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## PERCEPTION OF YOUTH TOWARDS DIGITAL MARKETING WITH REFERENCE TO PRODUCT CHOOSING BEHAVIOUR

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### **Abstract**

*In Digital marketing is now acknowledged as one of the most effective strategies for breaking through the noise and having one-on-one conversations with customers. The fact that digital marketing is getting increasingly more individualized is what has led to this recognition. As a consequence, with the trend toward direct, one-to-one marketing, emphasis is being placed more and more on the usage of digital media as a means of effectively reaching consumers. The present study has been carried out to find out the youths' perception towards digital marketing, to find out whether advertisements demotivate customers and to study whether there is any necessity of digital marketing for promoting new product. For this purpose the researcher has selected a sample of 100 youth with the age ranging from 18-30yrs by following random sampling method. A self structured questionnaire has been used for collecting data from the selected sample. Collected data are analyzed by applying percentage system and Chi Square test. Findings of the study indicate that most of the youth have a positive attitude towards Digital Marketing.*

**Keywords:** Digital Marketing, Social Media, Websites, Multimedia Advertising, Online Search Engine Advertising.

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### **Introduction**

The technique of selling goods or services while using digital technologies is known as digital marketing. This procedure often occurs online, but it is also possible to use mobile devices, display advertisements, and any other digital medium. It involves using many channels, including social media, websites, multimedia advertising, online search engine advertising, e-marketing, interactive marketing (polls, game adds, mobile marketing), and so on, to reach the intended target market. To do this, many channels are used, such as: A list of some of these channels is provided below. Online shoppers like the speedy shipping and easy payment procedures since they give them trust in the whole purchasing process and make them happy with their purchases. Internet merchants now provide more attention to a wider range of product categories, including consumer electronics and white goods, among others. Intangible assets including connections, information, people, brands, and systems are increasingly taking centre stage as the most crucial element in the newly emerging models.

Digital marketing is now widely acknowledged as one of the best strategies for breaking through the noise and having one-on-one conversations with customers. The increasing personalization of digital marketing is what has led to this recognition. As a consequence, with the trend toward direct, one-to-one marketing, emphasis is being placed more and more on the usage of digital media as a means of effectively reaching consumers. This results from a change in marketing strategy toward direct sales. This is as a result of the much bigger audience that can be reached through digital media. When considering digital channels in particular, mobile marketing is a concept that has only just come into existence.

Digital marketing enables customers to purchase any item or service without physically visiting a store. Digital marketing also offers the consumer a variety of payment options and a credit facility.

The cost of the product and service may be compared by the customer. Before purchasing any goods, the consumer may read reviews and comments and can browse the whole product line. Every company has a unique strategy for electronic advertising via Facebook, Twitter, and other platforms. With the advent of 3G and 4G services with limitless download, practically everyone with a mobile phone may now access the internet. Therefore, the internet's quick development indicates the need to use it as a marketing tool, and it presents a wonderful chance for any company to alter customer impression via digital marketing. Digital marketing is a key tool for managing, promoting, and developing brands.

## REVIEW OF LITERATURE

**Qureshi Riyaz Ahmed & et.al (2019)** have come to the conclusion that internet use is growing and spreading to new spheres of life. A portion of young people who grew up in a setting exposed to personal computers, the Internet, and mobile technology is one of the most affected populations by the virtual world. The conduct of today's kids has significantly changed as a result of modern technology. Their leisure activities have an impact on the trends in what people buy. The significant impact that the Internet has on young people's lives and the patterns that result from consumer behaviour should motivate businesses to engage with young customers online.

**S. Sivasankaran, (2017)** has come to the conclusion that adolescents, their shopping habits, purchasing power, product knowledge, etc., have a greater effect on consumer behaviour on an individual and household level. In India, there are around 33 crore young people between the ages of 15 and 29, according to the current National Youth Policy. They make up a major portion of the Indian market. To succeed as a marketer in the future in the cutthroat economy, every marketer has to grasp the psychology of this young demographic.

**Anjali (June 2017)**, The survey claims that educated people are more used to digital media and like utilizing digital channels to buy different things. A person's choice to buy different items via a digital channel is substantially influenced by their monthly income, research has indicated. Advertising that is seen on websites and blogs affects consumers more. Digital channels substantially changed how customers felt about their buying selections. The majority of shoppers are satisfied with their internet purchases. People increasingly buy convenience products online and prefer to shop for their requirements offline. This research was done in a specific area. In order to get more precise findings, the study's next focus will analyze how digital channels affect consumer purchasing decisions over a larger geographic region.

**Sadia Afzal et al., (January 2015)**, This study shows that neither traditional nor online advertising significantly influences consumer purchasing decisions for branded clothing, but both have significant indirect effects because of the advertising components and consumer attitudes that serve as mediators and have a significantly mediating impact. Both ad features and attitude have a big impact on consumer purchase behaviour. Customer attitudes have been statistically studied, and among the three components of attitudes—loyalty, past purchase experiences, and word of mouth—the consumer's loyalty is the most important. And prior purchasing experiences are the most important variables that have a major impact on purchasing decisions.

**Statement of the Problem:** Digital power is being used by organizations to expand their operations. In contrast to traditional advertising techniques, e-marketing ads are now receiving a lot of attention from businesses and sectors. People are becoming more interconnected as a result of the digital revolution, which makes it simpler to acquire information. The number of mobile users is growing daily in the current environment, and by 2015, the majority of people will be using digital platforms. Therefore, reaching prospective clients to advertise products and services is simple for businesses. The use of digital marketing to educate and persuade the general public to purchase goods or services. Through a variety of advertising channels, including newspapers, magazines, television, radio, billboards, posters, hoardings, and, more recently, internet marketing, a product or service is promoted in order to raise awareness in the minds of prospective customers. Digital marketing is a potent weapon in the marketing process in the modern age of mass manufacturing

and distribution. Sometimes the marketers influence the customers with their way of advertisement. Therefore the researcher has stated his problem as **“Perception of Youth towards Digital Marketing with reference to Product Choosing Behaviour”**

**Significance of the Study:** People in today's society are dependent on the assistance that technology provides for all of their endeavors since the speed of technical growth throughout the world has increased to such a significant degree in recent years. In the past, individuals used a variety of diverse marketing techniques to promote their goods and services in order to increase consumer awareness. Consumers' purchasing habits are changing quickly in the context of a market that is more and more focused on the needs of its customers. The market is the primary cause of this trend. Consumer purchasing patterns may differ based on a number of factors, such as the product, price, features, quality, packaging, purchasing patterns, status, generation, client age, and so on. Therefore the study is very significant for the marketers, research scholars and so on.

**Objectives:** The study has been undertaken with the following objectives-

- ✓ To find out the youths' perception towards digital marketing
- ✓ To find out whether advertisements demotivate customers.
- ✓ To study whether there is any necessity of digital marketing for promoting new product.

### Research Methodology

The present study involves both qualitative and quantitative data.

**Population:** Population of the present study is comprised of the youth people with age ranging from 18-30yrs from different sectors.

**Sample:** The researcher has selected a sample of 100 youth with the age ranging from 18-30yrs by following random sampling method.

**Tools & Technique:** The researcher has used a self structured questionnaire for collecting data from the selected sample. Collected data are analyzed by applying percentage system and Chi Square test.

### Hypothesis:

**Hp1-** most of the young prefer digital marketing.

**Hp2-** There is necessity of online ads to sell products.

**Hp3-** repetitive online ads do not motivate customers.

## DATA ANALYSIS AND INTERPRETATION

**Table-1**

Statement	Attributes	Response (%)
It's more crucial to have an excellent website to draw in clients.	Neutral	22
	Agree	41
	Strongly Agree	47

In response to the above statement 22% respondents remain neutral with 41% agree and 47% answers strongly agree. It clearly indicates that most of the young are highly with the statement that website is very important for attracting the customers.

**Table-2**

Statement	Attributes	Response (%)
Advertising on other platforms like banners is not more effective than social media advertising.	Neutral	11
	Agree	33
	Strongly Agree	56

In response to the above statement 11% respondents remain neutral with 33% agree and 56% answers strongly agree. It clearly indicates that most of the young prefer advertisement through social media.

**Table-3**

Statement	Attributes	Response (%)
There are now additional options for clients thanks to online business promotion via digital marketing on the internet.	Neutral	19
	Agree	51
	Strongly Agree	30

The above table shows that 30% respondents are highly agree with online promotion of products which give more choices to the customers whereas 19% respondents remain neutral to the statement and 51% are moderately agree with the view.

**Table-4**

Statement	Attributes	Response (%)
Digital marketing's effective advertising is superior to banners, paper, and electronic media.	Neutral	9
	Agree	35
	Strongly Agree	56

From the above table it is evident that 56% respondents are highly agree with advertisement through digital marketing and they have strong preference for the electronic media whereas 9% respondents are neither agree nor disagree with the statement.

**Table-5**

Statement	Attributes	Response (%)
In the future, technology will affect how individuals behave and make purchases.	Neutral	13
	Agree	52
	Strongly Agree	35

The above table shows that 35% respondents are highly agree with the statement that Technology changes the behaviour of people buying pattern in days to come whereas 19% respondents remain neutral to the statement and 51% are moderately agree with the view.

**Table-6**

Statement	Attributes	Response (%)
I can recall features that shops used in their internet advertising.	Neutral	12
	Agree	42
	Strongly Agree	46

From the above table it is evident that 46% respondents are highly agree that they remember the characteristics in ads using in digital Advertising by retailers and they have strong preference for the digital advertisement whereas 12% respondents are neither agree nor disagree with the statement.

**Table-7**

Statement	Attributes	Response (%)
My preferences for the criteria to be used to make the final purchase decision	Neutral	19
	Agree	42
	Strongly Agree	39

In response to the above statement 19% respondents remain neutral with 42% agree and 39% answers strongly agree. It clearly indicates that most of the young moderately agree with Preferences Regarding Criteria for finalizing Purchase Decision.

**Table-8**

Statement	Attributes	Response (%)
The greatest way to contact customers is via a website.	Neutral	15
	Agree	52
	Strongly Agree	33

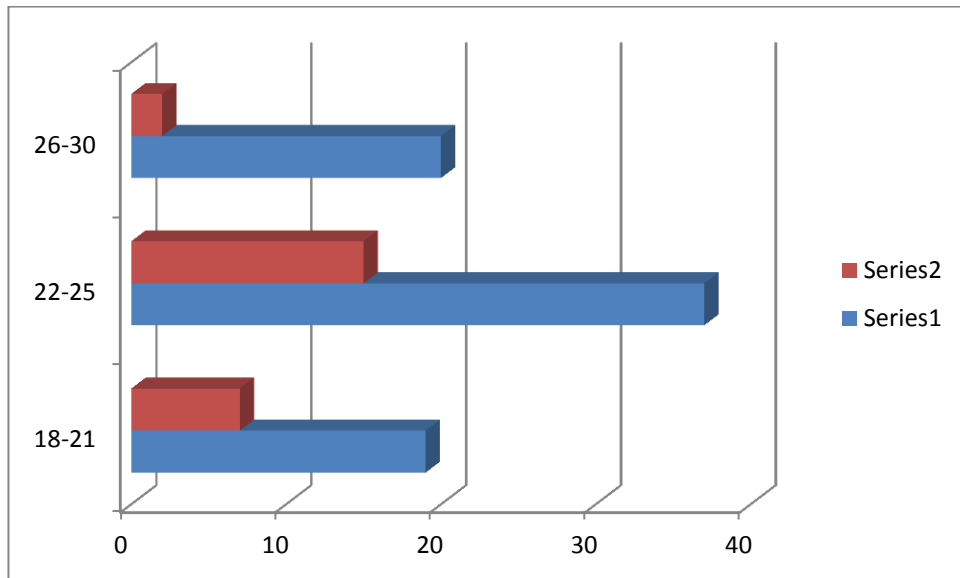
The above table shows that 33% respondents are highly agree with Website which are the best terms of reaching Customers whereas 15% respondents remain neutral to the statement and 52% are moderately agree with the view.

**Table-9**

**Digital marketing introducing youth to a new product**

Age	Yes	No	Total Frequency
18-21	19	7	26
22-25	37	15	52
26-30	20	2	22
<b>Total Frequency</b>	76	24	100

The above table indicates that digital marketing have introduced 19 of the youths between the age group of 18-21 to a new product. Under the age group of 22-25, 37 youths have been introduced to a new product and 20 youths between the age group of 26-30 have been introduced to new product due to digital marketing. The total frequency shows that most of the young prefer digital marketing. Hence hypothesis is accepted.



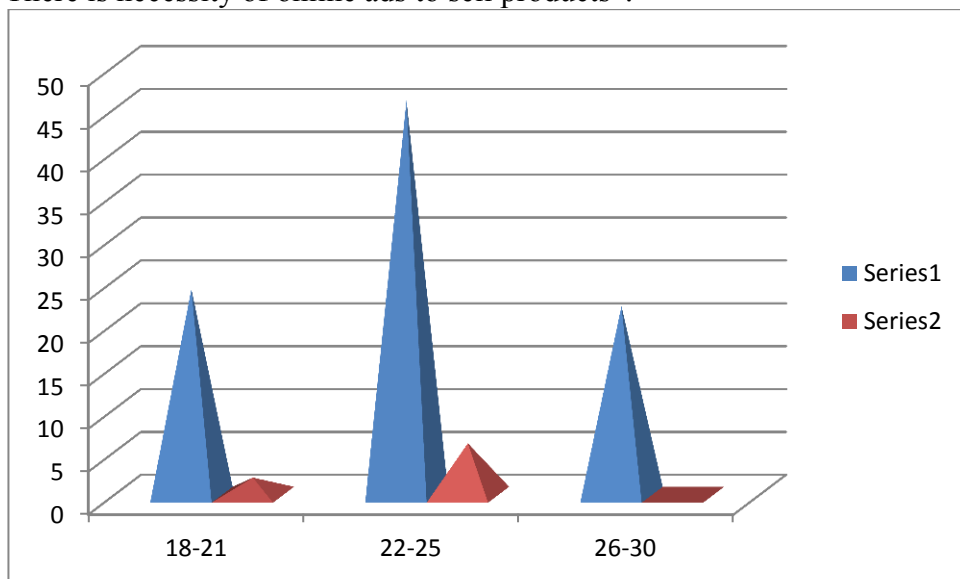
**Fig.1** Showing youth perception Digital marketing introducing youth to a new product

**Table-10**

**Youth perception towards necessity of online ads to sell more products**

Age	YES	NO	TOTAL
18-21	24	2	26
22-25	46	6	52
26-30	22	0	22
TOTAL	92	8	100

The table indicates that 24 youths between the age group of 18-21 think that online ads are necessary for a company to sell more products. Under the age group of 22-25, 46 youths think that online ads are necessary to sell more products. 22 youths between the age group of 26-30 think that online ads are necessary for a company to sell more products. Total frequency level agrees with the hypothesis “There is necessity of online ads to sell products”.



**Fig. 2.**Showing Youth perception towards necessity of online ads to sell more products

**Table-11**

<b>Do you think too much online ads will de-motivate you from purchasing a product?</b>			
	<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Always</b>	24	8	32
<b>Sometimes</b>	43	25	68
<b>Total</b>	67	33	100

<b>Calculated value</b>	<b>Critical value</b>
1.36	3.84

Since **chi-square** = 1.36 is less than 3.84, **H<sub>0</sub>** is accepted.

Interpretation: The chi-square analysis shows that the null hypothesis, “repetitive online ads do not motivate customers” has been accepted. Hence the alternative hypothesis has been rejected.

**Findings:**

- ❖ Most of the young agrees that website is very important for attracting the customers.
- ❖ Most of the young prefer advertisement through social media.
- ❖ Youths are highly agreed with online promotion of products which give more choices to the customers.
- ❖ Technology will soon affect how individuals behave and make purchases.
- ❖ Young prefer digital marketing for promoting new products.
- ❖ Repetitive online ads do not motivate customers.

**Conclusion**

Everyday, people are consuming an increasing amount of digital material, and businesses have taken notice and begun to adapt. Because of this, the sector of digital marketing is expanding quickly. Additionally, compared to conventional marketing, digital marketing offers many more advantages. Digital marketing is thus essential for a business to thrive in this fiercely competitive environment, yet the majority of young people still prefer television advertisements over internet ones. Too much digital marketing may ultimately hurt the business since it will discourage people from purchasing goods and services. In today's competitive business climate, Digital marketing's debut, which has had a big impact on the economy overall and on marketing in particular, has brought new dangers and problems for marketers. Due to changing consumer behaviour, marketers must have a greater knowledge of young consumers in order to develop marketing strategies that will both retain current customers and attract new ones.

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