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**DIGITAL MARKETING AND ITS IMPACT ON BUYING BEHAVIOUR OF YOUTH: A REVIEW OF LITERATURE****SWAMYNATHAN.C****ASST. PROFESSOR****GOVERNMENT FIRST GRADE COLLEGE  
BANGALORE****KAMALA S****ASST. PROFESSOR****MLA ACADEMY OF HIGHER LEARNING  
MALLESWARAM****ABSTRACT**

*The buying pattern of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The changing preferences of the present day youth affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing youth behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behavior and behavioural pattern of youth has as greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behavior of youth is focused as the core issue. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.*

**KEYWORDS**

digital marketing, youth, buying behaviour of youth.

**INTRODUCTION**

**D**igital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains. New business models are emerging in every industry of the New Economy. Travel industry and ticketing has seen a sea change in the last decade. One estimate suggests that online travel industry contributes about 76% of total net commerce in India. Ticketing is now done either in third party websites or airline sites. Customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Even online classifieds have made a successful transition online with jobs and matrimonial taking the lead. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage. The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of shopping online. The impact on retailing has been profound and as a result many businesses are changing the channels they use to sell their goods and services. In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-market place dominates.

**DIGITAL MARKETING SCENARIO IN INDIA**

India is the world's 3<sup>rd</sup> largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy. Looking up to the current scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there's a booming internet marketing industry in India. In India social media is the driving the adoption of digital marketing.

The retail sector in India is booming both on and offline. India is a relative latecomer to the online shopping revolution but it is predicted that online sales will grow by 50 per cent annually in the next few years. The country is already the third largest nation of internet users with over 120 million and the rapid uptake of mobile commerce is predicted to increase the number of users to over 330 million by 2015. Social media is helping to drive the development of digital marketing. Increasingly wealthy populations of young internet savvy customers are spending more time and money online and in doing so are influencing shopping trends. Among the popular products online are books, consumer electronics, travel, financial services, apparel and beauty care. Online shopping activity is concentrated in major urban conurbations with Mumbai being the main centre followed by Delhi and Kolkata. A large proportion of the purchases are conducted in online market places such as Snapdeal, launched in 2010. Currently, the internet accounts for only a small proportion of India's GDP but the predictions are that an internet boom is just around the corner for Retailers.

**YOUTH IN INDIA**

Indian youth are supposed to follow strict moral and family values and supposed to invest their whole time and attention towards study and career. So the career, education has to be the sole aim of a student. Indian youth are the powerful segment in the market who directs the manufacturers to make what they want. This study evaluates the extent to which the youth plays role in directing the marketer. The study will be useful for the marketer to devise the marketing strategies to capture the present and potential youth segment in the products under study. According to the National Youth Policy-2014, the study will cover the entire youth in the age-group of 15-29 years, which constitutes 27.5 per cent of the population according to Census-2011, that is about 33 crore people.

**BUYING BEHAVIOUR OF YOUTH**

Buying behaviour of an individual plays a predominant role in the consumer behavior in general and among the youth in particular. Buying behaviour marketing is a process of establishing relationships between products offered in the market and targeted buying behaviour groups. It involves segmenting the market on the basis of buying behaviour dimensions, positioning the product in a way that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns which exploit buying behaviour appeals to enhance the market value of the offered product. In India internet is around 20 years old. India is among the top 3 population of internet users with 145 million consumers. The digital marketing is having just 3-4% of organised retailing. This reveals that some elements are the hindrance in the prosperity of online marketing in India. The risk perceived by the youth in India is one of them. The prosperity of online shopping in India is huge because of its big size of youth population. The government is investing a lot in internet infrastructure. The organized retailing can't reach to the rural part of India easily whereas online retailers are finding their buyers in cities including villages of across India.

**REVIEW OF LITERATURE**

**1. Dr. Vishal Khasgiwala & Dr. Monica Sainy (Gujarat):** In their study titled "Gender disparity wise study of Impulsive buying behavior and exploratory tendencies of youth in central India", impulsive buying behaviour is experimented. Impulsive buying is a common behavior today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated. Beatty and Ferrell (1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimulus (Wolman, 1975 (Schiffman and Kanuk, 2007). India Being a transitional economy technological boom such as television shopping channels and the Internet expand consumers' impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made. Impulse buying is an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession (Rook & Gardner, 1993).

**2. (Dastidar & Datta, 2009).** In this study it was found that, relationship present gender wise between both the variable and influence of exploratory tendencies on impulsive buying behavior on in young female is higher than young male. It reveals that, variety seeking, risk taking/innovativeness, and curiosity motivated behavior in young female is higher result spontaneous buying behavior. While study shows that, in male it is very lower. The population in the age-group of 15-34 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth population to 464 million by 2021. By 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group (The Hindu, 17 April 2013).

**3. (S. Sathish and DR. A. Rajamohan 2012).** In their study Consumer behaviour and buying behaviour marketing, a general approach of consumer is taken. A consumer's buying behaviour is seen as the sum of his interactions with his environment. Buying behaviour studies are a component of the broader behavioural concept called psychographics." Harold W. Berkman and Christopher Gilson define buying behaviour as "unified" patterns of behaviour that both determine and are determined by consumption. The term "unified patterns of behaviour" refers to behaviour in its broadest sense. Attitude formation and such internal subjective activities may not be observable, but they are behaviour nonetheless. Buying behaviour is an integrated system of a person's attitudes, values, interests, opinions and his over behaviour. It is found in this study that "Consumer behaviour is still a young discipline and most of the research now available has been generalised only during the past fifteen years or so. Innovations such as the buying behaviour concept and AIO research represent ways to move the study of consumers away from isolated, often unrelated projects towards broader integrated systems and research techniques.

**4. Rashmi Bansal (2007),** in her article defined urban youth as youth marketers of today in India and not as per the version of sociologists and media men who relate it to the statistics of men under the age of 25. Youth could be defined as a potent and cultural force, the consumers of today and the growth engines of tomorrow. This study concentrates on the aspirations, inspiration and perspiration of urban Indian youth and not on the response of the youth's choice of either Western or Indian styles or the cultural values. There is little doubt that increasing affluence would lead to radical choices for the future generations.

**5. Priyanka Mehra (2009)** in her article mentions that youth have always been a prime target for marketers. More so in India now, as two-thirds of the population is below 35 years of age. According to MindShare Insights, the research divisions of a media buying agency MindShare, 65%, or over 700 million Indians, are younger than 35 years. This segment has an influence on consumer spending far in excess of its numerical strength. Nine million people in the age group of 12-25 years from the top 35 cities (one million plus population) in India are the ones setting the trends and raising the aspiration value for one-billion-plus Indians, reports Mind Share Insights.

**6. Manjeet (1999)** in her article finds out that India's youth are ambitious, technology-oriented and confident. By 2015, Indians under 20 will make up 55% of the population and wield proportionately higher spending power. In the west, the youth segment has almost always been pitted against their seniors. Rebellion was the key starting point. Adventure, music and other symbols of 'cool' became a perfect recipe for creating cult brands that rallied against the system. This model of tapping youth presupposes that it's always youth versus old. It also preoccupies itself with a continuous search for what's 'cool' among youth. Since the behavioural distance between the youth and the others in these societies is significant, it's easy to rally youth around such points of difference. This model however is at a loss in India, where everything and everyone is young.

**NEED OF THE STUDY**

Digital Marketing has brought astonishing changes in the way in which the marketer markets the product and the way in which the customers are buying the same. Buying behaviour of an individual influences many factors, and these factors invariably affects the marketer to match the needs of the customers in general and youth in particular. So it is realized that there is a need to study Digital Marketing and its impact on buying behavior of the youth.

**STATEMENT OF THE PROBLEM**

Thanks to the development of science and technology today's innovation becomes obsolete tomorrow. The tastes and preferences of the consumers are also changing at a rapid rate. The marketers are finding it difficult to cope up with the changing need of the customers. These changes in the expectations of the customers are due to many reasons, but one of the main reasons is changing buying behaviour. Buying behaviour changes are more seen among the youth than the younger children and old age people. The buying behaviour of younger generation not only influences their individual buying behavior, but also it influences the buying behavior of the family. As a marketer one needs to understand the changing needs of the customers and produce the goods and services accordingly.

**OBJECTIVES OF THE STUDY**

1. To identify the factors influencing the changing buying behavior of the youth
2. To examine the changing buying behaviour of the youth and their impact on Digital marketing
3. To suggest the Indian marketers, the changing buying behaviour of the youth and its influences on their buying behavior.

**RESEARCH METHODOLOGY**

The study is a conceptual study conducted through the review of various studies conducted in this area. Several literatures have been reviewed to understand the youth and their buying behavior in general.

**SOURCES OF DATA**

This is a conceptual paper based on the review of literature. Several literatures have been referred. Some secondary sources were also used wherever necessary. Such secondary sources are drawn from the published articles, research papers, census survey, published general reports, sources through related websites etc.

**SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION****FINDINGS**

1. India is the 5th largest nation in term of YouTube users
2. On an average, Indian's spend around 16 hours a week online, which completely overshadowed Television.
3. The Indian Online advertising market is growing fast at the rate of 50% per year and it was reported to cross 1000 crores in 2020.
4. The factors which generally influence the buying behaviour of the youth includes, lifestyle, attracting the opposite sex, purchasing power, family background, employment status of the youth, intervention of Western culture, educational qualification etc.
5. India has nearly 950 mobile subscribers and at least 50 million subscribers have internet enables mobile phones.
6. The number of websites in India is more than 90 million while that of Facebook profiles is more than 500 million.
7. Every day over 8 million inbound and 12 billion outbound messages are sent via Whatsapp.
8. Besides, online retail in India is on rise as 60% percent of web users in the country visit online retail sites.

9. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.
10. Using mobile internet and many more other factors account for a growing digital marketing industry in India.
11. When all other industries in India are struggling with 10 to 12 %, digital marketing industry is booming high with 30% growth rate.
12. Even after having such blowing opportunity, India still lack people who are skilled and mastered in Digital marketing.
13. India needs talented Digital marketers who can use this opportunity which can create a revolution. Things will get better in the current scenario and in future too as India has the resources. All that to be done is to polish the talent.
14. The markets of the present day also do lot of research to understand the youth and their buying behaviour pattern, so that they can match to the requirement of the youth segment
15. Buying behaviour is a changing factor and that too it is changing at a faster rate, so most of the products which is of recent innovation becomes obsolete too quickly
16. Innovation kills innovation. Due to changing technology what is an innovation today becomes obsolete tomorrow. This poses many challenges to the marketers.

#### SUGGESTIONS

1. Marketers need to understand the accessibility of the digital facilities to the youth segment, before launching any product in online.
2. Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing.
3. Consumers need to be aware of digital marketing and there is a need to create a proper awareness.
4. As most of the studies revealed that the customers are risk averse and hence they need to be taught how to handle risk associated with digital marketing.
5. The study ultimately suggests the readers and users to be aware of all the Digital marketing portals and make use of their utility to the maximum extent with utmost care and caution.

#### CONCLUSION

To conclude, the youth, their buying behaviour, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. As per the present National Youth Policy there are around 33 crore population in India is the youth in the age range of 15-29 years. They form a major portion of market segment in India. Every marketer must understand the psychology of these youth segment, so that they can be a successful marketer in the days to come in the competitive economy. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threat and challenges to the marketer in the competitive market. Changing buying behaviour warrant the marketers to understand the youth in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can move on from the mere customer oriented marketing approach to Technological Customer Oriented Marketing approach in the near future.

#### LIMITATIONS OF THE STUDY

1. The study is based on the review of the various studies conducted in India and abroad, hence the outcome cannot be generalised to Indian specific market situation.
2. Though several studies have been conducted only a few selected studies which were relevant were reviewed for better understanding of the concept
3. This is a conceptual paper not an aspherical study based on the primary data and its analysis.

#### SCOPE FOR FURTHER RESEARCH

1. The present study is only a conceptual study hence there is a scope for conducting an aspherical study on the same topic in a given specific area.
2. The study can be diversified into the buying behavior of the individual in general.
3. A study also can be carried out to exclusively examining the different digital marketing medium and analysis its pros and cons.

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