



IMPACT OF NOVEL DIGITAL MARKETING STRATEGIES ON CONSUMERS PURCHASE BEHAVIOUR



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ABSTRACT

Digital marketing is wide-based and includes developing business strategies leveraging emerging technology that raising expenses and grow industry internationally in a highly competitive environment. Rapid technology advances, the usage of digital marketing, social network ads, web browser marketing are also on the rise. Digital marketing is utilized for advertisers to promote goods & services on the market. Digital marketing has an imperative part to escalating the distribution of goods and services. The purpose of this investigate is to examine the impact of digital media and whether it is an imperative tool for both marketers & consumers. We have explored the effect of Digital media as well as its impact on the customer's buying behavior. This study was performed on the basis of a structured questionnaire for primary data as well as a sample size of 100 respondents.

KEYWORDS-*Digital Marketing, Consumer Behaviour, Promotion, Marketing Communication, Consumers Purchase, Rajasthan*

1. INTRODUCTION

Digital marketing is defined as the buying and selling of content, digital marketing is the use of platforms to meet the target audience through any of the subsequent platforms: social networking, blogs, multimedia advertisement, online search engine commercials, e-digital marketing (polls, gaming, mobile marketing) Digital marketing is considering a modern type of marketing. Marketing activities undertaken through digital platforms allow marketers to connect



directly with potential customers at a rapid rate, regardless of their geographical position. Online marketing has recently been described as one of the easiest ways to deal with the confusion and interact directly with the customer. As a consequence, with a move towards targeted, One-to - one contact, enhanced understanding is compensated with the usage of digital control as a means of effective consumer marketing. Digital marketing is a modern phenomenon when it comes to digital channels. The Indian smart phone market is among the greatest developing markets owing to the rise in the numeral of middle-income consumers & estimated to reach millions of users in the next generation. investigate on digital promotion advertisements will also have a significant effect to the way business is conducted. The improvement& pervasive usage of internet tools has altered the way culture communicates with both its daily &specialized existence. The introduction of modern interactive technologies one of the most significant measures of this transition. New communication technologies arising from technology development are labeled "internet marketing." Once we speak of digital channels, what came to mind are Facebook, Twitter, Instagram or specific social networks which use online and web techniques including forums, micro blogs and search engines. With both the advent of modern messaging to electronic channel clients, the networking methods currently accessible are now being considered "traditional interaction devices." Traditional interaction devices include written (books, magazines, etc.), multimedia (television, film, etc.) and auditory (radio) interaction devices.

1.1. DIGITAL MARKETING SCENARIO IN INDIA

India is the third highest Internet community in the country. Since the proliferation of the Internet, the Advertising Methodology has taken hold in order to communicate with the general population. The enormous growth that computerized marketing has shown can not be combined with any other method. Admiring the new scenario in India, individuals here are conscious of the Web as well as use it for various reasons in their everyday lives. Subsequently, there is a flourishing internet marketing industry in India. Throughout India internet networking is the driving force behind the misuse of computerized marketing. The shopping spotlight in India is rising both online and offline. India is a new maverick to the online shopping explosion, yet it is common for online purchases to grow by half every year over the next few years. The world is



currently the third-largest Internet user nation with more than 120 million Internet customers and the rapid development of flexible exchange is required to increase the number of customers to more than 330 million by 2015. Web-based life is driving the growth of digital marketing. Progressively stable socio-economics of youthful internet-wise users devote additional time and resources digitally, and thus affect the inclination of their clients. Books, shopping devices, travel, money-related government, clothes and magnificence treatment are regular online items. Online shopping is taking place in huge urban metropolises, with Jaipur, Rajasthan being the main center preceded by Delhi and Kolkata. Significantly, trades are rendered in online commercial centers such as Snadpdeal, which was introduced in 2010. For now, the Web is only a minor part of India's GDP, but the hope is that the Internet explosion is just around the corner for retailers.

Indian youth will obey strong moral and family ideals and devote their entire time and commitment to research and job. Career, schooling, thus, must be the primary goal of a pupil. Indian youth is a strong consumer group that drives manufacturers to do what they want. This research assesses the degree to which young people play a part in direct the marketer. The research would be valuable for the salesperson to establish communication campaigns to reach the existing and future youth audience of the goods under research. During to the National Youth Policy-2014, the report would include all young people in the 15-29 year age category, which is 27.5 per cent of the population according to the 2011 Census, i.e. roughly 33 crore people.

1.2. IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

Consumers have become researches Through convenient access to the Internet, users are now much more educated and motivated. Every day they are overwhelmed with digital content. With almost every company now marketing their products on digital platforms, it's more than easy for customers to check and compare online. Their choice to shop is strongly influenced by the connections they have with the company and other influencers online.

Digital word of mouth is the most trustworthy word of mouth used to be the most reliable source of advice that customers believed. In today's digital world, word of mouth is offered in terms of customer feedback, influencer suggestions, scores, testimonials, etc. Total customers will insure



that they look at what current brand buyers have to suggest about the product / service before making their purchase decisions.

Customers are not afraid to experiment Consumers in the past few days have been very cautious about modifying the labels they have used all along. But with time, things have changed. Now, business thought has grown tremendously. They have become more open to products and brands that offer better quality than ever before. All this was feasible only through digital marketing, which made it easier for these new brands to reach out to consumers.

Consumers often switch brands Brand loyalty has been a big thing in the past. It's very unusual when you see customers change labels. Today, though, customers are able to switch brands, because the new one offers better apps. With a lot of options on the market, customer engagement is challenging and switching is fast.

Customers now have a high level of tolerance Ultimately, consumers today are not in a mood to negotiate or bargain in any way. We expect an immediate response to their questions and concerns, if any. We publicly share their thoughts and perspectives on digital platforms that can make or break the reputation of a company in seconds. Generally, users tend to believe in bad news / feedback readily and only a handful actually share positive reviews. However, a number of rivals exploit this by posting negative comments on their company sites from fake accounts. This can be done through a strong online reputation management (ORM) approach, where experiences with customers will potentially turn a negative image into a favorable one

2. LITERATURE REVIEW

NaseethAhamedNizar et al. (2018)The purpose for this analysis is to consider the effect of online existence marketing on the consumer's buying option. The goal of this analysis is to define the word web-based life marketing and consumer purchasing behaviour, to complete a written survey on customer buying activity and the effect of online networking, to perform critical research with the aid of surveys and meetings on the influence of internet-based life ads and consumer sales, and to audit discoveries. This research relies on the study approach, since the experiment was distributed to collect input from citizens in general to investigate the effect of web-based life marketing on customer purchasing behaviour. 184 reactions were constructed



from the scattering of the google structure summary. For the same manner, the conference was guided to an alternative perspective as measured. The conference was conducted by the three interviewees in Dialog Axiata. In fact, the usage of diary posts by former researchers has often contributed to critical analysis. In fact, the knowledge for this analysis was dissected using the IBM SPSS calculation program. Right now, Alpha, Regression for Individual Factors, Correlation for both vulnerable and autonomous and distinct observations were established by using the SPSS tools for this study. The principle that has been established for this research has been accepted. Across the same manner, there was a notable constructive interaction characterized right now by allowing the analysis to show its general interest. This analysis aims to resolve the problems of expertise of the papers of question. In fact, this study draws on a somewhat more practical and less complicated method for developing web-based social networking content in order to forecast customer purchasing behaviour.

Diyana Ahmed Ghazie Et al. (2018)Everybody on the web— in reality, everybody is online today. These days, the Web has proved to be the most significant tool, especially for digital marketing, in their marketing cycle for the selling of products and administrations. This is because it aims to save a ton of time, prices and more. The goal of this analysis is to understand the behavior of consumers against digital selling in Malaysia. In an attempt to identify the huge, awareness and content of customer adequacy of digital marketing, a general written examination was performed. Through utilizing critical knowledge (study) and auxiliary knowledge strategies, it allows researchers to differentiate between how to build a good brand understanding of customer behavior.

Simran Kaur et al. (2018)In the extraordinarily bad competition and creativity with the usage of the internet, the traditional industry has switched to digital marketing strategies. Digital marketing snatches a broad region and requires the analysis of a course of action using emerging technologies that minimize prices and improve sales across the globe in a highly bad industry. Online marketing today has a more substantial degree of business success later on, because consumers become far more pleased with buying digitally because they find digital marketing substantially more efficient than traditional marketing. Online marketing allows consumers the ability to evaluate the material about the item offered by the company and should be equipped to



carry out an accurate analysis, so that they can understand the freedom to make a choice and can create a request anytime 24* 7 is open. With fresh developments and an improvement in the usage of the network dedication, the interconnectivity of customers is slowly increasing, as a consequence of which the behaviour of customers has changed and association can consider the conduct of consumers. This research analysis drills down the effect of digital media on the buying habits of customers.

Keerthi Krishna M et al. (2018) Online marketing is a communications strategy for the development of web-based goods. The digital marketing sector in India is distributed through nearly all company sectors. The speed of internet ads causes geophysical hindrances to disappear, rendering both future consumers and suppliers of Earth bust. It is renowned for its capacity to enable business to be dispersed and shared wherever and wherever it occurs. Apart from this, it also points forth the impact on the client's psychology on the purchasing of the piece. The explanation for the research is to acknowledge the feasibility and effect of digital media on the buying habits of consumers. Key details is required with the knowledge collection. The structured survey is used to collect important details and the sample size is 50 respondents. The findings of the inquiry show that the consumer is conscious of the new network and also all applications of the internet medium for the purchasing of goods. This test was performed in the chengannurtaluk district of Pathanamthitta.

R. Sunderaraj et al. (2018) In today's business world, marketing methods rely on collaboration among companies and customers. Promoting has been used as a standard corporate tool for handling fundamentally rapid technological shifts and, respectively, for strategic adjustments in today's severe markets, & administration method applies to re-analysis and re-planning of the errands and even aspects within & exterior the association. Publicizing the business is a social agency intended to serve the consumer needs to provide details on the accessibility of the products, the company and the administration. In addition, there has generally been a far-reaching reaction to promotion is type of correspondence intended to be misused by consumers. Furthermore, it is also regarded as providing a significant income role and company houses are named publicity sharing, who are producing a concluding method to swindle clients by misdirected advertising. The aim of the promotion is to consider the impact of the ad on the



conduct of purchases. It is observed there is no association among the age of the respondents and the degree of the effect of the advertising and there is no correlation between other reward and the quality of the freebie at the time of purchase.

Khumar Sharma et al. (2018) Social networking started as an entertainment device at the outset, and later became a communications device thanks to its extraordinary advantages in the world of industry. In this article, we will address the idea of social networking, social network marketing and the social media approach, the benefits and drawbacks of utilizing social media marketing, the definition of customer purchasing intention and the effect of social media marketing approaches on customer purchasing intentions. As the growth of internet technologies and the enhancement of the e-commerce industry, online shopping is a brand-new consumer purchasing trend for consumers and attracts rising interest from the public. New communication technologies arising from technology development are labeled "internet marketing."

SamreenLodhi et al. (2017) The growth of developments in the corporate field of advertising is moving from newsletter and newspaper advertisement to other e-marketing platforms. The present companies have focused on the preparation of the web page for the promotion of their products, as opposed to the presentation of advertisements on TV, advertising, newspapers, articles and so on e-selling is the actual fate of promotion, is swifter, less exorbitant and offers reliable details on time. This research reveals that about 80-90 per cent of people are involved in online marketing practices, most of which take place on web media, because social network clients are not specific around sexual identity and age collection, so that anyone can see any kind of ad on any Facebook accounts. New clients are, for the most part, consuming products by clicking on the site sale instead of reading articles, magazines or watching T.V. When existing clients are no longer committed to companies, with the aid of the internet marketing agency, upgrade their merchandise or administrations to retain loyalty to their clients. To stay in today's business world, companies will accept e-ads, e-purchasing and e-offering, web-based finance offices to buy electronic goods, ATM cards, portable communication, and other other marketing tools. As the most notable accomplishment by any corporate company, the e-marketing type by publicity is quickly obtained because they have more color in e-marketing rather than ads on certain industry instruments. Thanks to the rise in e-marketing, e-purchasing and transactions,



and as a consequence of e-purchasing and distribution of ATM cards and e-purchasing, e-shopping and e-marketing, they have achieved the best level of their growth.

Ugoing to et al. (2017)The study examined the effect of successful web-based advertisement, effective communications & promptly contact on the normality of visitors & customer interest of the three preferred online provisions in Owerri, Imo. It has been motivated by 6 study questions & six hypotheses. The sample size of 300 respondents was used for the details collection of two structured survey arrangements. Mean measures was used to measure the responses to the questions of the report, whereas the Z-test measurement has been used to verify the presumptions for this investigation. The Statistical System for Social Sciences (SPSS) software was utilized analyze the data. The result of the research have indicated to digital marketing is a feasible form of advertising contact that has a huge produce on the normality of travelers and consumer experience of online retailers. In the light of the results, it was stipulated that organizations should be credited with showcasing their goods and companies via web-based retailers and, in turn, with the development and dispatch of indigenous places where consumers may make transactions. In order to further check the effect of shopping pages on the actions of purchasers of electronic goods, more analyses will reproduce the concept and methodology commonly employed for various products and pages.

Ashamayee Mishra et al. (2016) examined the awareness, acceptance and influence of electronic commerce on the buyersbehaviour among the people in Odisha. Stratified sampling method was conducted for extracting sample size. Primary data collection method was used for data gathering through questionnaires. As the data collected was non-parametric, the data analysis was performed implementing the chi-square test at 5% significance. The findings of the study presented that the online shopping has created its popularity among the consumers particularly in business to consumer model (B2C). The authors suggested that for meeting and fulfilling the needs of the consumers, the retailers should attract and motivate the consumers so that they can be the purchasers in the online environment. To accomplish this target on a repeat basis, it is required to understand and comprehend the buying behaviour of the consumers. Few highlights of the study as provided and analysed by the authors were: the age group of 18-30 years is the most active in the usage of internet; both the gender uses the internet as per their



requirement; there exists a strong relation between income and buying behavior; one can do transactions online despite of time and place.

MihaljBakator (2016) Understanding consumer behavior is one of the pillars for building a strong company. The ever-changing market puts a toll on organizations in a form of dynamic customer behavior. New products, new beliefs and overall society psychology require thorough examination of market segments and consumer demands. After analyzing customer behavior, organizations must realize a strong, flexible and effective marketing strategy which will ensure sales and profit. This is achieved with strategic planning and objectifying the targeted market segment.

Lakshmi. S (2016)With the growth of internet education, the likelihood of web marketing is growing. A significant percentage of people are browsing now and if they become possible internet shoppers. Because there are so vast quantities of vendors, the most crucial aspect for partnerships is to consider what the expectations and desires of the consumer are at the moment. Consumer buying habits are influenced by a number of influences, such as history, social status, community relation comparisons, ethnicity, work and wage equality, size, sexual preference and so on, thereby showing distinctive consumer behaviors. Such measures explain important online retail and consumer purchasing behaviour in online shopping.

Andrew T. Stephen et al. (2015) This report aims at late-divided customer studies in computerized and electronic life marketing environments. Five subjects are distinguished: I computerized society of shoppers; (ii) early advertising reactions; (iii) effects of electronic circumstances on the behavior of purchasers; (iv) dynamic situations; and (v) casual online (WOM). All things aside, these papers shed light from various perspectives about how customers view, influence and are influenced by the specialized circumstances under which they are structured as a significant feature of their day-to-day lives. Everything needs to be learned, so current knowledge would usually be excessively concentrated on WOM, which is only a bit of computerized customer experience. There are a few headings for potential work that allow experts to learn of a broader variety of wonders.

Dipti Jain (2014)By now, the statistics of online shopping as seen with customers in India are distinct & several segmental variables additionally considered to be the basic premise of the



business division for retail. The primary purpose of this investigate is to understand the influence of perceived risk, perceived pleasure, apparent value and presumed comfort factors on customer online shopping behaviour in Delhi. The suggestions put forward right now help to promote the growth of Indian online selling in the prospect. Exploration searching also shown that the obvious danger negatively affects consumers desire to buy digitally while seeing comfort, seeing accessibility, and seeing satisfaction have little impact on consumers ' minds regarding online shopping.

Amit Kumar Singh (2013)Internet shopping has gained a huge role in the 21st century, as the overwhelming majority of consumers are active, filled with a robust calendar. In these situations, online shopping has been the least taxing and most suitable form of shopping. The Internet has transformed the system for the purchaser's market, which has rapidly becoming a regional point of view. An online store evokes the outward likeness of the buying of merchandise much as Internet store managers, and this purchasing practice is called online purchasing. The current article is based on presumption of conventional model actions. This paper evaluates the behavior and experience of Aizawl's online customers.

Sanjay Hooda (2012) This paper explores the main consumer's assets and similarities between them from the point of view of Emarketing. Effort was requested to investigate the speed of awareness of e-marketing amongst Jaipur buyers & itseffects on their choice of purchasing. Report reveals that persons that are unaware of age and sex access the internet. In either case, there is a vital distinction between the era and the features of online sharing, but there is no link to sexual preference. In spite of security issues, a substantial percentage of respondents are hesitant to purchase items over the Internet. The majority of respondents, irrespective of the sexual preference of various age groups (especially age-gathering between 18 and 30 years of age) consider e-shopping progressively beneficial and productive and lean towards Mastercard as an advantageous mode of payment. Article offers advice on optimizing conveyance and encouraging web-items and governments in order to meet the goals of e-marketing and e-commerce.

Srivastava Priyanka (2012) The internet networking platform is the item that all of the big proponents have been holding on for. We ought to get the Internet more and more known as TV



promoters. All aspects considering, they ought to boost it from TV advertising: the visual effects of the normal conversation and extra knowledge calculation. The goal of the marketers is render their ads especially inclusive. Intuitive marketing helps customers to turn out to be gradually involved in the light of the reality that much of the action ends. Encounters should guide the brand's mentalities through this partnership. The significant tendency are online marketing is increasingly shifting gone from the poster & brands are finding alternative ways by novel systems, like gaming and smart object shows in existing frameworks including walls, little girl walls and side cases. Input is one of the virtues of the Internet grounds, and a persuasive platform collects data from visitors in a careful fashion that can be exploited in a critical way. It's a kind of relentless study.

Halimi, Anahita Bagherzad (2011), evaluated the influence of culture on young consumer's intent towards online shopping in Malaysia. Malaysia is a cosmopolitan country having people from varied backgrounds settled in there, the most prominent being Malay, Chinese and Indian. The author here specially presented the buying pattern of consumers with distinct cultural backgrounds, as the individual culture based on values and beliefs influences the attitude and intentions of the user which in turn influences the buyer's decision making process. The research work targeted to aid the business firms to understand such cultural values and implement business strategies accordingly.

3. OBJECTIVES OF THE STUDY

1. To analysis the impact of Digital Marketing on Consumer buying behavior.
2. To analysis the awareness of Digital Marketing.

4. HYPOTHESIS OF THE STUDY

H₀₁: There is no substantial association among Consumer Loyalty and Product Purchasing by Digital Marketing.

H₀₂: There is no important association between monthly income & product choice to be bought via the Digital Network.



5. RESEARCH METHODOLOGY

A quantitative questionnaire for the analysis of primary data is used to examine the effect of digital marketing on various criteria. Main details were collected from 100 respondents. Respondents are chosen from the Jaipur Region of Rajasthan. Primary data in a hierarchical format was obtained by direct questions of respondents, and achieved explicitly by the survey process.

Sample Size for this analysis is 100 participants who buy goods or services via a digital platform. The data was evaluated and the theory was checked using a mathematical method such as a chi-square check.

6. RESULTS AND INTERPRETATION

After collecting the data from the respondents with support of a structured questionnaire, the findings are translated as follows.

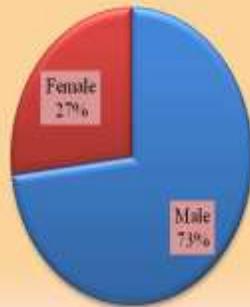
Responses from Online Buyers

Respondents were asked many questions regarding their age, monthly income, occupation, and so on. in order to clarify their profile and their responses. The following table is represented to bases of responses.

TABLE-1: RESPONSES FROM ONLINE BUYERS

	Category	No. of Respondents	Percentage of Respondents
Gender	Male	73	73%
	Female	27	27%
	Total	100	100%
Age	Below 18 Years	15	15%
	18-30 Years	28	28%
	31-45 Years	35	35%
	Above 45 Years	22	22%
	Total	100	100%
Profession	Employee	42	42%
	Business	25	25%
	Student	6	6%
	House-wife	19	19%
	Any other	8	8%
	Total	100	100%

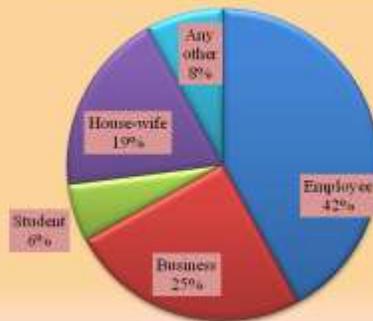
GENDER OF RESPONDENTS



AGE OF RESPONDENTS

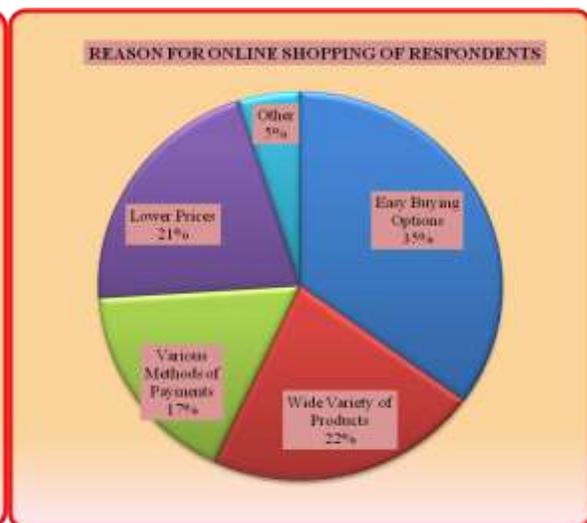


PROFESSION OF RESPONDENTS



	Category	No. of Respondents	Percentage of Respondents
Monthly Income	Below 10000	38	38%
	10000-25000	24	24%
	25000-50000	10	10%
	Above 50000	28	28%
	Total	100	100%
Reason for Online Shopping	Easy Buying Options	35	35%
	Wide Variety of Products	22	22%
	Various Methods of Payments	17	17%
	Lower Prices	21	21%
	Other	5	5%
	Total	100	100%
Influence of Digital	Social Media	57	57%

Channels to buy more	Websites	18	18%
	Emails	5	5%
	Advertising	16	16%
	Others	4	4%
	Total	100	100%
What kind of Product you would prefer to buy through Digital Channel	Convenience Goods	15	15%
	Shopping Goods	72	72%
	Speciality Goods	13	13%
	Total	100	100%



	Category	No. of Respondents	Percentage of Respondents
Customer Satisfaction in Purchase through Digital Channel	Strongly Agree	38	38%
	Agree	55	55%
	Neutral	5	5%
	Disagree	1	1%
	Strongly Disagree	1	1%
	Total	100	100%
From which Digital Channel you bought products	Social Media	21	21%
	Websites	51	51%
	Emails	8	8%
	Advertising	15	15%
	Others	5	5%
	Total	100	100%



Chi Square Test: Relationship among monthly income & product preference to purchase via the Digital Network.

For research the association among monthly income or product preference for shop via the Digital Network, the Clubbed Table is as follows.

Table 2: Relationship among monthly income & product preference to buy during digital channel

	Convenience Goods	Shopping Goods	Speciality Goods	Total
Below 10000	7	29	2	38
10000-25000	4	18	2	24
25000-50000	3	3	4	10
Above 50000	1	22	5	28
Total	15	72	13	100

The details can be conveniently represented in table 2 above. Hypothesis checking is performed in order to more precise.

H_{01} : There is no substantial correlation among monthly income & decision of the company to buy from a digital market.

The approximate chi-square amount is 15,2929 depending on the calculation. The p-value is 0.01897. The outcome is significant at $p < 0.05$, with a significance of 0.05. As a result, the null hypothesis is rejected & there is a significant correlation among monthly sales and the customer's option to shop through the digital channel.

Chi Square Test: Relationship among Consumer Satisfaction & Product Purchases during Digital Marketing

To analyze the relationship among Customer Satisfaction & Product Purchases across Digital Marketing, the Clubbed Table is followed.

Table3: Relationship between consumer loyalty and product purchasing by digital marketing

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Social Media	10	11	0	0	0	21
Websites	20	31	0	0	0	51
Emails	3	3	2	0	0	8
Advertising	4	8	2	1	0	15
Others	1	2	1	0	1	5
Total	38	55	5	1	1	100



The data can be conveniently represented in table 3 above. Hypothesis analysis is performed in order to more precise.

H₀₂: There is no meaningful association between Consumer Loyalty & Product Purchasing by Digital Marketing. The estimated chi-square number is 41,459 according to the estimate. The p-value is 0.000475. The finding is important at $p < 0.05$, via a significance point of 0.05.

The null hypothesis is denied, according to the preceding study. In other terms, there is a major connection between consumer loyalty and the purchasing of products across the Digital Network.

7. CONCLUSION

With the Research conducted, In digital marketing, recognizing customer behaviour is crucial to commercial performance because customers have adopted the usage of the Internet and online socializing technologies. It has been observed that there is a connection among monthly income & goods they buy. Monthly People's Income plays a significant role in the purchasing of various products across the Internet Web. This has also been noted that there is a substantial gap in the degree of consumer service with the online buying of products. Many of the Consumers was pleased with the items bought by Digital Network. A business will achieve even better with digital media because it knows and implements what the customer wants.

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