



Analysis of Digital Marketing Platforms and its Impact on Impulsive Buying Behaviour of Consumers

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Abstract

Marketing describes the actions a business makes to get customers to purchase any goods or services. Through the use of marketing, the business looks for customers or consumers for its goods or services. Any marketing of a good or service that takes place online is referred to as digital marketing. For instance, marketing on tablets, laptops, cell phones, and other digital devices. Digital marketing is a type of direct marketing that uses interactive media like emails, websites, online forums and newsgroups, interactive television, mobile communications, etc. to connect buyers and sellers electronically. The main objective of this research is to study the impact of various digital marketing platforms on impulsive buying behaviour of consumers. The researcher identified that descriptive research design and non probability convenience sampling method is suitable for the research study. The researchers have collected data from 200 customers with the help of well structured questionnaire. The findings of this study will be useful to many companies to design and modify their marketing strategies for the business growth.

Keywords: Digital Marketing, Impulsive Buying Behaviour, Social Media, Email Marketing etc.

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Introduction

The value of digital marketing is found in its low cost and wide range of alternatives for connecting with potential clients all around the world. The use of social media, email, and content marketing all helps to increase brand recognition and inform customers about your goods and services. Customers can personalise

their purchasing experiences because of digital media. Customers have been seen to choose rapid satisfaction over learning about new products. Digital material from a brand can be developed and altered to provide specialised shopping experiences. This will have a big effect on what people buy.





Source: <https://www.infidigit.com/blog/what-is-digital-marketing/>

Piron distinguished between experiential and non-experiential impulsive buying behaviour when defining impulsive buying in terms of three factors: an unplanned purchase, emotional stimulation, and the timeliness of the behaviour, which is understood as the purchase behaviour of making decisions right away. Later research, however, made it clear that impulsive purchases were often accompanied by emotional responses. According to Wood, an impulsive purchase is one that is made unplanned, without careful thought, and in the midst of intense emotional conflict. According to research by Parboteeah et al., customers' perceptions of a product's utility and hedonism may be strongly influenced by external environmental stimulation, which may then influence their desire to make impulsive purchases. It is

evident that consumers' buying intentions increase with their level of understanding of an item's utility, thus promoting impulsive buying.

Literature Review

Vidha Pradhan (2016) in her research paper "Study on Impulsive Buying Behavior among Consumers in Supermarket in Kathmandu Valley" she mentioned that, consumers' beliefs about impulsive buying lead me to shop impulsively, I buy goods or services if I can get freebies, and I, for the most part, make purchases based only on impulse, according to research on gender orientation. Because consumers' perceptions of themselves and the statements "Buy now, think later" and "I frequently make impulsive purchases" are not always related, I carefully schedule the



majority of my shopping time before making purchases of goods or services.

Veenu Mohan Muthukattu, Dr. Mohan P. Philip (2018) In their research paper “a study on consumer impulse buying behavior in facebook commerce with reference to demographic variables” they mentioned that, customers make impulsive purchases when the perfect thing appears in front of them at the appropriate time, and Facebook serves as that platform. There is a clear shift towards impulsive buying behaviour across the demographics as a result of the rise in inexpensive internet packages, widespread use of social networking sites, innovative digital marketing strategies, convenience provided by e-commerce portals, and visible improvements in purchasing power. This study significantly contributes to our understanding of the impulsive customer purchasing behaviour in F-Commerce.

Mohammad Fahmi (2018) in his research paper “Does social media marketing enhance impulse purchasing among female customers case study of Jordanian female shoppers” the findings show that content marketing and social media marketing have some detrimental effects on both impulse buying inclination and impulse purchase. The study indicated that social media marketing and content marketing both have a good effect on impulse buying at the same time that it has been shown that impulse buying inclination has a positive impact on impulse buying. The study showed that neither the tendency to buy on impulse nor the act of buying on impulse were affected by social media marketing.

Even while social media is thought to be more authentic when it comes to brand communication, it has no discernible effect on consumers' propensity for impulse purchases. In other words, consumers were unable to convert their positive social media perceptions of the businesses into actual product purchases.

Patria Laksamana, Gusrianda Hidayat (2019), “how digital marketing influences impulse buying tendency and impulse buying in e-commerce industry” this study aims to provide a better understanding of the current function of impulsive purchases. Impulsive purchases have historically had a significant impact on consumer behaviour. However, the expansion of the internet and social media could lead to a shift in behaviour toward more deliberate and logical purchasing procedures (Experian Marketing Services, 2013). This study examines the specialised literature on the idea of impulsive buying, paying particular attention to the phenomena in the internet channel, with the goal of identifying the elements or properties of this medium that might both encourage and deter this behaviour.

C.Kathiravan, P.Mahalakshmi, V.Palanisamy (2019) in their research paper “Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing” it was discovered that the majority of the variables in the marketing stimulus approach, such as the quality of the online store and the way that products are displayed, are substantially associated to the cognitive impulsive purchase tendency. There is statistical significance to this



model. When compared to pricing and promotion offers, it indicates that respondents are influenced by the quality of web stores' attractions and promotions as well as by the way their products are displayed. Only pricing and promotion offers were shown to be strongly connected to the majority of the variable in the Marketing stimulus elements, such as Web store quality and Product display. However, the Affective Impulsive Buying Tendency Regression Model is Important. Price and promotion incentives drive people with high affective impulsive tendencies.

Shaifali Chauhan, Richa Banerjee, Mohit Mittal (2020) in their research paper "an analytical study on impulse buying for online shopping during covid-19" this study discovered that income and culture have little bearing on impulsive purchasing. Given that the majority of people lose self control when they see things in stores or online and make impulsive purchases, it is clear from this research that emotions and personality factors are extremely important in this process. This means that when making impulse purchases, mood, or stress reaction, is also taken into account. Therefore, when done rationally, impulse buying is helpful, but when done irrationally, it can be risky.

Ms. Jessica Menezes (2020) in her research paper "A study on Impulse Buying behavior of consumers with reference to Brick and Mortar and Online Shopping products" this study sought to determine how social media marketing affected female consumers' impulsive buying patterns in Jordan.

Some aspects of impulsive buying were considered by the researcher, including (hedonic, website quality, trust, situational variable and variety seeing). The researcher used (400) female customers as the handy sample for the study by employing a quantitative method and the questionnaire as a tool. Through analysis, the study revealed that social media marketing can easily enhance the degree of impulsive behaviour in purchasing, given that social media offers opportunities for customers to decide whether to make a purchase by commenting, evaluating, providing feedback, and rating products.

Pavan K.A. and S.Vidhya (2021) in their research paper "online marketing stimuli strategy and impulsive buying tendency" they mentioned that, The purpose of this study is to gain insight into consumers' impulsive shopping behaviour in supermarkets and the variables that influence or fuel those urges. According to study that was conducted using a sample size that was remarkably representative, consumers frequently engage in impulsive buying. The following factors are significant in encouraging consumers to make impulsive purchases: the availability of cash, the consumer's mood, the POS terminal or ATM, the price, the store layout, the availability of time, the promotion of the product, the environment of the store, and the reference group. Consumers' propensity for making impulsive purchases is influenced by nine out of the eleven variables.



Jyotsna Rai, Rakesh Kumar Yadav (2022) in their research paper "Factors affecting the working women's online impulsive buying behaviour in Gorakhpur District of Eastern Uttar Pradesh" they mentioned that, online impulse purchase is an important factor that could benefit online retailers and advertising agencies. In social media marketing contexts, terms like "personalization of advertising," "advt value," "website aesthetics," and consumer "information-sharing concerns" are being utilised, and methods are also being framed accordingly. However, little study has been done to examine the potential

Research Methodology

Objectives of the study

- To study the concept of digital marketing and digital marketing platforms
- To study the concept of impulse buying behaviour.
- To study the impact of digital marketing platforms on impulse buying behaviour.

Hypothesis of the Study

- H1: There is a positive impact of social media marketing on impulsive buying behaviour of consumers.
- H2: There is a positive impact of search engine marketing on impulsive buying behaviour of consumers.
- H3: There is a positive impact of PPC marketing on impulsive buying behaviour of consumers.
- H4: There is a positive impact of email marketing on impulsive buying behaviour of consumers.
- H5: There is a positive impact of mobile marketing on impulsive buying behaviour of consumers.

Scope of the study

- The study is conducted in Nagpur city.
- The study is related only following five product categories;
 1. Confectionary Products
 2. Cosmetic Products
 3. Grocery Products
 4. Electronic Products
 5. Apparels

relationship between the aforementioned criteria and the online impulse purchasing habits of working women. The current study provides insight into how these social media elements affect women consumers' propensity for online impulse purchases, an area of special significance in online business contexts. This study proposes and evaluates a conceptual framework that takes into account a number of variables to assess Gorakhpur District working women's propensity for online impulse purchases.



- The study is related to only following five digital marketing platforms
 1. Social Media Marketing
 2. Search Engine Marketing
 3. Email Marketing
 4. Pay Per Click (PPC)
 5. Mobile Marketing

Following methodology was designed for the study to collect primary data.

- a. Identify a sample of 200 customers using convenience sampling.
- b. Design and validate questionnaire
- c. Seek responses on a 5-point frequency scale.
- d. Conduct the survey
- e. Summarize the responses
- f. Analyze the results

Scheme formed for testing of hypotheses

- a. Responses were collected under 2 sections
- b. For each of the sections an average was calculated.
- c. Percentages to questions under a particular section of the questionnaire were averaged to get a single score for that section,
- d. P-values were calculated, and the null hypotheses were checked for rejection or non-rejection.

Reliability and Validity

The researcher has carried out reliability test using SPSS. The Cronbach's Alpha identified is 0.840, and it is more than 0.700, that's why the Questionnaire is measured to be reliable. The researcher has used face validity and content validity and confirmed that this research tool is valid for the study.

Research design

Type of Research Design	Descriptive Research Design
Sampling Technique	Non-Probability Convenience Sampling
Sampling Area	PCMC
Sample Size	200
Primary Data	Well-structured questionnaire
Secondary Data	Research papers, Articles, Books, Journals etc.
Data Analysis tools	IBM SPSS-20 and Ms Excel-2010

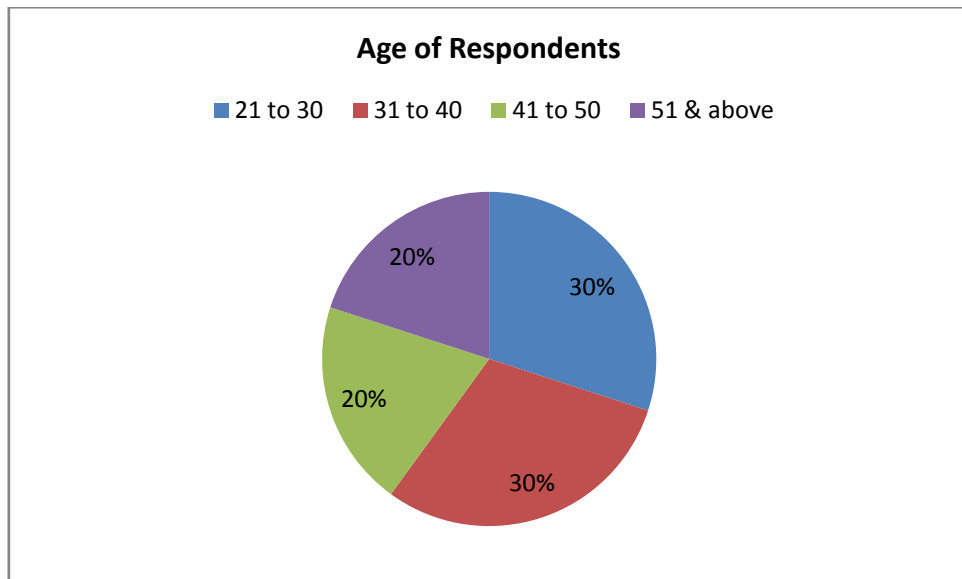


Data Analysis

Age of Respondents

Age	Frequency	Percentage
21 to 30	60	30
31 to 40	60	30
41 to 50	40	20
51 & above	40	20
Total	200	100

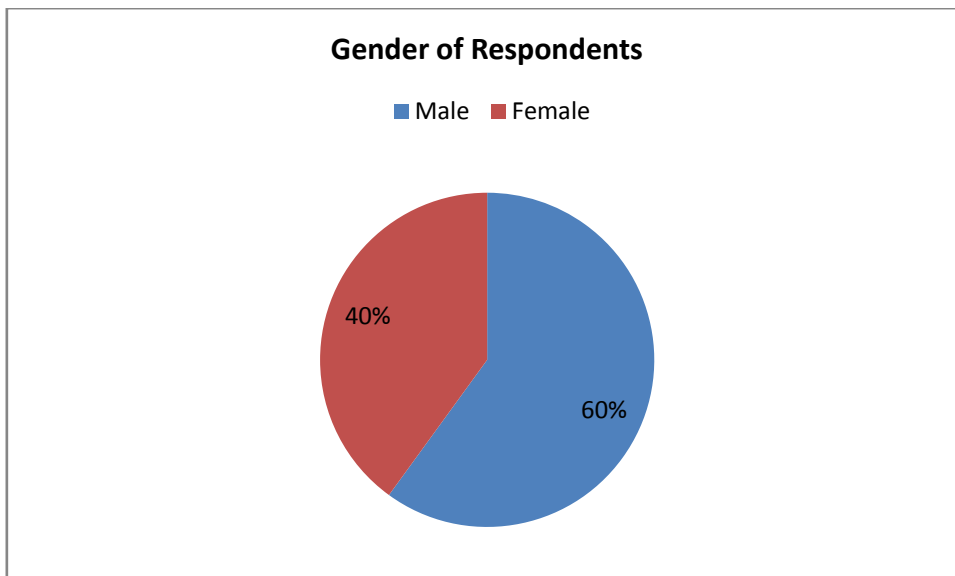
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Gender of Respondents

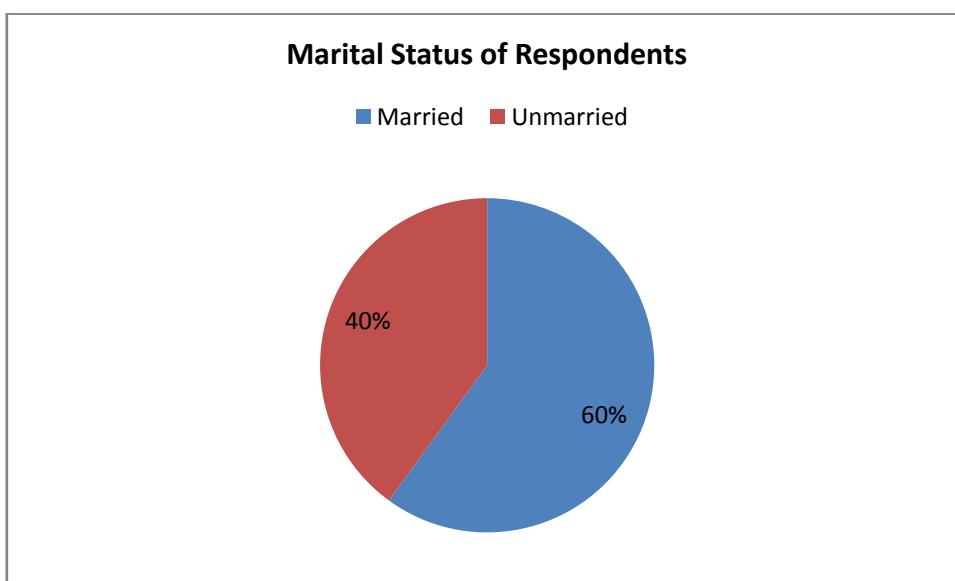
Gender	Frequency	Percentage
Male	120	60
Female	80	40
Total	200	100





Marital Status of Respondents

Marital Status	Frequency	Percentage
Married	120	60
Unmarried	80	40
Total	200	100

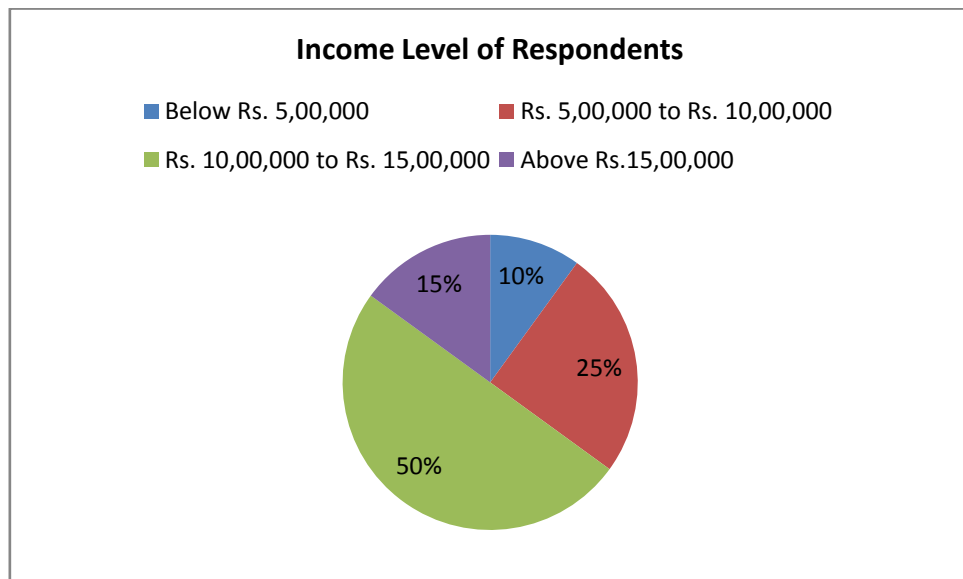


Income of Respondents

Income	Frequency	Percentage
Below Rs. 5,00,000	20	10
Rs. 5,00,000 to Rs. 10,00,000	50	25



Rs. 10,00,000 to Rs. 15,00,000	100	50
Above Rs.15,00,000	30	15
Total	200	100



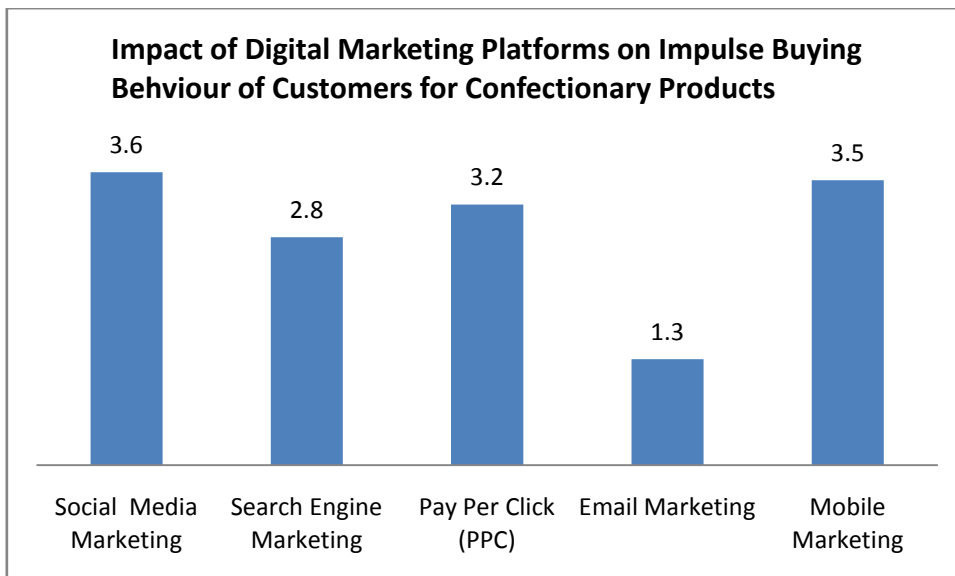
Measurement tool - 5 Point rating scale

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Rating	1	2	3	4	5

Impact of Digital Marketing Platforms on Impulse Buying Behavior of Customers for Confectionary Products

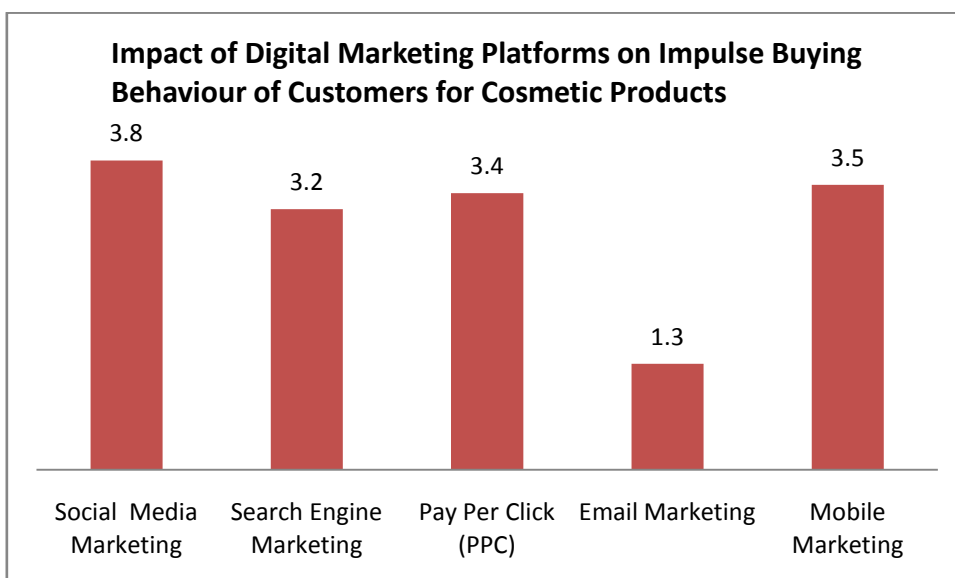
Digital Marketing Platforms	Mean
Social Media Marketing	3.6
Search Engine Marketing	2.8
Pay Per Click (PPC)	3.2
Email Marketing	1.3
Mobile Marketing	3.5





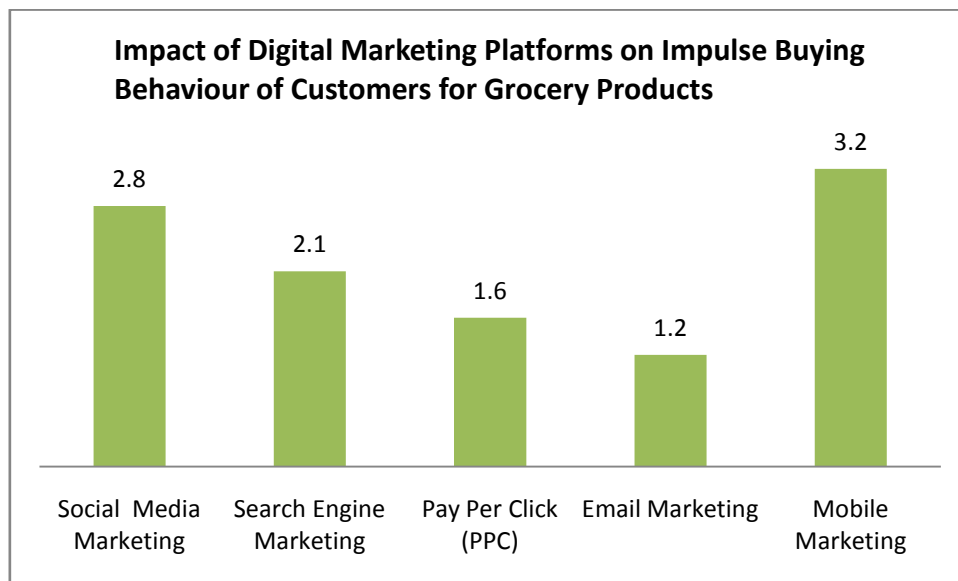
Impact of Digital Marketing Platforms on Impulse Buying Behavior of Customers for Cosmetic Products

Digital Marketing Platforms	Mean
Social Media Marketing	3.8
Search Engine Marketing	3.2
Pay Per Click (PPC)	3.4
Email Marketing	1.3
Mobile Marketing	3.5



Impact of Digital Marketing Platforms on Impulse Buying Behavior of Customers for Grocery Products

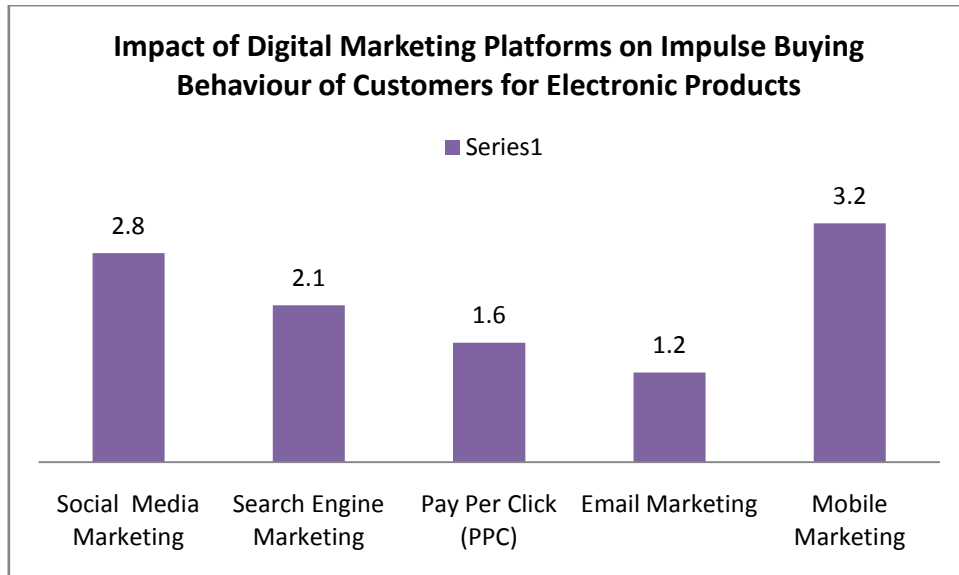
Digital Marketing Platforms	Mean
Social Media Marketing	2.8
Search Engine Marketing	2.1
Pay Per Click (PPC)	1.603
Email Marketing	1.2
Mobile Marketing	3.2



Impact of Digital Marketing Platforms on Impulse Buying Behaviour of Customers for Electronic Products

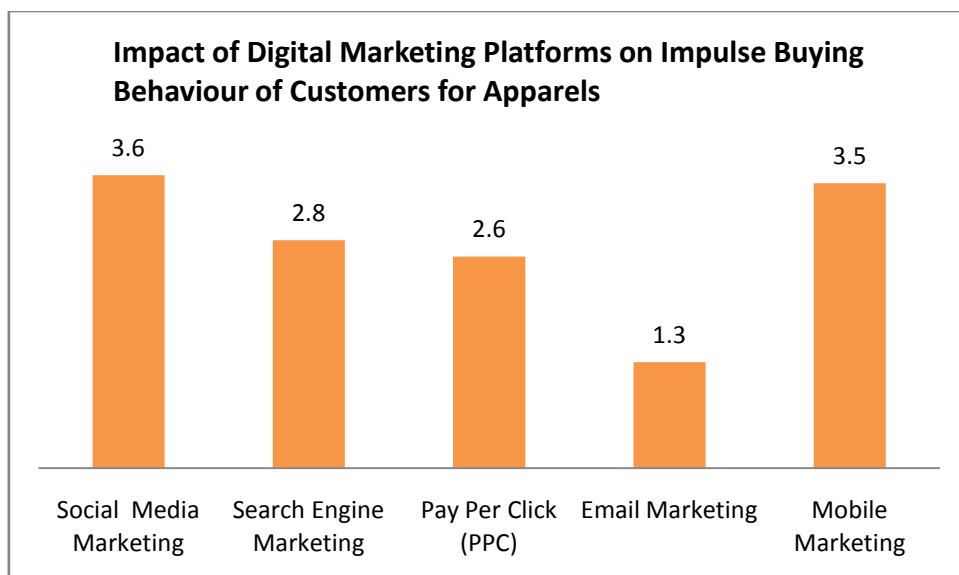
Digital Marketing Platforms	Mean
Social Media Marketing	3.6
Search Engine Marketing	2.8
Pay Per Click (PPC)	2.6
Email Marketing	1.3
Mobile Marketing	3.5





Impact of Digital Marketing Platforms on Impulse Buying Behaviour of Customers for Apparels

Digital Marketing Platforms	Mean
Social Media Marketing	3.6
Search Engine Marketing	2.8
Pay Per Click (PPC)	2.6
Email Marketing	1.3
Mobile Marketing	3.5



Hypothesis Testing

Digital Marketing Platforms	P value	Null Hypothesis	Alternative Hypothesis



Social Media Marketing	0.01	Rejected	Accepted
Search Engine Marketing	0.754	Accepted	Rejected
Pay Per Click (PPC)	0.621	Accepted	Rejected
Email Marketing	0.857	Accepted	Rejected
Mobile Marketing	0.02	Rejected	Accepted

After testing the null hypothesis, it observed that the alternative hypothesis H1 and H5 are accepted as the P value observed is less than 0.05 at 5% significance level and the alternative hypothesis H2, H3, and H4 are rejected as the P value observed is more than 0.05 at 5% significance level

Conclusion

From the present research study it is observed that there is a significant impact of social media marketing and mobile marketing on impulsive buying behaviour of consumers.

Contribution to Industry

This research study will be helpful to organizations to design new strategies related to digital marketing which will be beneficial to improve organizational performance.

Contribution to Academicians

This research study will be helpful to academicians to develop theoretical models related to digital marketing and impulsive buying behaviour.

Contribution to Students

This research study will be helpful to students to understand the concepts like digital marketing, digital marketing tools, impulsive buying behaviour etc

Scope for the further research study

There is also a further scope for the research to study the impact of digital marketing on other product categories which have not been studied in present study like food and beverages, fruits and vegetables, footwear, stationery etc.

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