



e-ISSN:2582-7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 4, April 2024



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.521



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# Impact of Digital Marketing on Buying Behavior of Select Product Categories in Buldana Region

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**ABSTRACT:** This research investigates the influence of digital marketing on the purchasing behavior of smartphones and smart watches in the Buldana region. As digital platforms continue to expand, understanding how digital marketing impacts consumer behavior becomes crucial for businesses. Through a detailed examination, this study aims to reveal the specific effects of digital marketing strategies on consumer decision-making processes within Buldana's market context, focusing on smartphones and smart watches. By analyzing these product categories, this research aims to provide valuable insights to guide marketers and businesses in developing tailored digital marketing strategies to meet the preferences and behaviors of consumers in this region.

**KEYWORDS:** Digital marketing, Buying behavior, Product categories.

## I. INTRODUCTION

In the Buldhana region, In a period defined by the digital revolution, where smartphones have become extensions of ourselves and social media platforms have transcended bare communication tools, the geography of marketing has experienced a profound metamorphosis. It's no longer just about traditional billboards, print announcements, or television commercials; it's about a dynamic, ever- evolving world of digital marketing. In this realm, consumers are not just unresisting receivers of information; they're active actors,co-creators, and influencers.

Our disquisition will encompass colorful aspects, including the effectiveness of social media juggernauts, the influence of online reviews, the part of e-commerce platforms, and the adaption of original businesses to the digital realm. Also, we will also claw into the artistic factors that shape consumer preferences and buying habits in Buldhana, understanding how these cross with the digital marketing geography.

This study aims to contribute to the existing body of knowledge by examining the distinctive ways in which digital marketing strategies shape the consumer journey within specific product categories. By narrowing our focus to select product categories, we can gain a more granular understanding of how digital channels influence decision-making processes, brand perceptions, and ultimately, purchase outcomes.

Key areas of focus in this study will include:

- The emergence of digital marketing has reshaped how businesses engage with consumers, moving from traditional methods to online strategies like social media marketing, email campaigns, and search engine optimization.
- The credibility of digital marketing channels, including online reviews and endorsements, significantly influences consumer trust and purchase decisions.
- Many local businesses in Buldhana are embracing digital marketing strategies, reflecting the need to stay competitive and reach a broader audience.
- Buldhana, a region with diverse demographics and distinct cultural elements, serves as an intriguing case study to understand how digital marketing practices interact with the local consumer base.
- The rise of e-commerce platforms has not only expanded product choices for consumers in Buldhana but has also changed how they research, compare, and purchase products.



## II. LITERATURE REVIEW

**Heinrichs et al. (2011)** - states that online advertising performs a crucial function in the contact network between clients and businesses and in the successful change of customer behavior of internet marketing.

**Bauer et al., (2006)**- have compared Online advertising services vs. traditional business services, customary and traditional. They established that the online retail services are divided into two very distinct phases: the online customer engagement and the offline fulfillment. They also suggested that the quality of websites should be both hedonic and utilitarian.

Srushti Gulve, Studied Impact of Digital Marketing on Consumer Behavior concluded Digital

**Akash Gupta**, et al Studied A Study on Influence of Digital Marketing on Buying Behavior of Youth Concluded Nowadays, digital marketing is growing at its fast pace because it is found that online surfing, online shopping, online communication, etc are very common among the youth. Also, people belonging to old age now started adopting online platforms for payment of bills, shopping, surfing for information, etc. These habits of people turned into an opportunity for the business to market the products and get the customers easily. It is also found that people prefer many online websites or technologies for shopping rather than visiting retail outlets.

**Dr. Sara Anjum** : Currently, digital marketing has become an essential factor in campaigns to attract and retain online buyers. This study aims to identify how different digital marketing tools impact consumer buying behavior. This research shows the most appropriate actions to take while planning an online strategy and retaining users. This research also signifies that the perceived performance of those tools should be compatible with running an effective digital 14 marketing campaign. The conclusion of this research shows factors that should be utilized while planning a campaign with digital marketing tools.

**Ravi Soni** , et al studied Factors Affecting Consumer Purchase Decision of smartphones concluded by A comparative study of the various sales pamphlets of different smartphones producing companies seems to suggest that almost all the smartphones brands offer nearly the same configuration (processors, RAM ) and features ( fingerprint scanners) in their products to the consumers.

## III. RESEARCH OBJECTIVE

- To Analyze the Reach and Exposure of Digital Marketing in Buldhana.
- To Examine the Influence of Digital Marketing on Consumer Awareness.
- To Assess the Impact of Digital Marketing on Purchase Decision-Making.

## IV. RESEARCH METHODOLOGY

The research will employ a mixed-method approach, combining quantitative and qualitative research methods. Data will be collected through surveys, interviews, and a review of relevant literature. Salaried individuals from diverse demographics and income brackets will be sampled to ensure a comprehensive understanding of their investment patterns and choices.

### 4.1] Types of Research:

Descriptive Research:-

The word descriptive comes from the Latin *descript-*, meaning "written down." Something that is descriptive uses an account of words to give us a sense of what it's like. Descriptive research is used to describe characteristics of a phenomenon being studied. The study describes the data as it is without manipulating any variable, hence it is descriptive in nature.

Data collection method

1. Primary Method of Data Collection:

- Questionnaire method

2. Secondary Method of Data Collection:

- Internet/Books/Journals and other written data about Topics.

Population:

All the People who belongs from Buldana region who have purchased a smartphones recently

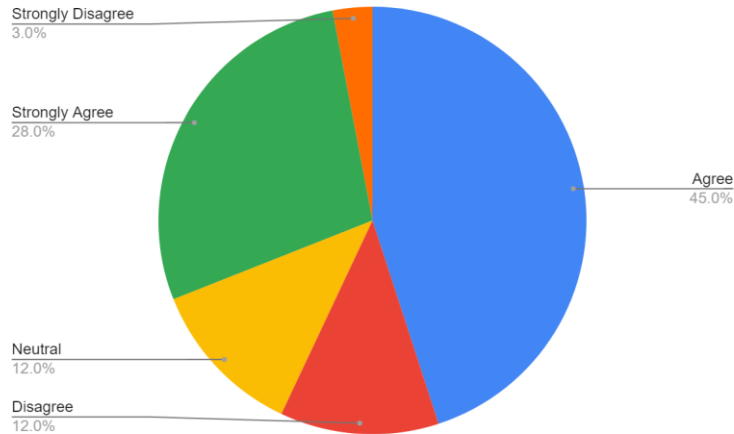
Sample size:-100 (No. of Respondent)





**V. RESULT AND DISCUSSION**

1) "Digital marketing effectively reaches and exposes the target audience in Buldhana, particularly for electronic products like smartphones and smart watches."



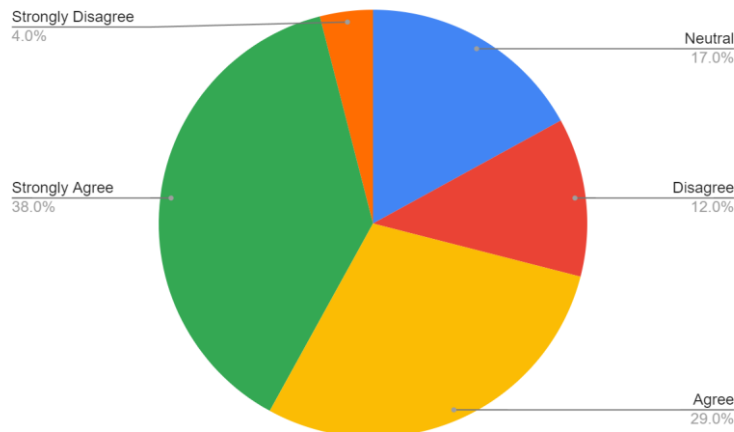
**G 1.0**

Response	Percentage
Strongly Agree	28.0%
Agree	45.0%
Neutral	12.0%
Disagree	12.0%
Strongly Disagree	3.0%

**T1.0**

The majority of respondents (45%) agree with this statement, while a significant portion (28.0%) also express strong agreement.

2) "Digital marketing influences consumer awareness, especially regarding electronic products such as smartphones and smart watches."



**G 2.0**

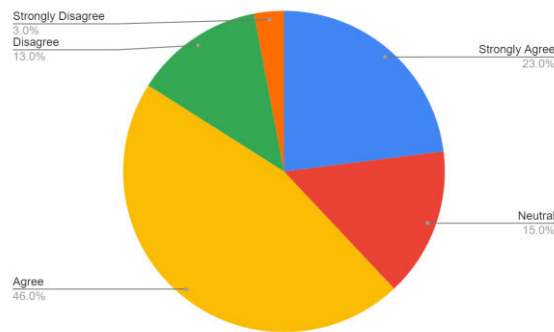


Response	Percentage
Strongly Agree	38.0%
Agree	29.0%
Neutral	17.0%
Disagree	12.0%
Strongly Disagree	4.0%

**T 2.0**

The majority of respondents (38.0%) Strongly agree with this statement, while a significant portion (29.0%) also express agreement.

3) "Digital marketing impacts my purchase decision-making process, especially when considering electronic products like smartphones and smartwatches."



**G 3.0**

Response	Percentage
Strongly Agree	23.0%
Agree	46.0%
Neutral	15.0%
Disagree	13.0%
Strongly Disagree	3.0%

**T 3.0**

The majority of respondents (46.0%) agree with this statement, while a significant portion (23.0%) also express strong agreement.

**VI. CONCLUSION**

To summarize, this study illuminates the profound influence of digital marketing on the purchasing behavior of specific product categories in the Buldana region. Through our investigation, it becomes clear that digital marketing significantly shapes consumer decision-making processes, especially concerning the acquisition of smartphones and smartwatches. Our findings underscore the necessity for businesses in Buldana to implement tailored digital marketing



strategies that align with the preferences and behaviors of the local populace. By strategically utilizing digital platforms, businesses can augment their brand visibility, engage more effectively with their target demographic, and ultimately drive sales. Furthermore, our research underscores the importance of continual adaptation and innovation in digital marketing methodologies to remain competitive in Buldana's ever-evolving market landscape. In essence, this study furnishes original insights for marketers and businesses aiming to leverage digital marketing's potency to influence buying behavior and flourish in the regional market.

**6.1] Scope for further research** - According to the research, it shows that the purchasing of smartphones and smartwatches are significantly increased due to digital marketing.

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