The online stage has changed the manner in which individuals purchased their attire giving solace, accommodation, assortment, money back, trail decision and a lot increasingly such highlights.

1.1 Benefits of digital marketing

The run of the mill tedious promoting has been supplanted by digital advertising.

Because of quickly propelling innovations and quick changing business sector elements, digital promoting has developed extraordinarily. (Mort, 2002) Digital promoting explicitly internet publicizing is an amazing asset to build traffic and upgrade brand mindfulness. (Tune, 2001) Moreover, digital marketing permits the organizations to arrive at their intended interest group in a more cost productive and quantifiable way in this way estimating rate of profitability on promoting. (Pepelnjak, 2008) So, digital promoting offers the clients a ton of advantages going from staying refreshed with most recent data, relative investigation with contenders, all day, every day shopping, moment buy, more prominent client commitment and sharing audits about the experience. With a worldwide reach enhanced with the pinch of personalization, it permits organizations to track and measure the viability of their crusade utilizing different online measurement devices. (Suginraj, 2017).

What makes digital marketing such an energizing zone to work? It is the lightning pace at which it is evolving. New advances, applications, and gadgets can change the manner in which we market to customers. Henceforth the different key benefits are as-

- Digital advertising is savvy.
- A ground-breaking type of promoting.
- Digital advertising builds change rates.
- It creates better income.
- Digital advertising obliges portable clients, expanding preparation.
- It expands association with target crowds.
- This additionally builds your image notoriety.

2. Objectives of the study

1. To break down how the digital marketing and its effect on customer purchasing decision procedure.
3. To discover the ramifications of advertisers and how they can utilize the buyer decision to convey and showcase better.

3. Literature Review

Promoting has moved from the trading of products to administration, association and relations. Innovative progressions and changing media conditions has encouraged this move and organizations are compelled to think the manner in which they associate with their clients and impact their buy conduct. The cost proficiency and intuitiveness of digital stages has persuaded the organizations to move towards digital promoting. Advertisers would now be able to be in contact with their clients as often as possible, with a more significant level of personalization and collaboration, affecting their buy conduct (Dighton, 2000). However, coming to these carefully slanted objective markets isn't that simple. Simply putting TV advertisements and print promotions won't assist them with achieving their objectives with 3.3 billion individual's decision online networking clients, organizations need to overhaul their digital marketing methodologies. (Statista, 2018) With the forthcoming powerful patterns like Influencer and miniaturized scale influencer promoting, Interactive Chatbots, Voice search, Artificial Intelligence, Block chain advancements, understanding the millennial buyer decision and purchasing conduct appears to be trying for the organizations (Shaw, 2018).

One of the most compelling regions in

buyer conduct is shopper decision. Customers have a perplexing arrangement of requirements and they resort to various decision procedures to fulfill these necessities. The multifaceted nature of the decisions relies upon observation about the item and its study with different items. Buyer decision includes various stages and various speculations and models have been proposed by scientists over the previous years. Cox (1983) proposed a five phase model which is viewed as the most well-known model for shopper decision. This model is all the more clear and exact as it centers around inspirational elements which impact the customer buy decision. (Blackwell, 2006) The acknowledgment of an unsatisfied need relies upon individual and situational factors. (Neal, 2006) according to Solomon (2006), the mental needs emerge out of enthusiastic inclination while physical requirements come from need.

Web-based social networking has upset marketing rehearses like publicizing and advancement. (Hanna, 2011) It has likewise affected customer conduct from data search to post buy conduct about an item or go with (Mangold, 2009).

In spite of the fact that the digital unrest has not modified the phases in shopper decision procedure yet the excursion itself has changed. Or maybe being a customarily straight way, it's to a greater degree a cycle or even a web. Shoppers travel through and back between the stages and get impacted by both disconnected and online elements at each stage.

Variables Affecting Consumer Behaviour in the Online Medium

Customer conduct online is influenced by various elements like: Personal, Psychological and Social and Cultural. Individual attributes incorporate age,

sexual orientation, occupation, status, instruction and way of life. Youthful people have more enthusiasm towards new innovations when contrasted with more seasoned individuals and effectively embrace them. Also, cross-shopping is progressively exceptional right now. (Vasquez, 2009) Both sex bunches are utilizing the web yet as expressed by Rodgers and Harris, the men make progressively online buys. Be that as it may, in this day and age, this hole is diminishing and an expanding number of ladies purchase on the web. (Hernandes, 2011) Moreover, people with lower pay locate the online stage more hazardous for buys when contrasted with those with higher earnings. (Hernandes, 2011) Online customers are commonly not excessively taught as it is viewed as a simple action (Zhou, 2007). Online buyers mentally manage themselves, get persuaded to search for cost or purchase on the web. Discernment assumes a colossal job and shoppers survey the security and nature of the site of the item. Character drives them to sites that best suits to their own inclinations. Mentality is the one advertiser is increasingly intrigued as it very well may be changed effectively (Wu, 2003).

Attire brands are confronting the test of shorter pattern cycles and expanding buyer interest for moment delight. The diverse internet based life stages permit quicker dissemination and reception of new patterns and style among carefully slanted buyers. And yet, stages like Instagram and Pinterest permit organizations to follow up on the buyer drive like never before. The most recent move in E-Commerce is anticipating the development of Direct-to-buyer (D2C) design diverts in this way increment in departmental stores. Clothing brands overall are utilizing Artificial Intelligence, Big information and wearable innovation to comprehend the buyer purchasing

conduct on the web and give a completely altered shopping experience to them (Snipp, 2018).

Indian Apparel advertise

Over the most recent couple of years, the attire business in the creating nations is seeing a strong development. Changing customer patterns and request, social and natural variables are impacting extreme changes in the attire business with India being one of the favored goals. Indian clothing market is relied upon to develop at CAGR of 13% and is anticipated to reach USD 124 billion by 2020 (Indian Apparel Market: The 2020 guarantees, 2017). Numerous worldwide brands are entering India and simultaneously the local brands are reinforcing their positions. The help by the legislature is additionally boosting the certainty of worldwide and local brands. There are some significant patterns that are changing the Indian clothing industry. The ascent in new working class and its taking off yearnings is prompting increment in inclination of marked garments by buyers. This pattern is increasingly unmistakable in Tier-I urban communities with more populace of white collar class and well-to-do shoppers however this pattern is seen sliding in Tier-II and Tier-II urban communities of India as well. The job of ladies in family decision is picking up conspicuousness with the developing commitment of ladies in the family pay. With more astute ladies and along these lines more intelligent children, the Indian attire industry is seeing a significant change in the manner females request in-your-face design marks and choose purchasing garments on the web. One lot of Indian buyers are purchasing attire based on their usefulness like enemy of stain, hostile to smell or brisk dry while the other are purchasing propelled by high request needs like maintainable apparel. This is compelling organizations to think

past the anticipated buyer needs while purchasing array. There is an arrival of pattern of uniquely fit fitting with fundamentally either made-to-gauge or bespoke tailoring. Premium brands like Raymond and Louis Philippe and extravagance brands like Armani, Versace, Zegna, Cadini and Canali offer made-to-quantify administrations. Premium brands like Van Heusen's My Fit and Creyate by Arvind bunch have presented the idea of bespoke fitting. The expanding and quick access to web gadgets is empowering to decide on web based shopping involvement with array as well. It gives them the advantage of investigating a wide scope of items and their costs on a solitary stage at once and place agreeable to them. With expanding web based life commitment, client experience and gigantic limits on ends of the week and celebrations, web based shopping is certainly giving an alternate shopping involvement in upgraded consumer loyalty and commitment. In this way, online attire deals are on the ascent and yet the need to grow carefully determined brands is likewise developing in Indian clothing industry (Aggarwal, 2017).

1. Digital Marketing and its Growth in India

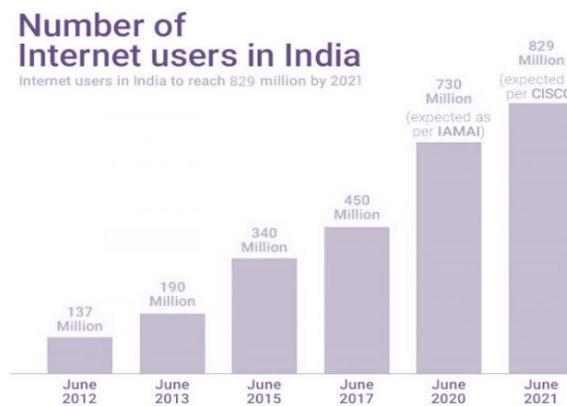
- The development of India's digital publicizing industry is at 33.5%.
- The estimation of the digital marketing industry will surpass the INR 225 billion checks by 2020.
- By 2020, in India digital Industry will create in excess of 20 lakhs work.
- In the budgetary year, 2016–17 digital marketing in India has come to the \$1 billion imprint.
- Digital promoting is probably going to develop at a normal of 14% yearly.
- Digital media is required to grow up to 24% by 2020 which currently remains around 12% of the general advertisement share.
- The biggest portion of the all out digital ad spends is the inquiry and show orders.
- Customers of the new age check their keen gadgets each 9.6 minutes.
- There are 220 Million clients who are getting to digital benefits through their cell phones.
- In December 2016, the quantity of web clients in India was at 432 million.
- By 2017 the quantity of portable web clients in India has arrived at 420 million.
- The number of portable web clients by 2021 in India is evaluated to arrive at 829 million.
- The number of clients in India is developing at an exceptionally quick pace at 38%.

Development in Digital Marketing

- In India, the digital publicizing has come to the \$1 billion imprint before the finish of the money related year 2016–17.
- The development in digital promoting is probably going to be at a normal of 14 percent every year.
- The generally speaking advertisement portion of digital media stays around 12 percent and it is required to grow up to 24 percent by 2020.
- The biggest portion of the absolute digital ad spends is made by the hunt and show advertisement.
- The clients of the new age used to check their brilliant gadgets each 9.6 minutes or each 159 times each day.

- Digital administrations are gotten to very nearly 220 million clients through their cell phones.

Growth in Indian Internet Users



Source: www.didm.in

- Till December 2016 the quantity of web clients in India was at 432 million.
- By June 2017, the quantity of versatile web clients in India has stretched around 420 million.
- As digital change is going to occur the numbers will get multiplied by 2022 and it is evaluated to arrive at 829 million.
- This number is expanding at a sensational rate as there is about 38% of entrance in India.

Elements of Influence in Digital Marketing Scope

- The fundamental factor is a move from man-made to digital mediums.
- Digital medium seeing the advantages of exact/modified focusing on.
- The rising cell phone infiltration is foreseen to grow up by 800 million throughout the following half-decade.
- The upsurge in the mechanical technology and man-made consciousness.

- And there are different variables mindful also.

4. Future Scope of Digital Marketing Growth

The promotion on digital advertising is developing around 6 verticals: social, work area, video, versatile, local, and automatic.

The progressions have been made and now half of the number of inhabitants in India has started perusing the paper online instead of the customary ones. In India, digital marketing is the main business which is blasting with in excess of a 30% rate. It is normal that this industry will deliver in excess of 20 lakh employments in India by 2020.

Finding a new Line of work in Digital Marketing Industry:

The most unmistakable approach to start your vocation in digital promoting is by getting an expert course in digital advertising and afterward getting a new line of work. In digital advertising, there are bunches of various specializations and you will discover various decisions to begin your vocation.

- Digital marketing strategist
- Digital marketing official
- Web content director
- SEO examiner
- Social media master
- Online Leads director
- Google AdWords master
- Email marketing master

- eCommerce master
- Online drives director
- Web examiner
- Online notoriety director

There are increasingly specific digital marketing work jobs to browse in digital promoting.

5. Methodology

Research Design

This study is basically based on primary research, to get insights of previous work done in this area; a systemic literature review done.

Sampling Technique

Simple random sampling is the technique which was used. It consisted of literate students across Delhi; the sample was thus homogenous with education, lifestyle, and their level of adaptability to technology.

Data Collection

The data was collected from various institutes of Delhi through a defined questionnaire. The sample size was 100 respondents. Out of 100, 30 were incomplete responses and excluded from analysis. Selected respondents age group was 18-30 years.

6. Data Analysis

For this analysis data was collected from structured questionnaire which was built on Likert scale. Reliability and Correlation test conducted on SPSS. In this reference, we analysed the correlation between the variable digital media and the consumer decision making.

Table 1: Reliability Statistics

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Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.63	0.66	12

Table 1 shows the reliability analysis. From the SPSS output, it is predicting that Cronbach's alpha is 0.66, this value implies that the collected data is reliable to do co-relation test between 'digital media & consumer decision making'.

Table 2: Mean & Deviation amongst responses amongst different parameters (descriptive statistics)

Response	Mean	Std. Deviation
Social Media	3.4	1.013
Mega Sales	4.16	0.715
Free Coupons	3.54	1.073
Targeting	2.27	0.916
Mobile Advertising	2.37	0.995
Trend and Fashion Content	3.19	0.822
Celebrities or Influencer	2.54	1.073
Positive review or WOM	3.86	0.785
Online review	3.43	0.894
Discounts	3.81	0.786
Online Payment options	3.57	1.084
Experience	3.86	0.687

Table 2 suggests that there is less deviation among the responses and hence coherency and consistency of responses and data is maintained.

From the above discoveries, it tends to be inferred that:

Responses are analysed on different parameters of digital media which affects decision making. Above statistical figures are clearly indicating that digital media positively affects decision making of users.

The most popular digital media like Facebook, Twitter, Instagram creates popularity and enhance buyers decision making. Pearson Correlation=0.419.

Mega Sales positively affects buying decisions. Pearson Correlation=0.479.

A free coupon positively affects buying decisions. Pearson Correlation=0.390.

Targeting and mobile advertising is also affecting decision making.

So, above mentioned items are correlate with decision making.

7. Findings of the Study

Shopping online has contributed to a paradigm change in the way customers shop in today's world. Customer is the epicentre in the commercialization process. That makes it incredibly important for marketers to fully understand how customer decision-making is made. With the digital intrusion, the definition staying the same customer also checks for their interest in online discussions around the product, comments, goes through material, checks the most affordable rates, choices for distribution, payment and traction facilities, post-purchase amenities.

The findings of the analysis is clearly shows that India is rising rapidly and that people are becoming used to using the Internet as the development of human culture, evolving communication systems, and Digital Convergence are opening up creative opportunities and advertising challenges. The Internet has subsequently gone forward to play a major role in the process of making customer decisions.

This research study investigates the aspects of e-marketing, customer interaction, the internet, brand development website participation and conventional customer decision taking mechanism.

The Internet has changed consumers and societies at large by providing wide-ranging information, better social networking and Communication easier. Shopping online has contributed to change

a paradigm in the way to customers shop in today's world.

The results of the study show that digital media approaches affect product decision making for internet shopping especially in the apparel field. A quantitative analysis was conducted to verify the findings, which explains that there was an equal proportion of genders in the survey, and statistical analysis deliberates that there are many variables that influence the behaviour of customers in online transactions. Social media has a positive impact on online buying by positive feedback.

Every brand should therefore be working towards creating positive feedback and good customer ties. In addition, fashion companies are seeing social media as a strong medium for advertising their products.

Conclusion

The study embraced does equity to the target it was set out for. From the subsequent relation test we can perceive how digital media systems are corresponded in one manner or the other to the client decision excursion. Each phase as portrayed hypothetically Need acknowledgment, Information Search, Evaluation of options, Purchase and Post buy can be believed to be affected by the different digital media procedures being utilized.

It can be inferred that social media marketing is a very effective resource for online apparel brand marketers to trend new fashion, reveal sales and most importantly create positive feedback and positive reviews, as these feedback are the most sought after. One significant hint here is that each brand has to invest in creating positive consumer views.

Another important concept that emerged was that fashion brands need to look at mobile as a tool and develop a clear plan around it to promote new trends. New a day, the most popular platform for online fashion shopping is mobile phones. Thus the buyers should keep the these products at the core of the approach.

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