

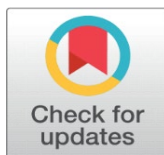
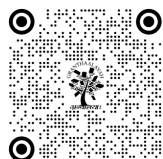
IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASING BEHAVIOR ON HERBAL COSMETIC PRODUCTS WITH REFERENCE TO PIMPRI CHINCHWAD CITY

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DOI

10.29121/shodhkosh.v5.i6.2024.1689

Funding: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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ABSTRACT

Companies spend a lot of money on digital relationships with potential customers. In the modern world, digital marketing has become an important part of companies' marketing plans. It is an effective tool that enables companies to successfully convey their brand message to a large audience. Digital marketing has significantly changed consumer behavior.

This study focus on digital marketing - changes in consumer behavior under the influence of digital technology. The aim of this study is to analyze the effects of digital marketing on consumer buying behavior and to determine whether consumers should be aware of digital marketing and how it affects their purchasing.

According to the findings of the decision survey, the majority of people are familiar with digital marketing. They embrace digital marketing and that has influenced their decision to shop online.

To increase the number of customers for online businesses and increase the volume of goods and services they sell and help them save time.

Keywords: Herbal Cosmetic, Digital Marketing, Companies

1. INTRODUCTION

Digital marketing generally refers to online marketing campaigns viewed on a computer, phone, tablet or other device. This can take many forms, including online videos, display ads, search engine marketing, paid social ads, and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Ironically, television is often combined with traditional marketing. Marketing refers to the activities a company undertakes to promote the purchase or sale of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.

The Indian herbal cosmetics industry is growing in terms of product development and marketing. Indian consumer preferences are shifting from 'merely functional' products to more 'advanced and specialized' herbal cosmetic products.

Leading players have streamlined their advertising spend to effect savings that have led them to improve their pricing strategies as well as offer freebies to retain customers. Understanding customer behavior is key to the success of business organizations. Marketing personnel are constantly analyzing buying behavior and purchasing decisions to predict future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Nowadays consumers are spending more and more money on herbal cosmetic products. They apply herbal cosmetic products on the skin and various parts of the body to make them attractive, smooth and enhance their attractiveness. Consumers prefer online shopping as online portals provide maximum options about the product. Customers get ample discounts and also customers can purchase items at their convenient time.

2. TYPES OF DIGITAL MARKETING CHANNELS

Digital marketing channels have evolved since the 1990s and continue to do so. Here are eight of the most common channels in use today. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

Pay-Per-Click Advertising

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

Content Marketing

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

Email Marketing

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

Social Media Marketing

The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In affiliate marketing, companies and individual "influencers" promote another company's products and get a commission every time a sale is made or a fresh lead is added to their list. Many well-known companies, including Amazon, have affiliate programs that pay out millions of dollars to affiliates that help sell their products.

Video Marketing

A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

Text Messaging

Companies also use text messages (formally known as SMS, or short message service) to send information about their latest products and promotions. Nonprofit organizations and political candidates also use texting to promote themselves and solicit donations. Today many marketing campaigns make it possible for consumers to make a payment or donation via a simple text message.

CONSUMER BUYING BEHAVIOR - Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.

CONSUMER BUYING BEHAVIOR PROCESS - The consumer buying process is a series of steps that consumers take to make a buying decision.

1) Problem Recognition (awareness of need) -difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat. Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

2) Information search-

- Internal search, memory.
- External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set.

3) Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, indian gets highest rank etc..

4) Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.

5) Purchase--May differ from decision, time lapse between 4 & 5, product availability.

6) Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc.

Objective

- To study the impact of Social media marketing on Consumer buying behavior on herbal cosmetic product.

- To study the impact of You tube marketing on Consumer buying behavior on herbal cosmetic product
- To study the impact of Search engine optimization on Consumer buying behaviour on herbal cosmetic product
- To study the impact of E-mail marketing on Consumer buying behaviour on herbal cosmetic product

3. RESEARCH METHODOLOGY

The methodology of the study includes:

Area of Study The area of the study is limited to Pimpri chinchwad area.

Sources of Data

- Primary data is collected from questionnaire among consumer of Pimpri chinchwad area to understand their online buying behavior of herbal cosmetic products. The structured questionnaire is used
- Secondary data - research paper , books and websites referred to collect secondary data
- Sample Size Information has been collected from 50 consumer in Pimpri chinchwad area.

4. REVIEW OF LITERATURE

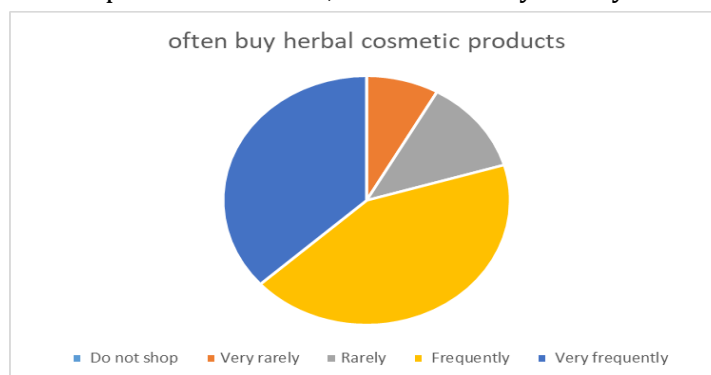
- 1) Impact of Digital Marketing on the Buying Behavior of Consumer, Nazarov , A.D , In 2020, the growth of users who use voice assistants began. Soon, companies will spend a lot of money not only on contextual advertising but also for their product to be indexed during voice search. Advertising departments use any channels through which you can effectively influence the consumer. Advertising using digital technologies is more effective for business than offline counterparts. Online advertising is much cheaper and more understandable in terms of performance than traditional promotion methods. Companies around the world are increasingly abandoning advertising on television, radio, banners, preferring more complex but effective paths to a potential client. The best solution today would be advertising on a smartphone screen rather than a huge banner at the exit from the metro.
- 2) IMPACT OF DIGITAL MARKETING ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR, Dr.P.Rama Krishna , Mr.N.Krishna,Mr. Neelapala Venkat, Mr.M Sameer Kumar,Mr.M Srinivasa Rao, Mrs. B Kusuma , (2022) , this study focus on understand how digital marketing aspects were evaluated in connection to consumer perception and buying behaviour .As a result, the findings of this study show that the digital marketing dimensions and consumer perception and buying behaviour are positively associated
- 3) Buying Behaviour of College Girls Students Relating to Herbal cosmetic Products in Madurai Region , M. Muthu Vadivoo (2017) , This study concludes that mostly college female students prefer herbal cosmetic products. The study also concludes that there is no relationship between marital status and herbal cosmetic product use.
- 4) Demand of herbal cosmetic product is increase in many reason Some customer demand due to the skin problems, some customer demand due

to the hygienic maintenance and some customer demand fashion design. Customer purchase the product because of glowing and fresh skin, no marks and antimarks, image of stylish and confident, treated as updated with the fashion and its following design, healthy skin and so on. This study suggest that to aware people regarding use and benefit of herbal cosmetic product. Day by day people lifestyle is changing and changing their shopping habit also. CONSUMER BEHAVIOUR TOWARDS HERBAL COSMETIC PRODUCTS: A CASE OF DELHI NCR (2011),

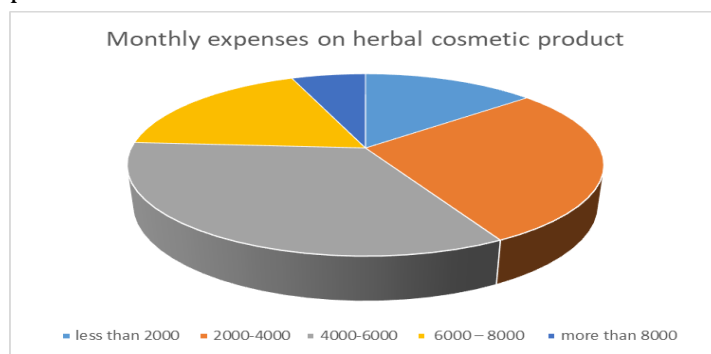
- 5) A Study on the Purchase Behavior and Herbal cosmetic Consumption Pattern among Young Females in Delhi and NCR, (2013), , This study explored various factors associated with purchasing patterns and behavior of female herbal cosmetic consumers for herbal Herbal cosmetic Products in Delhi and NCR. According to this study, women's spending on herbal cosmetic product depends on their income. Women mostly prefer herbal products. The study concluded that there is a great opportunity for herbal herbal cosmetic industry.

5. ANALYSIS AND RESULT

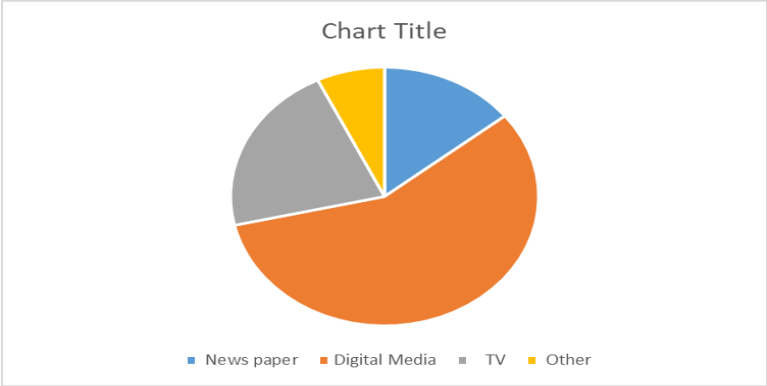
AS per data collected, most of the buyers buy herbal cosmetic products online.



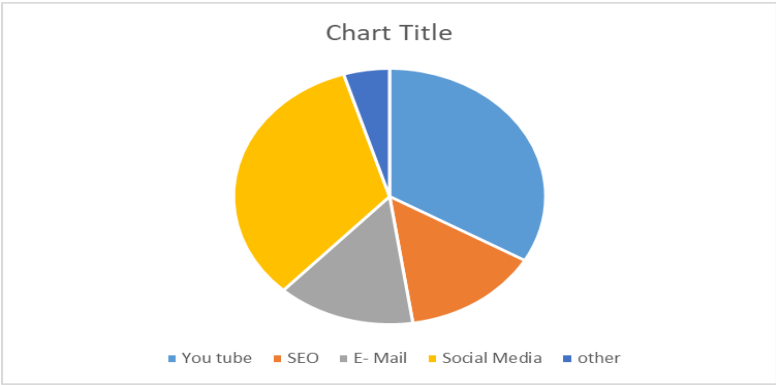
Consumers are willing to spend 2000 to 6000 rupees for an online herbal cosmetic product. depends on their income consumer purchase herbal cosmetic product.



Mostly consumer received information through digital marketing rather than other sources. most of time consumer active on their smart phone , so they can easy received Digital Ad.



Mostly consumer received information through digital marketing. social media and YouTube are effective way of digital marketing.



Customers prefer online shopping as they get maximum choice and can order at any time as per their convenience.



6. CONCLUSION

This study was conducted to understand digital marketing aspects were evaluated in connection to consumer buying behaviour The results indicated that all the dimensions of digital marketing are significant predictor of “Consumer buying behaviour”. As a result, the findings of this study show that the digital marketing dimensions and consumer buying behaviour are positively associated. Most of the people online purchase herbal cosmetic product. mostly consumer received information through social media and you tube. Customers prefer online shopping as they get maximum choice and can order at any time as per their convenience.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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