

An Insight into the Buying Behaviour of Young Consumers in Digital Marketing

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Abstract

The aim of this research paper is to investigate the predictors of buying behaviour of young consumer in digital marketing era. A total of 250 general publics from government and non-government occupation participated in this research. Some important variables were determined for the study. The data were collected from 210 valid responses. The outcome shows that the sample respondents more prefer to shop 'Clothes' and 'Electronic Goods' through online than any other products. At the same time, they have no sure on value added services, the product quality and privacy protection in digital marketing era. Meanwhile, they believe that digital marketing channel enables them to act as opinion leaders and gives pleasure them while shopping. The study also reveals that mobile phone was preferred by the respondents as internet access devices and consumers who accept new trends always rely on digital marketing channel.

Key words: Digital marketing, buying behaviour, Consumer, Psychology, Online shopping

Introduction

Consumers' decision making is a choice among the various alternatives that fetch maximum satisfaction upon the use of the goods or services they buy. Consumers always make decisions on consumption related information search, brand choice and product usage. Consumer decision process becomes difficult due to plethora of options and the time constraints in the specific buying process. The potential buyers recognise a need for some merchandise or service and they will browse for related information before they make a buying decision. Internet provides numerous source of information in a better presentation to ease the access of information during the buying decision. Unlike traditional information source such as TV, Newspapers and Magazines, the internet provides consumers with more interactive communications (Porter, 2001). Peers, family and the media might influence users to employ a certain technology while online shopping. India has the largest proportion of young population in the world and stood at the second after the china in the world with respect to internet users. Young Indian internet users prefer to spend more time on social networking sites like Facebook, Twitter, Linkedin etc. This environment leads to changes in consumer behaviour which enables marketers in rethinking their marketing strategies in the digital era.

Literature Review

According to Hodkinson et al (2000), product information seeking often is portrayed as a critical early stage in the consumer buying process. In online shopping environments, as well as in traditional purchasing situations, consumers looking for pre-purchase information can be engaged in two modes of seeking activity: browsing and directed search (Detlor et al, 2003). Pantano and Servidio (2012) found that consumer's personal traits, such as skills and abilities, influence his or her decision to use the internet. Due to the characteristics of online retail context, consumers are subjected to more influences in the virtual store where they are able to interact with an adaptive and interactive scenario is more appealing for consumers, with benefits for the decision making process. According to Bakos (1998), customer's satisfaction is the consequence of experiences during various purchasing stages: 1. needing something, 2. gathering information about it, 3. evaluating purchasing alternatives, 4. actual purchasing decision and 5. Post purchasing behaviour. During online information gathering, the new technologies offer consumers extensive benefits, due to the reducing of searching costs, increasing of convenience and choices. Syed et al (2008) found that young consumers are playing an important role in online shopping and this provides an emerging prospect for online retailers. Feller (2003) argued that skills in information and communication technology (ICT) and age has been found to be strongly related to adoption and use of information systems including online retailing web based systems. Bellman (1999) advocated that dual – income households and the wired lifestyle characterises users, who like to be the first to use the latest communication technologies and spend more hours online than most, naturally turn to the internet to search for product information.

Need for the Study

The most important predictors of online buying behaviour are looking for product information on the internet, consumer psychology and pleasure while shopping. Moreover, consumer information search does not necessarily result in product purchase. It becomes necessary to market managers to explore the factors that influence the buying decision of the buyers. Hence, the present study is to investigate the factors which influence young Indian consumers to choose digital marketing channels in their buying decision.

Objectives

1. To study the awareness among the consumers about digital marketing.
2. To analyse the factors that motivate consumers to shop through digital marketing channel.
3. To identify the consumers’ choice on buying various products through digital marketing channel.
4. To study the young consumer attitude towards digital marketing.

Research Methodology

Primary data was used through a structured questionnaires administered among 250 participants in this study. Convenient sampling method was adopted, because there was no population frame for the prospective participants. Structured questionnaire contained questions on the demography of the respondents and conceptual variables on a five point Likert scale were distributed to young consumers who visited different malls for shopping in Mysore City. The secondary data was collected from various journals and books supplement the primary data.

Analysis and Interpretation of Data

Out of 250 questionnaires, we got 84% valid responses i.e.210. Data thus obtained were analysed by using statistical tools with the help of SPSS. Table 1 illustrates the demographic profile of the respondents, who participated in this study. Majority of the respondents were male (67%) compared with female respondents, which was 33%. In addition, within the age group of 31 to 35 years old emerged with the highest number of participants i.e. 39%. Most of the respondents (27%) earn Rs.20, 000 to 30,000 monthly. Meanwhile, highest numbers of respondents in terms of occupation were from non-government (67%). Lastly, majority of the respondents use mobile phone as the internet access device (65%).

Table 1: Respondents’ Demographic Profile

	Frequency	Percent	Cumulative (%)
Gender			
Female	69	33	33
Male	141	67	100
Age			
21-25	28	13	13
26-30	52	25	38
31-35	82	39	77
36-40	48	23	100
Monthly Income			
5000-10000	36	17	17
10000-20000	42	20	37
20000-30000	56	27	64
30000-40000	12	06	70
40000-50000	27	13	83
50000 and Above	37	17	100
Occupation			
Government	70	33	33
Non – Government	140	67	100
Internet Access Devices			
Computer	74	35	35
Mobile	136	65	100

Source: Field Survey

Table 2 presents the responses of young consumers towards the awareness about digital marketing. It was observed that the sample respondents perceived a higher mean value of 3.74 towards ‘digital marketing enables us to act as opinion leaders’ with a deviation in mean value of 1.08 followed by the statement ‘It is a gateway of openness to experience about a new product’ with a mean value of 3.66. It was also observed that the sample respondents assigned lowest mean value of 3.12 for statement ‘Helps to get more value added services’. It is also interesting to note that higher perception differences were evidenced among the sample respondents towards awareness about digital marketing with standard deviation almost more than 1 for all the statements.

Table 2: Awareness about Digital Marketing

Statements	N	Mean	Std. Deviation
Information regarding variety of brands can be obtained easily	210	3.54	1.090
Helps to know the variety of product categories available	210	3.61	0.921
Websites have competitive prices	210	3.36	1.139
It is a gateway of openness to experience about a new product	210	3.66	1.090
Enables us to act as opinion leaders (collecting marketing information to share with others)	210	3.74	1.076
Helps to get more value added services	210	3.12	1.072
It motivates the information seekers	210	3.26	1.064
Information available is easy to understand	210	3.61	1.238
Total	210	3.49	1.09

Source: Field Survey

The perceptions of sample respondents towards the factors that motivate consumers to shop through digital marketing channel have been presented in Table 3.

Table 3: Factors motivating Consumers to shop through Digital Marketing Channel

Statements	N	Mean	Std. Deviation
A platform to consumers’ need for uniqueness	210	4.18	0.93
It is an opportunity for socialising and having fun	210	3.91	0.84
It indicates progressive lifestyle of consumers	210	4.11	0.80
Consumers who accept new trends always rely on digital marketing channel	210	4.35	0.82
Sampling different websites of commonplace products for the sake of comparison gives enjoyment	210	3.95	0.89
Total	210	4.10	0.86

Source: Field Survey

The sample respondents felt that ‘Consumers who accept new trends always rely on digital marketing channel’ is a main motivational factor among other motivational factors by assigning the mean value of 4.35 with a deviation in mean value of 0.82. In addition, the sample respondents felt that ‘A platform to consumers’ need for uniqueness’ and ‘It indicates progressive lifestyle of consumers’ are the motivational factors to be given more preference by assigning the mean value of more than 4. It is also interesting to note that lower differences in perception level were evidenced among the sample respondents towards the factors that motivate consumers to shop through digital marketing channel with standard deviation less than 1 for all the statements.

Table 4 presents the choice of sample respondents towards buying products through digital marketing channel. It was observed that the sample respondents perceived higher mean values of 4.18 and 3.99 to ‘Clothes’ and ‘Electronic Goods’ respectively with a deviation in mean value of 0.93 and 1.06. It was also observed that the sample respondents assigned lowest mean value of 2.94 for

‘Grocery Items’. It is also interesting to note that higher perceptual differences were evidenced among the sample respondents towards their choice in buying products through digital marketing channel with standard deviation almost more than 1 for all the statements.

Table 4: Consumers’ Choice on Buying Products through Digital Marketing Channel.

Statements	N	Mean	Std. Deviation
Food Item	210	3.18	1.30
Grocery Items	210	2.94	1.14
Clothes	210	4.18	0.93
Electronic Goods	210	3.99	1.06
Cinema Tickets	210	3.13	1.13
Footwear	210	3.41	1.13
Beauty & Personal Care Items	210	3.12	1.19
Travel Tickets	210	3.18	1.37
Recharges	210	3.56	1.17
Total	210	3.41	1.15

Table 5 presents the responses of sample respondents on attitude towards digital marketing. It was observed that the sample respondents perceived a highest mean value of 3.59 towards “Difficult to judge the product quality through digital channel” with a deviation in mean value of 0.95. It was also observed that the sample respondents assigned higher mean value of 3.55 to the statement “Privacy is not protected while searching information by online” and lowest mean value of 3.43 for statement “Cost of information access by internet is high”. It is also interesting to note that higher differences in perception level were evidenced among the sample respondents on consumer attitude towards digital marketing. Meanwhile, the sample respondents have higher level perceptions towards all the statements by assigning the mean value of more than 3.

Table 5: Consumer’s Attitude towards Digital Marketing

Statements	N	Mean	Std. Deviation
Cost of information access by internet is high	210	3.43	1.053
Privacy is not protected while searching information by online	210	3.55	1.005
Surfing various websites to access information is a waste of time	210	3.47	1.043
Difficult to judge the product quality through digital channel	210	3.59	0.95
Total	210	3.51	1.01

Source: Field Survey

Conclusion

Based on the findings in this study, we may conclude that the respondents are aware of digital marketing channel and they prefer to shop ‘Clothes’ and ‘Electronic Goods’. They believe that digital marketing channel enables them to act as opinion leaders and gives pleasure while shopping. The study also reveals that mobile phone was preferred by the respondents as internet access devices and consumers who accept new trends always rely on digital marketing channel. But, there is an attitude of the consumer that it is difficult to judge them on the product quality and privacy is not protected through digital channel.

Implications and Limitations of the Study

The present study bestows the information about demographic and predictors of buying behaviour of young consumer in digital marketing era. This study supports the responsible management of digital marketing channels and helps marketers to frame most efficient strategies to

attract novel customers. However, this study is limited to quantitative survey and due to time shortage, confined to Mysore city only.

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