

EFFECTIVENESS OF DIGITAL MARKETING AMONG YOUTH'S BUYING BEHAVIOR

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ABSTRACT

‘Digital marketing as the use of digital technologies to support profit acquisition and customer retention by enhancing customer knowledge and delivering integrated communications and online services tailored to individual customer needs(Dave Chaffey D. , 2002).’ With digital platforms becoming integral to everyday life and consumer behavior shifting towards digital interactions, digital marketing campaigns have become increasingly prevalent and effective. Digital marketing has become a pivotal strategy for modern marketers, leveraging various online channels to retain existing customers and attract new ones. It's not just beneficial but essential for businesses striving to maintain competitiveness in an increasingly digital world. s marketing techniques evolve rapidly, the study attempts to understand digital marketing's effectiveness in influencing consumer behavior, especially among youth.

Index Terms: Digital marketing, Buying behavior

INTRODUCTION

In today's hyper-connected society, consumers are bombarded with an overwhelming amount of communication. This poses a significant challenge for companies aiming to cut through this noise and effectively reach their target audience. While social media platforms offer vast opportunities for companies, they also contribute to the homogenization of products. As a result, there is an increasing demand for identity, image, and uniqueness in the market. This shift has led to the rise of digital marketing, which focuses on delivering concentrated, valuable information to consumers rather than simply pushing sales. The goal is to build brand loyalty that translates into long-term customer engagement and increased purchases.

Modern society is transitioning from valuing material possessions to valuing informative content. Consumers today are more interested in the values and identity of brands, which can either attract or repel them, rather than just the products themselves. The emphasis is on what the brand can offer to individuals on a personal level.

Digital marketing, also known as data-driven marketing, encompasses various techniques used to promote products or services through digital channels such as the Internet, mobile phones, and digital displays. Its evolution since the 1990s and 2000s has revolutionized how brands utilize technology for marketing purposes. With digital platforms becoming integral to everyday life and consumer behavior shifting towards digital interactions, digital marketing campaigns have become increasingly prevalent and effective. As marketing techniques evolve rapidly, the study attempts to understand digital marketing's effectiveness in influencing consumer behavior, especially among youth. s marketing techniques evolve rapidly, the study attempts to understand digital marketing's effectiveness in influencing consumer behavior, especially among youth.

STATEMENT OF THE PROBLEM

Digital marketing has become a pivotal strategy for modern marketers, leveraging various online channels to retain existing customers and attract new ones. It's not just beneficial but essential for businesses striving to maintain competitiveness in an increasingly digital world. The present study is an attempt to understand the effectiveness of digital marketing among youths' buying behavior.

SIGNIFICANCE OF THE STUDY

This study aims to investigate how digital marketing impacts the purchasing decisions of young consumers. Digital marketing offers unparalleled convenience, versatility, and speed, making it particularly appealing to the younger demographic. This study seeks to fill that gap and provide valuable insights that benefit young consumers and businesses.

OBJECTIVE OF THE STUDY

1. To assess effectiveness of digital marketing among young consumers buying behavior
2. To explore the reasons why consumers favor digital marketing over traditional marketing.

REVIEW OF LITERATURE

(Dave Chaffey D. , 2002) defines e-marketing as the use of digital technologies to support profit acquisition and customer retention by enhancing customer knowledge and delivering integrated communications and online services tailored to individual customer needs

Social media marketing offers significant advantages such as cost reduction and extended reach. Compared to traditional sales methods involving middlemen or distributors, social media platforms typically entail lower operational expenses. Moreover, they facilitate access to customers who might otherwise be unreachable due to geographical or temporal constraints of conventional distribution channels. Ultimately, the primary benefit of social media lies in its ability to enhance outreach while minimizing costs (Watson, 2002)

According (Dave Chaffey, 2008), social media marketing involves fostering customer engagement on a company's own website or through its social media channels. It plays a crucial role in digital marketing, allowing companies to disseminate messages directly to their target audience without relying on traditional publishers or distributors.

Social media platforms serve as dynamic forums where companies can showcase themselves and their products to engaged communities and individuals interested in their offerings (Roberts, 2008)

(C Gurau, 2008) notes that while the online marketing environment presents numerous opportunities, it also poses challenges for practitioners of social media marketing.

(G. T. Waghmare, 2012) highlights how Asian countries are leveraging e-commerce to foster competition and enhance the adoption of Internet technologies.

Zia and Manish (2012) observe a growing trend in metropolitan India where consumers are increasingly turning to e-commerce for travel bookings, consumer electronics, and book purchases, despite relatively modest per-buyer spending.

METHODOLOGY

The study employs an empirical approach using survey methods, incorporating both primary and secondary data. The research focuses on Kannur Corporation as the study area and utilizes a convenience sampling technique to collect data from 50 respondents via a structured questionnaire. Various statistical tools like percentage, ranking, chi-square test, etc. are used for data analysis.

DATA ANALYSIS AND INTERPRETATION

1. Effectiveness of Digital Marketing

1.1. Experience with digital marketing

Period	Frequency	Percentage
One Month	05	10
1-6 Month	10	20
6-12 Month	10	20
Above 12 Month	25	50
Total	50	100

The table reveals that 50 percent are deals with digital marketing above 1 year, 20 per cent are familiar with this for 1-6 months, 20 per cent are familiar with 1 year and remaining 10 per cent of respondents are familiar with digital marketing for 1 month.

1.2. Media preferred for buying products

Media	Frequency	Percentage
Websites	15	30
Mobile Apps	20	40
E-mail	05	10
Social media	08	16
Search engine optimization	02	04
Total	50	100

The table reveals that 40 per cent respondents prefer mobile apps as the digital media for buying the products, 30 per cent prefer websites, 16 per cent use social media, 10 per cent use email, and remaining 4 per cent prefer search engine optimization as the digital marketing media for buying the products.

1.3. Opinion about digital marketing as compared to traditional marketing

Attributes	Opinion					Mean	SD
	HS	S	N	DS	HDS		
Price of goods through digital marketing	05	23	12	07	03	3.40	1.05
Quality of goods	06	20	07	12	05	3.24	1.17
Provide brand awareness	04	25	13	06	02	3.46	0.95

The table depicts that the opinion about digital marketing as compared to traditional marketing. The result reveals, the highest mean value is brand awareness (Mean 3.46 with SD 0.95) followed by price of the goods (Mean 3.40 with SD 1.05) and quality of the goods (Mean 3.24 with SD 1.17) .

2. Why consumers favor digital marketing over traditional marketing

2.1. Most appreciated benefits available from digital marketing

Benefits	Rank					Total	Mean Value	Rank
	1	2	3	4	5			
Brand identification	10	13	10	08	09	157	3.14	IV
Competitive pricing	17	10	05	10	09	168	3.36	II
Quality benefits	04	09	10	15	12	128	2.56	VI
Product variety	17	08	12	10	03	176	3.52	II
Ease of shopping and time-saving	26	12	08	03	01	209	4.18	I
Wide range of Information	06	13	10	19	02	152	3.04	V
After sale services	02	10	13	07	18	121	2.42	VII

The table shows that most appreciated benefit arising from digital marketing is ease of shopping/time saving (Mean = 4.18) product variety (Mean = 3.14), competitive pricing (Mean = 3.14) and brand identification (Mean = 3.14).

Findings of the Study

As marketing techniques rapidly evolve, this study aims to assess the effectiveness of digital marketing in influencing consumer behavior, particularly among youth. The findings reveal that the majority of respondents are familiar with digital marketing, having over a year of experience with digital marketing tools, which they use weekly. Seventy percent of respondents prefer purchasing products through mobile apps and websites. The primary benefits appreciated from digital marketing include ease of shopping and time-saving, followed by product variety, competitive pricing, and brand identification.

Most respondents agree that digital marketing offers lower prices compared to traditional marketing and enhances brand awareness. Furthermore, the majority are satisfied with the quality of products available through digital marketing.

Conclusion

This study evaluates youth buying behavior influenced by digital marketing effectiveness. In today's digital era, companies increasingly market products via digital platforms, aligning with consumer preferences for digital purchasing. Consequently, digital marketing holds significant relevance for both consumers and companies.

The study concludes that digital marketing tools effectively influence youth buying behavior in Kannur Corporation. Online purchasing emerges as the preferred mode among respondents, driven by the availability of diverse products, competitive pricing, and recognizable brands.

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