

**A Critical Review on Consumer Buying Behavior from Traditional to Digitally Marketing**

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**Abstract**

Digital shopping sites are fast replacing traditional or physical shops. Recent years have seen a remarkable transformation in the way India shops and trades. The advent of this disruptive revolution among Indian consumers has led to a new wave in organized retail. Consumer Purchase Behavior is one of the most sought-after fields of study in the Marketing analytics sector in order to understand consumers' purchasing behaviours, which will ultimately assist organizations increase their revenues and deliver a higher growth rate. In this work, we combine current findings from the literature of information systems, map the terrain by presenting key macro- and micro-level observations, and offer future study prospects for this widespread topic. The paper systematically reviews peer-reviewed studies published between 2001 and 2020, dealing with different aspects of traditional and digital transformation. The review reveals various certain aspects, such traditional and digital factors which are affected to consumer behaviour.

**Keywords:** Consumer Behavior, Digital Transformation, Marketing Analytics, Decision-making process

**I Introduction**

With the advancement of technology and its application in several fields of business, even traditional purchasing is being challenged by internet marketers. The growth and intensification of rivalry, as well as the expansion of the list of products offered online, are indicators of increased online purchasing patronage. As a result of the Internet's acceptance, market dynamism, and customers' attraction to online purchasing, academics are eager to uncover the currents driving and identifying leading signs of online purchasing's future success. (Popescu, 2015). In today's environment, online shopping is the convenient solution to a hectic lifestyle. There has been a significant shift in the way customers shop over the last decade. Despite the fact that people continue to buy from physical stores, users or buyers find online shopping to be incredibly handy. (Mirmiran, 2014). Digital marketing saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. Current article provides a summary review of relevant

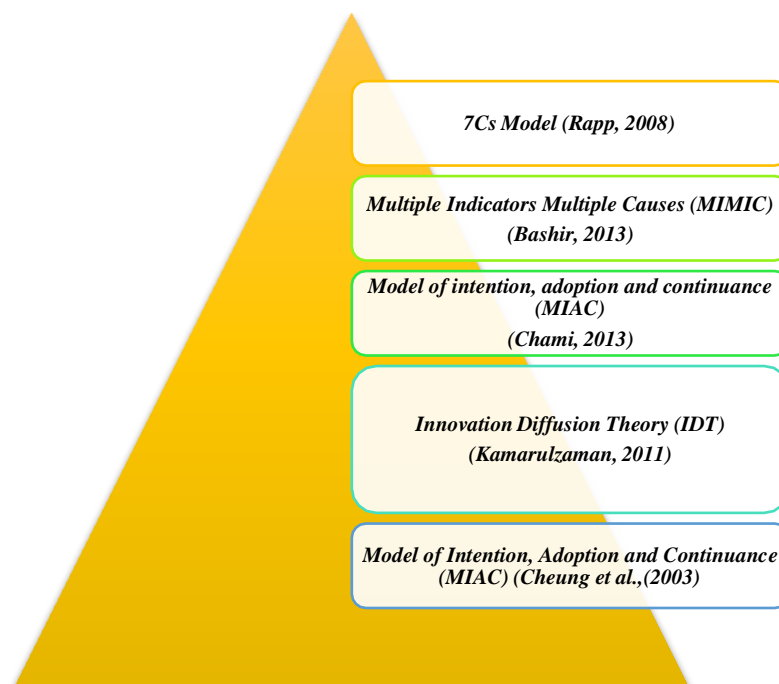
published work and issues that play an important role in digital transformation. In this context, it is clear that there is a continual and extremely dynamic growth in expenditure on online promotional activities, as evidenced, among other things, by a consistent increase in expenditure on digital advertising, offset by a decrease in expenditure on conventional media. The primary goal of a business is to offer product and services that best serve their consumer needs (**Zealot Katona et al., 2018**). A company that satisfies its customers' requirements is more successful than its competitors, because satisfied customers are more likely to make repeat purchases. Furthermore, in India, digital marketing is expanding quickly and has the potential to grow dramatically in the future as Internet access spreads throughout rural areas. This article, by synthesizing online buying literature, helps to understand the cause of transform between traditional to online buying behavior and offers future research priorities in the field.

## **II Traditional and Digital Marketing**

In traditional marketing we attempt to make the public aware that we have a product or service for sale. As per online review article by **McCauley, D. (2013)**, in traditional marketing, using traditional marketing tools such as television, radio or direct mail, we can expect a response rate of somewhere between 0.5% and 2% on outbound messages. Film, television, radio, billboards, face-to-face, physical print, and placement / POP are examples of traditional marketing communications (point of purchase). These types of traditional marketing might have a broad reach and a short duration. **Belch & Belch (2006)** devised an approximate time span of exposure or life-time traditional marketing communications. Magazines have the longest life span of any traditional form of marketing (**Blakeman, 2014**). Magazines are readily given from hand to hand, or they might be left in an office for passers-by to read. Newspapers may be quite effective at targeting marketing depending on readership. Newspapers have a little shorter lifespan, however a daily newspaper can be picked up, left on a commute, and then picked up by another member of the public. In order to, Digital marketing has brought many new opportunities and tools to the forefront of event marketing that include social media, email marketing, blogs, SEO and video marketing. **Chaffey & Smith (2014)** emphasize that the amount of marketing that can currently be done through digital technologies is overwhelming, and the rate is increasing, both financially and quantitatively. Digital marketing enables a far more robust and in-depth CRM research than was before available due to the rise of non-traditional methodologies. (**Perreault et al 2013**). **Perreault et al (2013)** Describe how email and IP tracking can be used to accomplish this. A dialogue and profile can be created to gain a better understanding of each individual consumer and to segment the market more deeply. Marketers have benefited greatly from online targeting customers since they can now see not only what a person is watching but also how long, where, and why. (**Ghauri & Cateora, 2014**). Both **Kotler (2009)** and **Smith (2015)** Although digital tools have provided better insight into monitoring your customers in greater depth, their effectiveness remains an issue. **Chaffey & Smith (2014)** Discuss how a piece of content, particularly a video, may be optimized such that it remains a consistent marketing piece that customers can refer to over time and appears in internet advertisements. **Crowther (2014)** refers to how marketers at sporting events can leverage YouTube and Google Ad Words to extend the life of a marketing communications message. Non-traditional communication methods are widely seen as a less expensive alternative to traditional communication methods. Both types of marketing communications serve their intended markets well.

### III. Background Study

India is at the cusp of a digital revolution. Internet has become an integral part of the growing urban Indian population. We are billion people countries with a mobile penetration of almost 80% and now 40% of them are on smartphones which means a sizeable population is internet ready (Mehta, 2020). The e-commerce industry is one of the fastest expanding industries in the country today, driving first-generation entrepreneurs, large-scale manufacturing by SMEs, jobs, and, most crucially, influencing the country's infrastructure growth. The rising inflation rate in recent years has not hampered the performance of India's online retail industry. One of the most significant advantages of online purchasing is the ability to compare your purchase to competing products based on price, colour, size, and quality. The advancement of internet technology in India has enormous potential. (Rahman, 2018). In bringing customers and sellers together, it will reduce the cost of product and service delivery while also stretching geographical borders. The increased use of the internet by customers of a younger age group in India has created a hopeful outlook for online businesses. Many past studies in the subject of digital marketing have been conducted. According to a study conducted by online purchasing specialists, customer demographics have a major impact on purchase inclinations. According to the study's findings, men are more likely to make online purchases, and those who intend to shop online are more likely to be young. The study also discovered that persons who reside in large metropolitan regions shop online less than those who live in suburban areas. Few other studies also reported that gender, marital status, residential location, age, education and household income are important predictors of internet purchasing. Another study conducted by specialists on customer traits connected to online buying discovered that consumers who desire convenience and variety purchase online more frequently. They also discovered that these persons are more innovative and impulsive. Billy Bai et al. (2008) Customer attributes, internet self-efficacy, prior online buying experience, purchasing orientations, economic benefit perception, and risk perception were discovered to be some of the elements influencing customers' acceptance of online shopping. In below figures continues the major's models and theoretical are presented.



**Fig 1: Model and Framework for Digital marketing Behaviour**

<b>Table 1: Contribution Table</b>			
<b>Sr. No.</b>	<b>Author Name with Year</b>	<b>Research Work</b>	<b>Research Methodology</b>
<b>1</b>	Constantinides et al. (2004)	Explain to consumer's behavior respect to digital marketing	Theocratical Study
<b>2</b>	Bailey et al. (2005)	Attention to Consumer awareness study	Qualitative Study
<b>3</b>	Weber et al. (2009)	Discuss to Digital customer communities build your business	Book Form
<b>4</b>	Youngseek Kim, et al. -2010	Explain to Factors influencing for transformational study	Qualitative Study
<b>5</b>	Shimp et. al. (2010)	Attention to integrated marketing communications	Framework

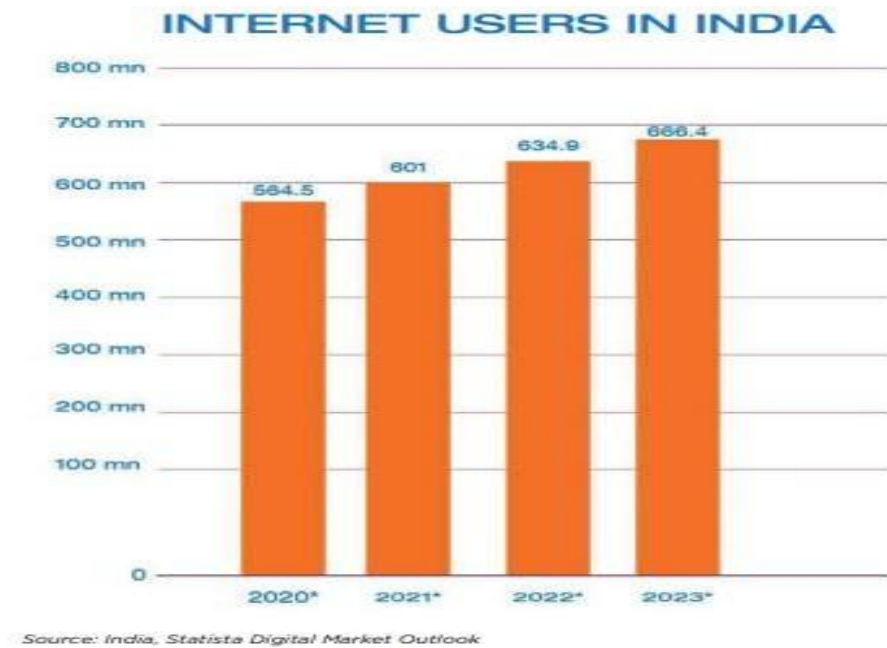
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<b>6</b>	Zealot Katona et al. (2011)	Discuss about media-effects and Personal  influences	Quantitative Study
<b>7</b>	Hiwarkar et. al. (2013)	A Survey on social impact	Literature Survey
<b>8</b>	Mirmiran et. al. (2014)	A comprehensive study on Differences between  E-commerce Impacts	Comparative Study
<b>9</b>	Saini et. al. (2014)	Highlighted to digital marketing concepts	Theocratically Evaluation
<b>10</b>	Popescu, G. H. et. al.  -2015	Discuss with E-commerce effects on social  sustainability	Comprehensive study
<b>11</b>	Mahalaxmi et. al. (2016)	A study on impact of digital marketing in	Empirical Study

		customer purchase decision	
<b>12</b>	Gupta, N., & Jain, R.et. al.  -2017	Advocate to statement of “Consumer behavior is more aggressive to online business”	Qualitative Study
<b>13</b>	Rahman, M. Aet. al. (2018)	A Quantitate study on traditional and digital marketing	Empirical Study
<b>14</b>	Mehta et. al. (2020)	A study on consumer behaviour during COVID	Qualitative Study

#### IV. Current perspective

In today's globalization period, not only have nations and communities become more interconnected, but most industries have also undergone substantial changes. It goes without saying that the marketing sector has undergone substantial changes and continues to do so. (ShenA., 2014). With the widespread usage of the Internet, it is critical to investigate its impact on the marketing area. True, one of the primary elements driving the growth of mobile marketing is the worldwide increase in internet use. As a result, the new notion of digital marketing has emerged, and it has been discovered to be dynamic in nature. Digital Marketing utilizes the power of electronic commerce which refers to any market on the mobile system (Barnes, 2004). Mobile marketing supports selling, buying and trading of products or services over the internet. More than 50% of the internet users gain Internet accessibility through mobile. About 37% working class people have accessibility at their workplace. With regard to personal internet connections at home, the users account for 33%. The accessibility of mobile with friends, relatives and so on is found for 40% people. In today's world, majorly all companies are turning to new digital technologies to increase their mobile marketing communication channels, advance efficiency, and attract more and more technologically-savvy younger customers (Shireesh Diveeker et. al., 2017). To stay ahead of the competition, some of them are investing strongly in the development of e-commerce, social media marketing, and mobile advertising. The technology is developing rapidly day by day, opening new unimaginable opportunities. It enables a company to place their marketing messages more effectively to reach their customers, eliminate all unwanted disruptions in the process, cut costs. Mobile technology is an instrument that allows the companies to better recognize trends; understand and segment their consumers; target exclusively based on consumer needs, and personalize their messages in a way that communicates what the consumer essentially wants. Mobile marketing is changing the advertising industry at very large (Raunaque N et. al., 2016). A few years back advertising was supposed to be a burden into personal privacy and an unnecessary distraction. But nowadays the latest developments and the technological advancements allow marketers to provide the consumer with a tool to find whatever they want. As of mid-2018, India was second in internet usage, with 12% of the global internet user base by mobile. As of Q1 2019, India has an active user base of 451 million while the internet penetration hovers over 36%. The internet user base is forecasted to grow at a CAGR of 10% from 2019 to 2023. Rural India which is the largest population segment has low internet penetration (Verma SK, 2013). So, there is an immense scope for marketing growth which will be driven primarily by cheap mobile handsets and low tariff data.



It is expected that there will be a lot of smart phones than humans round the world, and with customers turning into perpetually connected via mobile it's a good giving for marketers. Mobile marketing is enabling the marketers to approach and target segments which are otherwise unapproachable. One of such segments is illiterate people. The illiteracy is acting as a hurdle to reach these people. But mobile marketing is paving a way to overcome this hurdle through interactive marketing (Morgan N. A., 2019). On the other hand, Interactive Voice Response (IVR) is one of the media used by Fast Moving Consumer Goods (FMCG) corporations like Hindustan Unilever to advertise their products and services by putting ads on customers' phones. The corporate sends an SMS with a phone number. If the buyer clicks the amount and listens to the ad, he receives a phone recharge worth a few rupees.

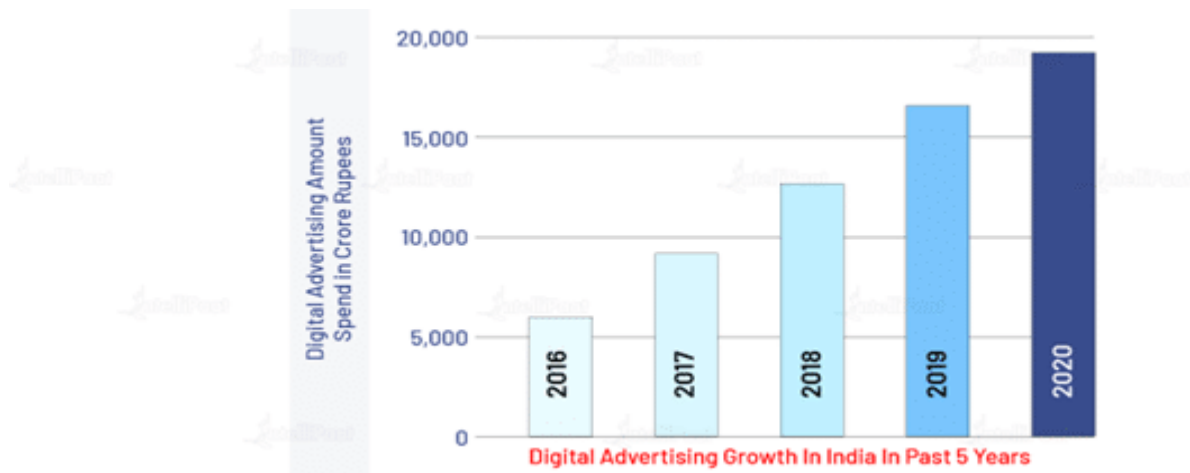
#### 4.1 Scope of Digital Marketing in India

Over the past few years, the world has increasingly been moving towards digital and 2020 became the year when the digital ecosystem acquired many new users, thereby making digital advertising perhaps one of the most effective mediums to reach out to people locked inside their houses and stuck to their phone and tablet screens. Despite the initial losses caused by the lockdown, customers became more open to experimenting with digital formats, exchanging brand loyalty for stock availability, and performance marketing entered the picture. As marketers shifted their



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investments away from out-of-home, print, and event marketing and onto virtual platforms, digital emerged as the dominant medium. India is now at the cusp of a massive revolution with digital making inroads and brands looking to go beyond urban markets (McKinney, 2002). India has always been accepting new technologies, trying to enter the market at the earliest year 2020. Since the inauguration of the Digital India initiative, the use of digital platforms in India has been rising on a daily basis. The expansion of Digital Marketing in India demonstrates the breadth of Digital Marketing in this context. There are numerous Digital Marketing agencies in India that assist businesses with their marketing demands.



While the post-COVID world has leapfrogged the digital growth across industries and consumers are making digital a first choice now, brands need to evolve further and implement truly integrated methods for catering to customers' needs at every touchpoint of the customer journey. This involves a holistic strategy across Media, Creative, Data & Insights as well as Technology. That is how brands can make an impact and continue to delight the new-age customers so move to mobile marketing concepts.

### 4.2 Future Perspective

Marketers can process huge amount of marketing data, from various platforms such as web, social media and emails in a comparatively faster time. Furthermore, the perception they gain about the customer and their needs in a shorter time frame enables them to swiftly improve campaign success and return on investment (ROI). As a result, marketers can devote their time and attention to jobs that are equally or more vital. Another factor which necessitates AI to be implemented in marketing practices is that in recent times it becomes really important for the

companies to recognize and understand customer needs and their expectations in terms of products as well as services (DR Quasim Md. T., Chattopadhyay R., 2015). This helps marketers to identify who their target audience is and thereby creating a personal experience for users. With implementation of AI, marketers are capable of understanding customers' behavior and generate customer insights and enhance the four C's: Customer Targeting and Lifetime Value, Customer Engagement, Customer Experience and Customer Loyalty. Marketers' objective is to provide the right information to the right person at the right time. To do this, marketers prefer customer segmentation. Most businesses like to group their consumers based on variables that are comparable at the time. AI helps marketers to distinguish their customers and discover what motivates them. This information helps marketers in creating a long-lasting relationship with their customers (Annor- Antwi A., Al-Dherasi A. A. M. 2019). AI Marketing is a new playbook for Marketers which is making them shift from marketing automation to marketing personalization. The need for customization, reactive design and dynamic engagement have been long talked about and introduction of AI has served as a catalyst to initiate this required marketing transition. There has been a growth in scope of AI with regard to its application in marketing. This marketing can be considered both interesting as well as challenging and frightening. With the advent of artificial intelligence marketing, automated and traditional marketing techniques took a backseat and things like personalization, speech and image recognitions, chatbots, churn predictions, dynamic pricing and customer insights came into the vision (M. Avinaash et. al. 2018). Availability of a wide range of data has made it possible for the marketers to carry out individualized sales and marketing and fulfill customer expectations to the maximum extent. In order to, digital marketing concepts are moving to new innovative ideas such as block chain technology. Enter blockchain marketing. It aims to create a digital advertising ecosystem on the pillars of transparency, decentralization, and immutability (W. Ying, S. Jia, W. Du, 2018). Blockchain allows transactions between two parties without needing any third-party verification (Pawczuk, 2019). The technology can revolutionize digital marketing by giving consumers more control over their data and promoting greater brand trust. It empowers consumers by putting them in charge of their data, instead of ad platforms and data collection companies. It also creates an ecosystem where consumers can be compensated for the value of their data.

## V. Research Objective

The following objectives are to be set for study:

- To study the transnormal factors the Indian buying behaviour from traditionally to digitally.
- To evaluate the individual characteristics that influence the consumer's online buying behaviour.
- To Comparative study between traditionally and digitally marketing
- To empirically evaluate the transnormal factors from traditionally to digitally
- To understand the dependent and independent variables
- To establish the relationship between dependent and independent variables

## VI Research Methodology

This section deals with the design of the study, methodology, and research techniques. To test the proposed objectives, we adopted a descriptive study and Factor analysis test is performed to find the result. The study was descriptive in nature as it involved an online survey where we approached consumers of products and asked them to fill up an online questionnaire in order to use them find out issues related to the problem under study. The study is descriptive because the phenomena's characteristics are well known and we, as researchers, have no control over the other factors. The descriptive study is also known as an explanatory study because it displays facts in a meaningful form that assists us in understanding the features of a group in a certain circumstance, assisting us in making certain judgments, and providing ideas for additional investigation and research. This research is mainly quantitative in nature, where we have to see which of the variable, has more impact on consumer's awareness and perception. The data for the study was collected from various metropolitan cities of India. In this study, we have proposed the various steps for evaluation the research work in figure 2.

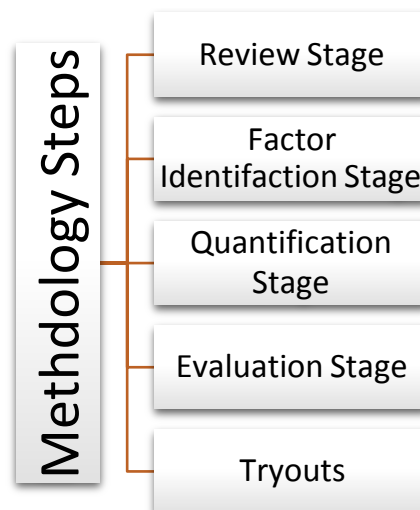


Fig 2: Methodology Stages

## VII Conclusion

Online buying behavior researchers, majorly explores demographics influence on the buying intentions and adoption stages. We conducted a thorough literature analysis in order to identify any useful patterns in customer purchasing behaviour. According to our findings, there is a link between customer purchasing behaviour and their aspects. There are other aspects to consider, including society, family, lifestyle, social media, and so on. They may or may not affect buying behaviour alone, but when they all come together with a powerful force, they do affect consumer buying behaviour the study discovers that the digital platform has become a significant player. However, there is no systematic interpretation of how the first-time consumer is likely to continue buying online or would like to intensify their efforts. Various theories and approaches have been used to determine the primary factors influencing various stages of digital purchasing. The research will delve deeply into the numerous tools and strategies employed in the digital environment, as well as the influence of consumer purchasing behaviour on them.

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