



Influence Of Digital Marketing On Buying Behaviour Of Youth

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Abstract

The influence of digital marketing on the purchasing behavior of the youth demographic. It seeks to identify the most impactful digital marketing channels and platforms, including social media, email marketing, e-commerce websites, and more, in shaping the buying decisions of young consumers. Utilizing a combination of qualitative and quantitative research methods, the study aims to uncover trends and insights that will assist businesses in adapting their digital marketing strategies to effectively engage and influence this vital market segment. By gaining a deeper understanding of how various digital marketing channels impact youth buying behavior, companies can optimize their strategies to succeed in an increasingly digital and youth-driven marketplace.

Keywords: Behavior, optimization, E-commers, channel, digitation quantitative research methods

Introduction

Businesses are constantly on the lookout for innovative methods to connect with and engage their target audience in the fast-paced digital world of today. This has prompted the advancement of digital marketing, a potent and dynamic method that employs several internet platforms and technology to advertise goods and services. The broad world of digital marketing, which includes social media sites, SEM, Email Marketing and Content Marketing, and other channels, will be examined in this project. This introduction to online marketing will give you insightful information about the world of online advertising and customer engagement, whether you are new to the idea or seeking to increase your understanding.

1.1 The Evolution of Marketing throughout the Digital Age



Fig: 1.1 This image shows the evolution of marketing

Since the days of print ads and television commercials, marketing has advanced significantly. It is in which enterprises interact with audiences has significantly changed thanks to the emergence of the Internet & the widespread use of smartphones. Digital marketing refers to a broad range of tactics and strategies that use online platforms to spread brand messaging, draw clients, and promote company expansion.

1.2 Understanding the Digital Marketing Environment

Digital marketing entails a number of factors that worked together to build a full online presence and generate results. These elements are as follows:

1. Social media marketing



Fig: 1.2 This image is the display of social media platforms

The manner in which we communicate, connect, and share information has been transformed by social media platforms. It has transformed into a powerful tool, and a vital part of our daily lives, from FB & Instagram to Twitter and LinkedIn. Social media provides a strong platform for businesses to interact with their intended audience, develop awareness, & drive consumer loyalty. It is used by businesses to create appealing content, run targeted adverts, and interact directly with customers.

2. Marketing through search engines

They are very significant in assisting users in discovering relevant information and businesses in the wide digital ecosystem. SEO is the technique of improving a website's exposure and ranking in search engine outcomes by optimizing its content, structure, and technological characteristics. Businesses may boost their organic search traffic, acquire quality leads, and improve their online presence by employing efficient SEO methods.

3. Pay-Per-Click (PPC) Advertising

PPC advertising is a model in which marketers pay a charge each time one of their adverts is clicked. This type of technology can be used by businesses to deliver tailored adverts on the pages of organic engine outcomes and other digital channels. Businesses may drive targeted traffic to their websites and enhance conversions by carefully picking keywords, setting budgets, and optimizing ad campaigns.

4. Email Promotion



Fig: 1.3 This image shows the promotion via email

Email marketing is still a fantastic tool for organizations to nurture leads, create customer connections, and drive sales. Businesses can use smart email campaigns to deliver tailored messages, share relevant content, promote products or services, and keep customers up to speed on updates and special offers. Increased consumer involvement, repeat purchases, and brand loyalty can all be attributed to effective email marketing.

5. Content Promotion

Material marketing is concerned with developing and delivering valuable, relevant, and consistent material in order to attract and maintain a certain audience. The information can assume a variety of forms, such as blog entries, articles, films, infographics, and so on. Businesses may establish themselves as industry leaders, generate trust, and increase consumer engagement by offering relevant information and fulfilling customer demands.

6. Marketing through Influencers

Influencer marketing promotes businesses and services by leveraging the popularity and reputation of influential individuals on social media platforms. Influencers have a large following and can have a major impact on their audience's purchase decisions. Collaboration with influencers enables organizations to reach a larger audience, establish a brand reputation, and increase conversions.

7. Website Optimization and Usability

A well-designed and user-friendly website is vital for digital marketing success. Improving the user experience requires optimizing website speed, assuring fast loading times, developing intuitive navigation, and delivering valuable content. Increased engagement, longer visit durations, and higher conversion rates can all be contributed to a positive user experience.

• Success in the Digital Era Relies on Digital Marketing

Companies of all sizes and sectors are realizing the vital play online marketing does in assisting them to meet their marketing objectives and remain competitive in the digital era. Because of the rapid advancements in technology and our increasing reliance on the 'net, online advertising has become an essential component of any efficient marketing strategy. In this essay, we'll examine the main justifications for why digital marketing is essential for companies operating in the digital era that may help them expand and succeed.

1. Increasing Impact and Reaching a Global Audience

Reaching a large, international audience is the greatest benefit of digital marketing. Internet technology allows businesses to reach clients anywhere because it brings Individuals from all over the world together. Regardless of their physical location, businesses may efficiently reach and build rapport with their customers through many digital channels such as social media platforms, and email marketing.

2. Lower Costs and a Higher ROI

Comparing digital marketing to traditional marketing strategies, cost-effective solutions are available. Print ads and television commercials are examples of traditional advertising which is costly and might not demonstrate a return on investment. In contrast, digital marketing enables companies to plan their spending, distribute their resources wisely, and monitor the effectiveness of their efforts in real-time. With this level of openness and data-driven decision-making, companies can maximize their marketing initiatives by allocating resources to the most successful channels and tactics. As a result, companies may maximize their overall ROI and realize a larger return on their marketing spending.

3. Personalized and targeted marketing

Businesses can concentrate their marketing efforts through digital marketing to particular customer categories, demographics, and interests. Businesses can make sure that their messages reach the right individuals at the right time by utilizing the sophisticated targeting capabilities offered by digital advertising platforms. This level of accuracy enables organizations to create tailored marketing experiences where their content and offers may be customized to meet the interests and requirements of specific clients. Businesses may boost customer engagement, forge deeper bonds with clients, and raise conversion rates by sending pertinent and tailored messages.

4. Actionable and Measurable Insights

Digital marketing gives organizations access to data and analytics, unlike traditional marketing strategies. Businesses can analyze and measure of KPIs using web analytics tools, including website traffic, conversion rates, click-through rates, and customer engagement. Corporations can utilize this data to study client behavior, obtain insightful information about the efficiency of their marketing initiatives, and make data-driven decisions to enhance their tactics. Businesses may pinpoint areas for development, improve their campaigns, and get better outcomes over time by studying these indicators.

5. Improved Customer Interaction and Engagement



Fig: 1.4 This image shows the customer interaction

Direct, in-the-moment communication with clients is made possible by digital marketing, which encourages greater involvement and forges closer bonds. For example, social media gives businesses the chance to interact with customers through comments, messages, and shared material. Businesses may humanize their brand, respond to client questions and concerns, and offer individualized customer care by actively participating in these interactions. This degree of interaction aids in the development of brand supporters who can further broaden the company's appeal through word-of-mouth referrals.

6. Flexibility and Market Trend Adaptability

With the quick emergence of advanced technologies and trends, the digital world is continuously changing. Businesses can be flexible and swiftly adjust to these developments thanks to digital marketing. Digital marketing offers flexibility and agility in altering plans on the fly, in compare to traditional advertising campaigns that may have lengthy lead times and financial commitments. Based on real-time data and market feedback, businesses can rapidly adjust their campaigns, try different strategies, and improve their techniques. Businesses can stay relevant, seize new opportunities, and maintain their competitiveness in an ever-changing digital market thanks to their capacity to adapt.

7. Combination with Conventional Marketing Efforts

Digital marketing extends and supplements traditional marketing rather than replacing it. Businesses can develop a coherent and comprehensive marketing plan by combining digital marketing tactics with traditional marketing initiatives. Businesses can, for instance, employ digital platforms to increase the effect and reach of traditional advertising efforts by pointing consumers onto online platforms for deeper involvement. By enabling smooth and consistent brand experiences across many touchpoints, this integration maximizes the effectiveness of marketing initiatives and establishes a cohesive brand presence in customers' thoughts.

The Impact of Digital Marketing

Businesses have unprecedented chances to be in touch with their audience on a global scale thanks to digital marketing. Businesses may expand their reach, build brand awareness, promote customer interaction, and ultimately achieve their marketing goals by embracing the enormous diversity of digital platforms and tactics available. Because of the dynamic nature of digital marketing, real-time analysis, constant optimization, and the capacity to modify plans based on customer behavior and market trends are all possible.

1. Consumer behavior and the corporate landscape are both significantly altered by digital marketing.
2. It is essential for businesses because of its capacity to connect with a sizable online audience.
3. Consumer views, purchasing behavior, and brand loyalty are influenced by digital marketing.
4. Individualized ads consider customer preferences, boosting interaction and sales.
5. Targeted advertising and marketing effort optimization is made possible by data- driven

Methods.

6. Social media sites significantly influence the effectiveness of digital marketing.
7. Mobile marketing capitalizes on the expanding trend of smartphone shopping decision making.
8. Content marketing elevates brands as thought leaders and fosters trust.
9. Organic traffic is generated and visibility online is improved via search engine optimization
10. Email marketing is still a powerful and direct means of reaching customers.

Software and Tools Used in Digital Marketing

To streamline procedures, manage campaigns, and analyze data, digital marketing largely relies on numerous technologies and tools. These technologies assist marketers in reaching their target audience, tracking performance, and making data-driven decisions.

1. CRM Software



Fig: 1.5 This image indicates CRM

CRM Software is critical for organizing and managing customer data, interactions, and relationships. It assists companies in tracking customer behavior, segmenting audiences, and personalizing marketing activities. Salesforce, HubSpot CRM, and Zoho CRM are examples of popular CRM software.

2. Content Management Systems (CMS)
A content management system is used to develop, manage, and publish digital information. CMS platforms provide tools for creating and organizing web pages, blog entries, and other sorts of information. WordPress, Drupal, and Joomla are popular CMS platforms in digital marketing.

3. Email Marketing Tools

Utilizing email marketing tools, companies can build, send, and track email campaigns? Email templates, automation, personalization, and analytics are among the services that these platforms frequently provide. Several well-known email marketing programs exist, such as Mail chimp, Constant Contact, and Sendinblue.

4. Social Media Management Platforms

The act of managing and scheduling social media material across several channels is made simpler by social media management solutions. These programs offer functions for community management, analytics, scheduling, and content development. Sprout Social, Hootsuite, and Buffer are three popular social media management tools.

5. Search Engine Optimization (SEO) Tools



Fig: 1.6 This image indicates the logo of SEO

Businesses can improve their websites and with material for search engines the aid of SEO tools. These tools provide functions including rank tracking, on-page optimization advice, backlink analysis, and keyword research. The industry's most well-known SEO tools are SEMrush, Moz, and Ahrefs.

6. Pay-Per-Click (PPC) Advertising Platforms

Businesses may design and manage paid advertising campaigns across search engines and social media platforms using PPC advertising platforms. These systems offer resources for keyword exploration, ad development, bidding, and performance monitoring. PPC advertising platforms like Facebook Ads and Google Ads are frequently used.

7. Web Analytics Software

This software assist organizations in tracking and analyzing website data to get insights into user behavior and website performance. Metrics like as website traffic, conversion rates, and user demographics are provided by these technologies. Popular online analytics solutions include Google Analytics, Adobe Analytics, and Matomo (previously Piwik).

8. Marketing Automation Platforms

Businesses may use marketing automation solutions to automate tedious marketing operations and nurture leads. These platforms include email automation, lead scoring, customer segmentation, and campaign management tools. Marketing automation tools such as Marketo, Pardot, and HubSpot are widely used.

9. Graphic Design Tools



Fig: 1.7 This image shows Graphic design

For the creation of aesthetically appealing and engaging marketing materials, graphic design tools are crucial. Features for picture editing, graphic design, and template customization are offered by these tools. Popular graphic design software includes Adobe Photoshop, Canva, and GIMP (GNU Image Manipulation Program).

10. Video Editing Software

Businesses can produce and edit videos for promotional reasons using video editing software. These software have the features such as captioning, creating effects, and transitioning videos. The three top video editing programs are iMovie, Final Cut Pro, and Adobe Premiere Pro.

1.3 The Future of Digital Marketing

The method firms contact their target audiences has been transformed by online marketing. The future of this appears bright given technological improvements and shifting consumer behavior. We will examine the new trends and tactics in this post that will influence the direction of online marketing.

Digital Marketing and AI



Fig: 1.8 This image indicates Digital Marketing and AI

Digital marketing is undergoing a revolution because of AI & ML, which allow companies to evaluate massive volumes of facts and automate procedures. Marketing

Departments can employ AI-powered solutions to better comprehend consumer behavior, personalize marketing efforts, and enhance user experiences.

Voice Search and Rise of Smart Devices

With the advancement of smart gadgets like, Amazon Echo and Google Home, voice search has grown in popularity. Enterprises must improve their content for voice search inquiries and establish voice-activated marketing campaigns as more individuals use voice commands to search for information and make purchases.

- **Personalization and Hyper-Targeting**

Digital marketing have grown in popularity personalized. Consumers expect personalized experiences, and businesses can use data and AI to create hyper-targeted content and offers. Marketers may deliver personalized recommendations that promote engagement and conversions by analyzing individual interests and behaviors.

- **The Influence of Visual Content in Video Marketing**

Video marketing still dominates the digital world. Businesses are investing in video content to engage their audiences because of the success of platforms such as YouTube and TikTok. Storytelling, demonstrations, and immersive experiences are all possible with video, making it an excellent brand tool for growth and customer engagement.

- **Influencer Marketing in the Digital Era**

Businesses can now effectively contact their target demographic by using influencer marketing. With their devoted following and established authority, influencers can recommend goods and services in a manner that appeals to their audience. Influencer marketing will keep playing a big part in digital marketing tactics as social networking platforms develop.

- **Augmented Reality (AR) and Virtual Reality (VR)**

The process that customers interface with brands is changing as a consequence of AR and VR technologies. While VR offers immersive experiences, AR enables users to see products in actual environments. These technologies give companies the chance to develop distinctive, memorable experiences that increase brand loyalty and encourage customer involvement

Chatbots and Conversational Marketing



Fig: 1.9 This image shows Chatbots

Customer service and marketing now rely heavily on chatbots. They offer prompt responses, round-the-clock assistance, and customized encounters. AI-powered chatbots can handle difficult questions, lead customers through the sales process, and gather useful data that helps firms improve their marketing tactics.

- **Social Media Dominance**

Businesses still choose to access social media to connect with their audience channels. More social networking platforms will be incorporated into marketing plans in the coming times of digital marketing.

Automation and Marketing Technology

Automation and marketing technologies help businesses streamline procedures, increase efficiency, and improve customer interactions. Businesses may automate tedious operations, nurture prospects, and send personalized messages at scale using systems ranging from email marketing automation to CRM).

Research Area

3.1 Problem Statement

The primary objective of the researches is to know the factors that impact juvenile purchase patterns and to comprehend how digital marketing influences their purchasing decisions. In today's digital age, where merchants may readily market their items at the fingertips of potential purchasers, it is difficult to assess the digital marketing methods used. It is also critical for vendors to grasp the variables that encourage adolescents to choose a single product when they have a plethora of options.

The study's goal is to put light on the different components in digital marketing & its impact on young purchasing behavior. Businesses of all sizes may enhance their online marketing strategy and successfully target their consumer base by examining the factors that impact their shopping decisions. Understanding the complexities of digital customer behavior is critical for businesses to succeed in an economy.

As a result, this research project emphasizes the power of digital marketing & the crucial of businesses being aware of

the factors influencing consumer purchasing behavior, particularly among the youth population. Businesses can customize their marketing efforts to effectively engage and attract the attention of their target audience by acquiring insights into these elements.

3.2 Need of Study

Due to the increasing prominence of the digital marketing & its impact on consumer behavior, a focused study on its influence on juvenile purchasing behavior is required. With the extensive use of digital platforms and the feasibility of many marketing channels, it is critical to comprehend how digital marketing methods influence the shopping decisions of young consumers. This research intends to fill a gap in knowledge about the impression of online marketing on juvenile purchasing behavior. Businesses may better engage and influence this crucial consumer category by investigating the features that affect their shopping decisions and analyzing the efficiency of various digital marketing platforms. The findings will be useful for organizations looking to maximize their digital marketing efforts and interact with young consumers effectively in an increasingly digital world.

3.3 Objectives

1. Investigate factors influencing youth buying behavior in digital marketing.
2. Assess the effectiveness of digital marketing channels (e.g., social media, influencers, email) for engaging youth.
3. Identify the role of social media platforms in shaping youth buying behavior and interaction with marketing campaigns.
4. Explore youth awareness and engagement with digital marketing across platforms.
5. Provide insights on utilizing digital marketing to positively influence youth buying behavior.

3.4 Research Methodology

The systematic approach and techniques used to perform research are referred to as research methodology. It comprises the overall design along with ways of data collecting, data analysis procedures, and ethical concerns used to collect and evaluate data to satisfy research objectives or answer research questions.

Sources of data

Primary Data:

An online survey with 15 questions was administered to collect & investigate requires data. The poll was intended for 50 young people. To have firsthand knowledge of the building blocks of influencing these respondents' purchasing decisions within the outline of digital marketing, primary data is being collected directly from these respondents.

Secondary Data:

The study emphasizes the access of existing data sources in adding to primary data collection as the second element. Secondary data, such as reports, studies, and publications, give a more thorough knowledge of how digital marketing influences young people's purchasing decisions.

Sample Size

The count of people or objects chosen from a broader population that is included in a research project is taken as the sample size. It stands for the segment of the population from whom researchers gather information and make inferences. The size of a sample has an influence on the representativeness and generalizability of the results, making it a crucial factor in research.

The Samples I have taken are 50. Sampling Technique:

A simple random sample is worn to guarantee a fair and impartial display of the target population. A simple random sample is obtained for this study to ensure a fair and impartial portrayal of the target population.

3.5 Scope of Research

This study is limited to Bengaluru. Because it has a concentrated and diversified youth population, it is a good location for examining the impact of digital marketing on their purchasing habits.

Research Instrument

Questionnaires were utilized in this study. The ease with which a huge number of participants can be simultaneously administered with a questionnaire makes it a suitable alternative for data collecting.

3.6 Limitations

1. Sample representativeness: The sample size of 50 respondents from Bengaluru may not adequately represent the total youth population, limiting the findings' generalizability.
2. Limited demographic diversity: The study may lack diversity in terms of age, socioeconomic level, and educational background, thereby limiting the study's broader application.
3. Subjectivity and recall bias: Participants' subjective experiences and memories may add recall bias, compromising the accuracy of reported buying behaviors impacted by digital marketing.
4. Limited research scope: The study focuses entirely on the influence of digital marketing, ignoring other factors such as personal preferences and cultural influences that may influence young purchasing behavior.
5. Time constraints: A short data-gathering duration may limit the depth and breadth of research findings.

• **Data Analysis**

1. What are the top three factors that most influence your purchasing decisions when exposed to digital marketing campaigns?

50 responses

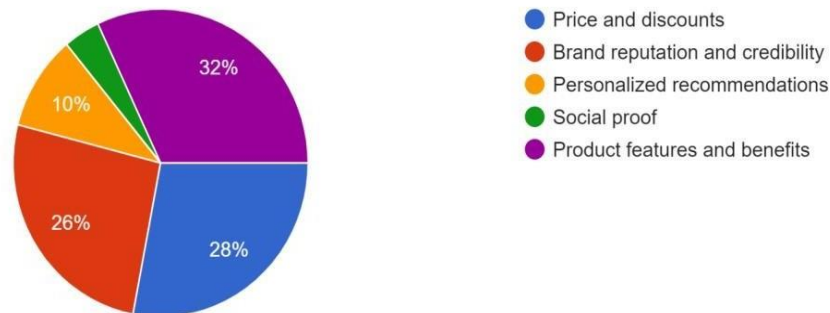


Chart 4.1 This chart indicates the factors that influence buying decision

Particulars	Frequency	Percentage
Price and Discount	14	28%
Brand reputation and Credibility	13	26%
Personalized recommendations	5	10%
Social Proof	2	4%
Product feature and benefit	16	32%

Table: 4.1 This table indicates the factors that influence buying decision

Interpretation:

The top three most influential elements in purchasing decisions when exposed to digital marketing campaigns are, first its Product features and benefits, second its Price and discounts, and third its Brand reputation and credibility. Product features and benefits impact more than. Social proof and personalized recommendations come at the least.

2. How important is social media presence in influencing your buying decisions?

50 responses

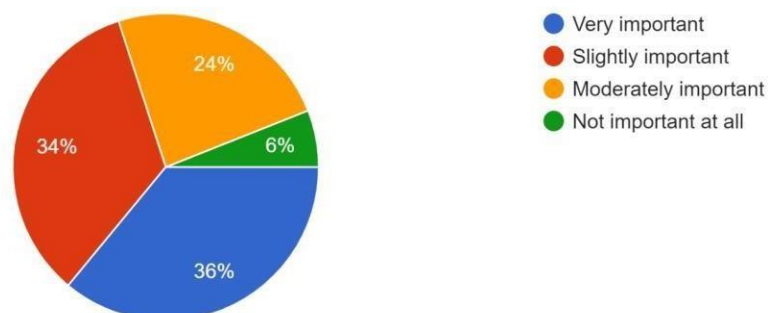


Chart: 4.2 This chart indicates the significance of social media presence

Particulars	Frequency	Percentage
Very important	18	36%
Slightly important	17	34%
Moderately important	12	24%
Not important at all	3	6%

Table: 4.2 This table chart indicates the significance of social media presence

Interpretation:

Social media presence acts as a crucial function in the purchasing behavior of youth compared to others. People consider it very important in their buying decisions. In reference to the survey, **36% of respondents stated it is "very important,"** 34% said it is "slightly important," 24% mentioned it as "moderately important," and only 6% said it is "not important at all."

3. What impact does online advertising have on your buying behavior?

50 responses

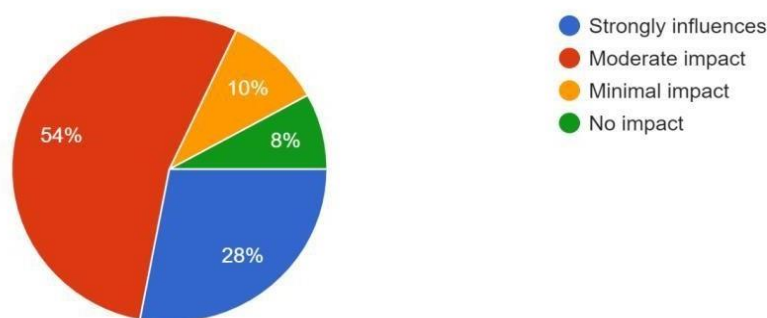


Chart: 4.3 This chart indicates the impact of online advertising

Particulars	Frequency	Percentage
Strongly influences	14	28%
Moderate impact	27	54%
Minimal impact	5	10%
No impact	4	8%

Table: 4.3 This table indicates the impact of online advertising

Interpretation:

54% of respondents have moderate impact of online advertising on their buying behavior. 26% of subjects have a strong impact, 10% have minimal impact, and only 8% of test takers have no impact at all. It is clear that digital advertising has a moderate effect on the buying habits of youth.

4. Which digital marketing channel do you find most effective in capturing your attention as a youth consumer?

50 responses

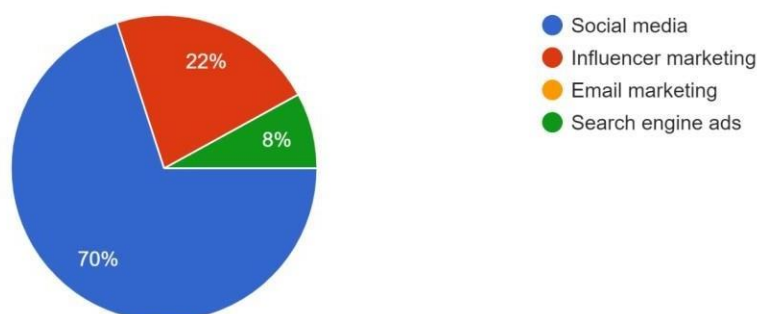


Chart: 4.4 This chart indicates the prime digital marketing channel

Particulars	Frequency	Percentage
Social Media	35	70%
Influencer marketing	11	22%
Email marketing	Nil	Nil
Search engine ads	4	8%

Table: 4.4 This chart indicates the prime digital marketing channel

Interpretation:

70% of respondents have told that Social Media platform is the optimal in capturing their attention as a youth consumer. 22% of respondents mentioned Influencer marketing and 8% of the sample preferred Search engine ads. It is evident, Social sites are an excellent digital marketing method for reaching and engaging with youth consumers.

5. How likely are you to engage with a social media ad that offers a discount or promotion?

50 responses

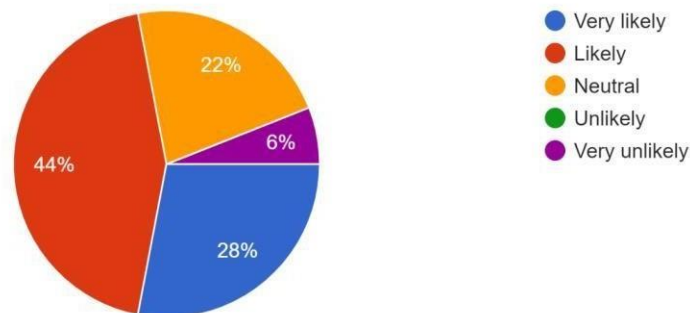


Chart: 4.5 This chart indicates the audience interaction on social platforms ads

Particulars	Frequency	Percentage
Very likely	14	28%
Likely	22	44%
Neutral	11	22%
Unlikely	Nil	Nil
Very unlikely	3	6%

Table: 4.5 This table indicates the audience interaction on social platforms ads

Interpretation:

44% from the sample are likely to engage with a social media ad that offers a discount or promotion. 28% from the samples are very likely to engage, 22% from the samples are neutral, and 6% from the sample are very unlikely to engage. It is evident that people are likely to engage with a social media ad that offers a discount or promotion.

6. In your opinion, which type of digital marketing content is most engaging?

50 responses

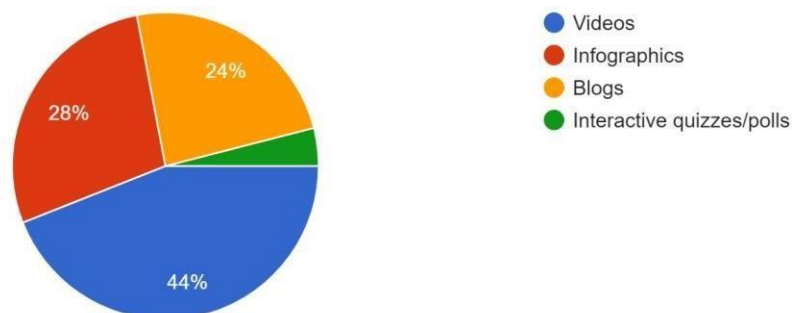


Chart: 4.6 This chart indicates the most engaging digital marketing content

Particulars	Frequency	Percentage
Videos	22	44%
Infographics	14	28%
Blogs	12	24%
Interactive quizzes/polls	Nil	Nil

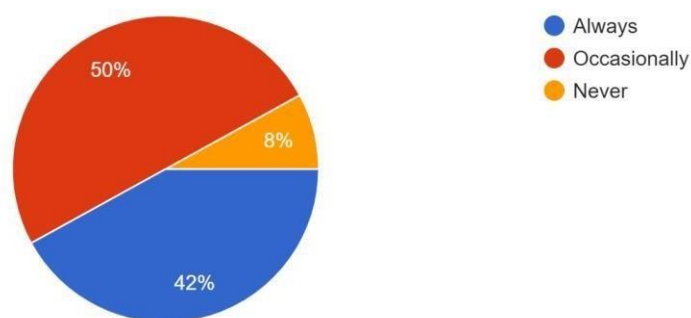
Table: 4.6 This table indicates the most engaging digital marketing content

Interpretation:

44% of the respondents have said that video content is much engaging compared to others. 28% of respondents have said infographics, 24% of respondents have said blogs and only 4% from the respondents have said interactive quizzes.

7. How frequently do you use social media platforms for discovering new products or services?

50 responses

**Chart: 4.7** This chart indicates the often used social media platforms

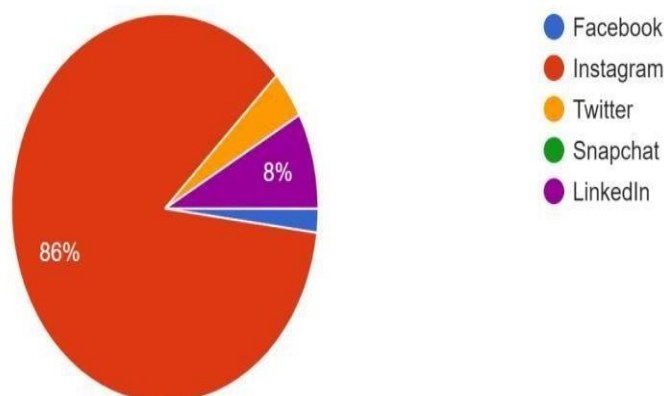
Particulars	Frequency	Percentage
Always	21	42%
Occasionally	25	50%
Never	4	8%

Table: 4.7 This table indicates the often used social media platforms**Interpretation:**

50% of respondents occasionally use social media for discovering new products or services. 42% of respondents have said always and only 8% from the sample have not operated social media platforms for discovering new products or services.

8. Which social media platform do you trust the most for product recommendations?

50 responses

**Chart: 4.8** This chart indicates the top social media platform

Particular	Frequency	Percentage
Facebook	Nil	Nil
Instagram	43	86%
Twitter	Nil	Nil
Snapchat	Nil	Nil
Linked In	4	8%

Table: 4.8 This table indicates the top social media platform**Interpretation:**

86% of respondents trust Instagram for product recommendations. 8% of respondents trust LinkedIn and 6% of respondents trust fb & twitter. It is to be noted that none of respondents mentioned Snapchat.

9. How likely are you to make a purchase directly through a social media platform?

50 responses

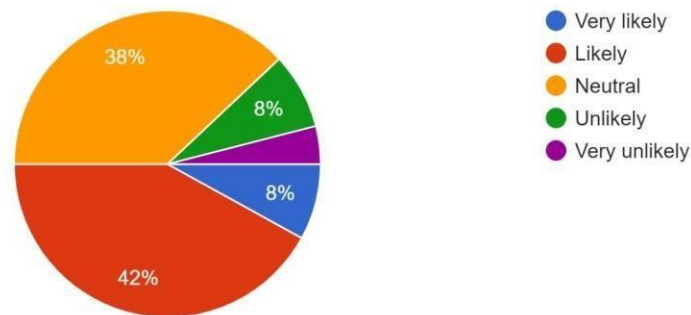


Chart: 4.9 This chart indicates purchase directly via social media platform

Particulars	Frequency	Percentage
Very likely	4	8%
Likely	21	42%
Neutral	19	38%
Unlikely	4	8%
Very unlikely	Nil	Nil

Table: 4.9 This table indicates purchase directly via social media platform

Interpretation:

42% of respondents are likely to purchase directly through a social media platform. 36% of respondents have said neutral, 8% of respondent's r very-likely to purchase, 8% of themare unlikely and 6% of respondents are very unlikely to make a purchase direct through the Social media platform.

10. How often do you come across digital marketing campaigns while using social media platforms?

50 responses

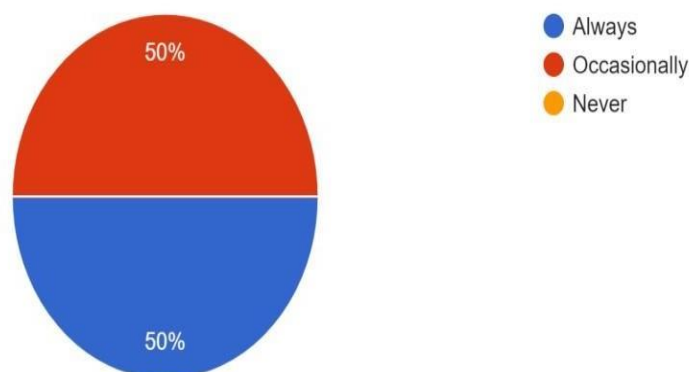


Chart: 4.10 This chart indicates visibility of Digital marketing campaigns

Particulars	Frequency	Percentage
Always	25	50%
Occasionally	25	50%
Never	Nil	Nil

Table: 4.10 This chart indicates visibility of Digital marketing campaigns

Interpretation:

Half of the respondents always come across digital marketing campaigns and another halfof the respondents occasionally come across digital marketing campaigns while using social media platforms.

11. Have you made a purchase based on a digital marketing campaign you saw on a social media platform?

50 responses

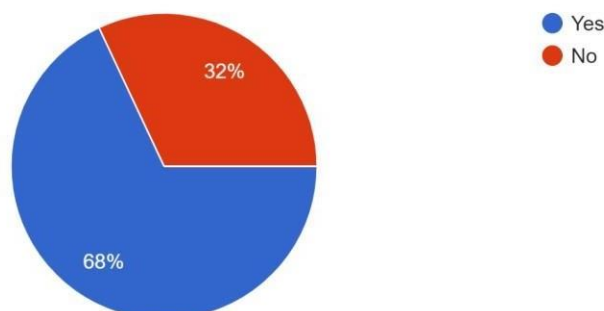


Chart: 4.11 This chart indicates purchase dependent on a digital marketing campaign

Particulars	Frequency	Percentage
Yes	34	68%
No	16	32%

Table: 4.11 This chart indicates purchase dependent on a digital marketing campaign

Interpretation:

68% of respondents have made a purchase resting on a digital marketing campaign seen on a social media platform and another 32% of respondents have not made a purchase reston a digital marketing campaign.

12. How likely are you to click on an online banner ad that appears on a website or mobile app?

50 responses

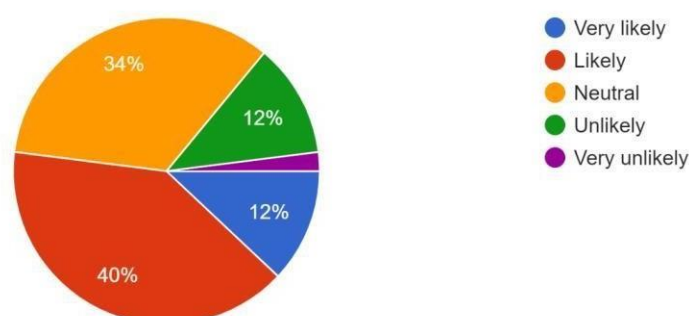


Chart: 4.12 This chart indicates click on an online banner ad

Particulars	Frequency	Percentage
Very likely	6	12%
Likely	20	40%
Neutral	17	34%
Unlikely	6	12%
Very unlikely	Nil	Nil

Table: 4.12 This chart indicates click on an online banner ad

Interpretation:

40% of respondents are likely to click on an online banner ad, 34% of respondents said neutral, 12% of respondents are very likely to click, another 12% of respondents are unlikely to click and remaining 2% of respondents are very unlikely to click on the onlinebanner ad that appears on a website

13. What elements of digital marketing campaigns do you find most influential in encouraging positive buying behavior?

50 responses

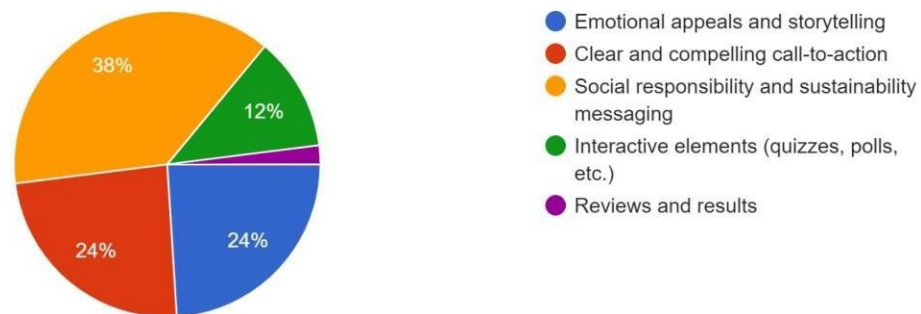


Chart: 4.13 This chart indicates most influential elements if Digital marketing campaigns

Particulars	Frequency	Percentage
Emotional appeals and storytelling	12	24%
Clear and compelling call-to-action	12	24%
Social responsibility and sustainability messaging	19	38%
Interactive elements (quizzes, polls etc.)	6	12%
Reviews and results	Nil	Nil

Table: 4.13 This tables indicates most influential elements if Digital marketing campaignsInterpretation:

36% of the respondents said social responsibility and sustainability influence in buying behavior. 24% of respondents said they get influenced by clear and compelling all- to action, another 24% of respondents said emotional appeals and storytelling, 12% of respondents said interactive elements and 4% of respondents said reviews and results willinfluence them to make a positive purchase

14. How likely are you to recommend a product or service to others based on a positive experience with a digital marketing campaign?

50 responses

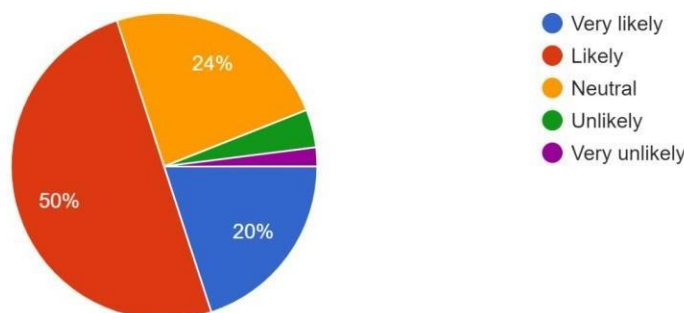


Chart: 4.14 This chart indicates the recommendation of a product or services

Particulars	Frequency	Percentage
Very likely	10	20%
Likely	25	50%
Neutral	12	24%
Unlikely	Nil	Nil
Very unlikely	Nil	Nil

Table: 4.14 This table indicates the recommendation of a product or services

Interpretation:

50% in the sample size are likely to recommend a product or service to others depending on a positive experience with a digital marketing campaign.24% of respondents are neutral, 20% of respondents are very likely they recommend, 4% and 2% of respondentsare unlikely and very unlikely to recommend the products and services to others based on a positive experience with digital marketing.

15. Do you feel that digital marketing campaigns have a significant impact on your brand loyalty?

50 responses

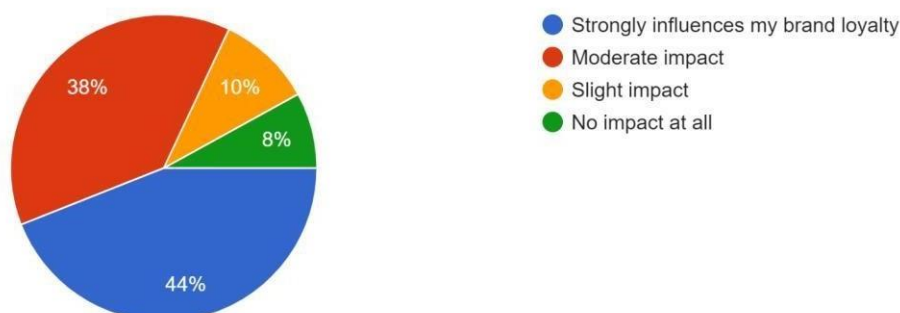


Chart: 4.15 This chart indicates the significant impact on brand loyalty

Particulars	Frequency	Percentage
Strongly influences mybrand loyalty	22	44%
Moderate impact	19	38%
Sight impact	5	10%
No impact at all	4	8%

Table: 4.15 This table indicates the significant impact on brand loyalty

Interpretation:

44% of the sample size is strongly influenced by brand loyalty. 38% of respondents are moderately influenced, 10% of respondents are slightly influenced, and only 8% of respondents are not influenced by brand loyalty.

4.2 Chi-Square

It is a statistical test used to determine whether or not two categorical variables in a dataset have a significant link or relationship. It helps determine whether the observed data is considerably different from what would be predicted by chance alone. Chi-square tests are commonly used in research to determine whether there is a significant association between variables such as gender and voting preference or smoking habits and the risk of lung cancer. A chi-square test can assist researchers determine if the observed differences are statistically significant or if they occurred at random.

4.3 Hypotheses

Null Hypothesis (H0): There is no association between the preferred digital marketing channel for capturing youth consumer attention and the most reliable social networking site for product recommendations among youth consumers.

Alternative Hypothesis (H1): There is an association between the preferred digital marketing channel for capturing youth consumer attention and the most reliable social networking site for product recommendations among youth consumers.

Notes		
Output Generated		17-AUG-2023 22:17:46
Comments		
Input	Current Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	Rows in the Working Data File, N	50
Handling Missing Value	Definition	Missing values are considered as user defined missing values.
	Cases Utilized	Statistics for each table are dependent on all instances where every variables have valid data within the specified range(s).
Syntax		/TABLES=@4.Which digit al marketing channel do you find most effective in capturing BY@8.Which social media platform do you trust the most for product recommend /FORMAT=AVALUE TABLES /STATISTICS=CHISQPHI
		/CELLS=COUNT EXPECTED

Influence Of Digital Marketing On Buying Behaviour Of Youth

Resources	Processorduration	00:00:00.00
	Interval period	00:00:00.00
	Size Requested'	2
	Cells Available	524245

[DataSet2]

Case Summary	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
4. Which digital marketing channel do you find most effective in capturing your attention as a youth consumer? 8. Which social mediaplatform do you trust the most for product recommendations?	50	100.0%	0	0.0%	50	100.0%
4. Which digitalmarketing channeldo you find mosteffective in capturingyour attention as ayouth consumer? 8.Which social mediaplatform do you trust the most forproduct recommendations?Cross tabulation						
				8. Whichsocial media platform doyou trust the most for product recommendations?		
				Facebook	Instagram	
4. Which digital marketing channel do you find most effective in capturing your attention as a youth consumer?	Influencermarketing	Count	1	7		
		Expected Count	.2	9.0		
	Search engine ads	Count	0	3		
		Expected Count	.1	3.3		
	Social media	Count	0	31		
		Expected Count	.7	28.7		
Total		Count	1	41		
		Expected Count	1.0	41.0		
4. Which digital marketing channeldo you find mosteffective in Capturing your attention as a youth consumer? 8. Which socialmedia platform doyou trust the most for product ecommendations? Cross tabulation						
				8. Which social media platform doyou trust the most for product recommendations?		
				LinkedIn	Twitter	
4. Which digital marketing channel do you find most effectivein capturing your attention as a youthconsumer?	Influencermarketing	Count	2	1		
		Expected Count	1.3	.4		
	Searchengineads	Count	1	0		
		Expected Count	.5	.2		

	Social media	Count	3	1
		Expected Count	4.2	1.4
Total		Count	6	2
		Expected Count	6.0	2.0
4. Which digitalmarketing channel doyou find mosteffective in capturing your attention as ayouth consumer? 8.Which social mediaplatform doyou trust the most forproduct recommendations? Cross tabulation				
				Total
4. Which digital marketing channel do you find most effective in capturing your attention as a youth consumer?	Influencermarketing	Count		11
		ExpectedCount		11.0
	Search engine ads	Count		4
		ExpectedCount		4.0
	Socialmedia	Count		35
		ExpectedCount		35.0
Total		Count		50
		ExpectedCount		50.0
Chi-SquareTests				
	Value	of		Asymptotic Significance (2-sided)
Pearson Chi-Square	6.450 ^a	6		.375
Likelihood Ratio	5.803	6		.446
N of Valid Cases	50			
a. 10 cells (83.3%) have expectedcount less than 5. The minimumexpected count is.08.				
SymmetricMeasures				
		Value		Approximate Significance
Nominal byNominal	Phi	.359		.375
	Cramer'sV	.254		.375
N of Valid Cases		50		

INTERPRETATION

The Chi-Square test results provided indicate an analysis of the association among two categorical variables. Both the Pearson Chi-Square and Likelihood Ratio statistics yielded p-values of 0.375 and 0.446, respectively. These relatively high p-values advise that there might not be a statistically significant association between the 2 factors examined. However, it's crucial to consider a note in the results: 10 out of the 12 cells in the contingency table (representing 83.3% of the total) have predicted counts less than 5, with the lowest expected count being 0.08. This indicates that a substantial portion of the expected cell counts is quite low, which can potentially compromise the reliability of the Chi-Square test. Therefore, while the p-values do not indicate a significant association, these low expected counts raise concerns, and further analysis or adjustments to the data may be necessary to draw more precise conclusions about the relationship between the categorical variables.

Findings

The survey results shed light on the significant influence of digital marketing campaigns on consumers' purchasing decisions, particularly within the setting of the youth demographic. Various factors play a pivotal role in shaping consumer behavior, with some elements holding more sway than others.

To begin, product features and advantages appear as important criteria in influencing purchasing decisions. Consumers place a premium on knowing how a product will fulfill their wants and create value in their lives. Price and discounts are also vital in luring customers with cost-effective solutions. Furthermore, brand reputation and credibility have a great impact on consumer decisions, as people seek trustworthy and trusted products.

Social media networks have proven important in influencing youth purchasing habits. The most of respondents consider

social media presence as an important factor in their decision-making process. Social media is a great channel for communicating with potential customers and is especially good at attracting the youth generation. According to the survey, a sizable proportion of respondents perceive social media to be "very important" or "slightly important" in their shopping decisions.

Online advertising, including social media campaigns, has a modest influence on young people's purchasing decisions. It is obvious that a carefully planned and focused digital marketing campaign has a big impact on consumers' choices. Decisions are also influenced by personal tastes and suggestions from others.

When compared to other considerations, social proof and tailored recommendations have relatively less influence on purchasing decisions. While these components are crucial in establishing trust and loyalty, customers appear to place more emphasis on product features, pricing, and brand reputation.

Video content emerges as the top engaging form of digital content, capturing the attention of consumers effectively. This finding highlights the significance of the multimedia content in digital marketing strategies.

Furthermore, brand loyalty has a significant influence on respondents' purchasing behavior. A sizable proportion of consumers recognize the relevance of brand loyalty in their purchasing decisions, highlighting the significance of developing strong brand ties and relationships.

Overall, digital marketing activities, particularly those provided through digital media channels, have a major effect on consumer behavior, especially among young people. Businesses should leverage this power by developing appealing marketing tactics that emphasize product attributes, competitive pricing, and brand recognition. Engaging and visually engaging content, such as videos, can aid in capturing and retaining potential customers' attention. Building brand loyalty, and credibility can help to strengthen the impact of e-marketing efforts by cultivating a loyal customer base and driving long-term success in a competitive market setting.

Suggestions

- o Highlight Product Features and Benefits: Emphasize the unique selling points and value of products/services to attract customers.
- o Offer Competitive Pricing and Discounts: Provide cost-effective options and occasional discounts to entice potential buyers.
- o Build and Maintain Brand Reputation: Prioritize excellent customer service and ethical practices to develop a positive brand image.
- o Leverage Social Media Presence: Invest in a social media presence & engaging with the audience through meaningful content.
- o Craft Engaging Video Content: Use videos to tell compelling stories and showcase products in action.
- o Leverage Social Proof and Personalization: Incorporate customer testimonials and personalized offers to build trust.
- o Focus on Building Brand Loyalty: Prioritize customer satisfaction and loyalty programs to foster long-term relationships.
- o Optimize Online Advertising: Target the right audience and deliver compelling messages in digital ad campaigns.
- o Monitor Social Media Metrics: Gather feedback and adapt marketing strategies based on consumer preferences.
- o Offer Discounts and Promotions on Social Media: Announce exclusive offers and limited-time deals on social media platforms.
- o Diversify Content Formats: Use various content formats like infographics, blogs, and quizzes to cater to different preferences.
- o By implementing these suggestions, businesses can effectively leverage digital marketing to influence consumer behavior and drive growth in the competitive market.

Conclusion

The investigation provides latest information about how e-marketing plays a vital role in young customers' purchasing decisions. Notably, product attributes, cost, and brand reputation are important decision-making variables. The large number of people believe social media to be important, and Instagram is the top reliable source for suggestions. Digital advertisements have a mild to significant influence, leading to sales and brand recommendations. Add on to social responsibility, clear calls to action, and emotional appeals, visual content, especially videos, has a high engagement rate. Brand loyalty is really important. Overall, these findings highlight the complex interplay of variables influencing young consumers' responses to digital marketing initiatives, pointing marketers in the direction of more successful tactics.

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