

PSYCHOLOGICAL INFLUENCE OF DIGITAL MARKETING ON CONSUMER BUYING DECISION

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Abstract

The study examines the diverse positive and negative psychological influence created by the digital marketing on purchase of FMCG products. An empirical study that is thoroughly planned and organized should be carried out in order to gather the observations and opinions of digital consumers. For the purpose of obtaining the viewpoints of respondents who are willing to provide their replies and are prepared to devote some of their time to doing so, the researcher decided to use the judgment sampling approach. The sample size of the study was framed to be 256 based on statistical tools used for the study. The statistical tools used in the study are path analysis which is used for analyzing the problems and influences of digital marketing on psychological mindset of digital consumers. The hindering factors on the psychological influences is significantly impacting the purchase decisions of digital buyers negatively which is clearly evident from the negative value of 0.730 which signifies the areas of improvement that is vital for increasing the dependence on digital purchasing. The positive factors are having significant influence on the purchase decision where overall values of 0.99 have vital impact on the purchase decisions. The major influences are significantly reflected in the model which has significant positive influences on the purchases using the digital marketing while negative influences has to be addressed to enhance the overall purchases based on psychological impacts.

Keywords: Digital Marketing, Psychological Influences, Rational Influences, Unplanned Purchases and Consumer Choices.

Research Overview

When a firm engages in any activity with the purpose of promoting its goods and services and increasing its market share, this is referred to as marketing. In order to achieve success in marketing, one must possess a mix of advertising expertise, sales skills, and the capacity to ensure that products are delivered to end-users. Specific experts or marketers are often responsible for carrying out this task. These individuals may operate either internally (for organizations) or externally (with other marketing firms). Print, television, and radio were the traditional channels through which firms concentrated their marketing efforts. There are still

similar choices available today; however, the growth of the internet has caused a change in the manner that businesses communicate with their customers. The advent of digital marketing was a response to this situation. Anything that integrates marketing with consumer feedback or a two-way connection between the firm and the customer is considered to be part of this kind of marketing. Examples of such things include websites, social media, search engines, and other types of applications.

Companies were compelled to alter their marketing strategies as a result of the evolution of technology and the emergence of new trends. In the early days of digital marketing, email was a significant marketing technique that was widely used. This change in emphasis was brought about by search engines such as Netscape, which enabled companies to tag and keyword content in order to attract attention to themselves. Companies are now able to monitor data in order to better cater to the preferences of their customers as a result of the rise of sharing websites such as Facebook. At this point in time, the proliferation of smartphones and other digital devices has made it simpler for businesses to promote themselves to customers in addition to the goods and services they provide. Even though the circumstances have been difficult, the high end of the fast-moving consumer goods (FMCG) industry has seen strong growth in recent months. However, a significant portion of this success may be attributed to the huge number of merger and acquisition activity that firms have used in order to weather the storm. Over the course of the last several years, large corporations that deal in fast-moving consumer products have seen a considerable slowdown in both their revenue growth and their operating profit growth.

The industry is confronted with a variety of challenges, including the fact that the e-commerce boom continues to cut into the profitability of conventional merchants throughout the global market, currencies fluctuate drastically, and geopolitical instability threatens to strike imports and exports with tariffs. As a consequence of this, the consumer products sector may anticipate an increase in global demand; yet, important emerging economies have seen periods of development that is more than what was anticipated. As an increasing number of businesses move their operations online, digital marketing is getting more difficult. As a result of the fact that every digital marketing business will compete with one another to get the highest possible exposure for their client's website on search engines, the industry is likely to be very competitive. Currently, there are billions of websites and social media accounts that can be accessed over the internet. It is going to be quite challenging to attract the attention of the buyer, to pique their interest in the product or service, and to keep the consumer that you already have.

A skilled marketer is able to comprehend the feelings of the customer and use these feelings in order to establish a connection between the consumer and the product. We need to delve inside the thoughts of the buyers on social media and discover the psychology that lies behind their various behaviors in order to comprehend the feelings that they are experiencing. This would be of additional assistance in determining the aspects that impact the buyer's preferences for the brand, both positive and negative. The marketers are always able to leverage these elements for enhancing profit to persuade a thorough awareness of aspects which impact choices of prospective buyers. Consumers experiment with novel marketing strategies in an effort to stimulate the psychological and social variables that influence them, with the goal of successfully attracting their attention to a particular brand.

Mobile marketing may be configured to be seen on mobile devices, allowing businesses to communicate with consumers regardless of where they are located. After the local search and digital presence of a company have been enhanced, the company can be certain that it will be discovered by potential customers. Due to the fact that people are increasingly relying on the online surfing capabilities of their mobile devices, it is essential to have a digital presence and to optimize your local search results. The capacity of digital marketing to assist firms in educating their clients and sharing knowledge that improves the quality of their lives is among the most advantageous aspects of this marketing strategy. One of the most compelling arguments in favor of using digital marketing is the possibility that it might make the lives of other people better. It is possible for enterprises to actually make the world a better place for the next generation and beyond by sharing their knowledge, business methods, and good lives with new generations.

Literature

The research discovered that the five factors that come before digital financial ads have a statistically significant effect on how easy and useful people think they are to use (PEOU) and how useful they think they are (PU). Also, PEOU and PU of the TAM model have a big effect on the positive mood and the desire to buy. Age and gender also play a role in reducing effects. This study is one of a kind because it comes up with a theory model that uses antecedents, structures, and variables to measure how successful digital finance ads are. The study model is based on the Technology Acceptance Model (TAM) and has two variables called PEOU and PU that show how people feel about financial goods and services and how likely they are to buy them. This study adds to what has already been written about digital financial ads, which will help managers and planners come up with new rules (Dogra, P., & Kaushal, A. (2023)). The study's findings show that information-task fit has a positive effect on how useful people think livestreaming is. Visual effects and sociability both make people feel good about their social presence and perceived value. Also, consumers' plans to buy are affected by how useful and happy they think something is in a livestreaming setting. The findings of this study also show that consumers' focus on regulations has an impact on how much their perceived happiness affects their plans to shop (Zhu, P., Liu, Z., Li, X., Jiang, X., & Zhu, M. X. (2023)). Consumers' purchase choices are influenced by individual and psychological variables, not by cultural and societal ones, according to the research. It seems that when it comes to digital marketplaces, consumer behavior is shaped more by individual tastes and psychological factors than by more conventional cultural or societal factors. In order to boost customer engagement and sales, firms should prioritise marketing techniques that target individual and psychological aspects, according to the research. To further our knowledge of consumer behavior in a global digital world, it is advised that future study investigate these elements in various cultural settings (Latief, F., & Murti, R. S. (2023)).

In coordination with the deanship of students' affairs, the survey was sent to students via an electronic link on Google Drive. Analytical and descriptive methods were used to carry out the research. Findings indicated that digital marketing had a statistically significant impact on students' perceptions at Jordan's private colleges. Researchers in Jordan's private universities have come up with some recommendations based on their findings: improve the

pricing of their educational services, update their marketing channels, and make interactive ads on other people's pages to gain a positive reputation (Al-Adamat, A. M., (2023)). Marketing choices on product development and design may be better informed by an estimate of the demand. Today, sophisticated ML techniques like as random forest, gradient boosting, support vector machines, and deep neural networks are used to forecast demand (number of transactions) as 'Deal' for both male and female customers. In uncertain circumstances, it is necessary to mathematically, statistically, and stakeholder-wise assess the importance, even though previous research has used a hierarchical regression model to calculate variable significance. This issue is circumvented in the research by using ML to compute the variable significance and then statistically confirming it using multiple linear regression Srivastava, P. R., et.al., (2024). Due to the persistence of the issue of consumer perception in Indonesian non-subsidized mortgages, this research endeavors to investigate the mediating functions of brand perception in the relationships between social media marketing and sales in this context. This research used 320 individuals recruited from Bank XYZ's Instagram following who are non-subsidized mortgage debtors and have had fresh credit agreements for over three months. For this investigation, the researchers opted to apply PLS-SEM, which stands for partial least square structural equation modeling. The results show that consumers' favorable impressions of brands moderate the effect of social media marketing on their final purchase choices. According to the results, Bank XYZ has to revamp its social media marketing strategy to attract more customers by providing them with more interesting, interactive, and informative material. Improving brand image entails building a connection with consumers. Customers will have an easier time using a mortgage at Bank XYZ due to the mental association Hannan, S., Piramita, S., & Purba, J. H. V. (2023).

Consumers now have an easier time making purchases because to the rise of digital marketing. This platform promotes the idea that every company should include digital marketing into their strategy. Attractive digital marketing optimization makes use of influencer marketing, online consumer feedback, and appealing ads. The purpose of this research is to examine the impact of appealing advertisements, influencer marketing, and internet reviews on consumers' propensity to make a purchase. A quantitative technique was used to perform the investigation. In this research, data was collected from 120 participants using convenience sampling procedures. In order to examine the data, multiple linear regression was used. Online customer reviews and influencer marketing both affect consumers' decisions to buy things online, according to the study's findings. In the meanwhile, there is no evidence that the beauty of advertisements influences consumers' decisions to buy (Arief, M., Mustikowati, R. I., & Chrismardani, Y. (2023)). Tourists' pleasure plays a mediating function between their TDOC perceptions and their behavioral intentions, which in turn are influenced by their TDOC perceptions. Additionally, the data demonstrate that eWOM intents and satisfaction with digital marketing interactions are significant factors in determining the desire to visit a tourist area. In order to promote destination visitation, policy makers, corporations, and marketers must understand visitors' viewpoints on destination choice. By enhancing the quality of goods and services, it is suggested that tactics be devised to motivate visitors to share their experiences and satisfaction levels via digital marketing platforms. Lastly, this study only included people from Turkey; however, future research may broaden the scope to include nations with diverse

cultures, expanding the study's applicability and perhaps adding to the existing body of knowledge in this area Armutcu, B., et.al., (2023). There seems to be a correlation between consumer style inventory (CSI) and the intention to purchase. In addition, consumers' reaction to emotional advertising and the attitude that emerges as a result impact their decision-making style and purchase intention (PI). Emotional advertising has the power to shape customers' attitudes. In addition, the impact of emotional advertising is consistent across both functional and hedonic goods, suggesting that a positive reaction from customers will lead to a favorable impression of the company and a desire to buy. No other published effort has used PLS to investigate the connections and mediating impact of CSI and PI before this work Garg, P., et.al., (2023).

Research Gap

The research studies digital marketing has made it more challenging for consumers to remain loyal to a certain company. Prior to the introduction of digital marketing revolution, consumers had certain brands that they preferred. On several occasions, they made the decision to remain loyal to well-known brands and goods. This was due to the fact that formerly, individuals did not have access to a diverse range of goods and services, in contrast to the current situation. Communities on social media may be joined by anybody who has access to the internet. Because of this, there has been an increase in the amount of consumer participation on company sites and message boards. By participating in online discussion groups and reading user reviews, kids are presented with genuine and emotive feedback on products and services. The provision of services and facilities that are not up to grade is not acceptable. Customers anticipate that businesses will reply to their questions in a timely manner. When customers are not satisfied with the product or service they have purchased, they express their dissatisfaction in public, which may have a negative impact on the online reputation of a business. The consumers are subjected to an overwhelming amount of information as a consequence of digital marketing, which has a considerable influence on the manner in which they make purchases. The expectations of customers are rapidly increasing all around the globe as a consequence of services such as hassle-free exchanges and delivery the following day. Almost every brand exists with the intention of offering comparable advantages and services. Nevertheless, the brand that continues to deliver a superior value is eventually the one that emerges victorious in the competition. The literature survey proclaims the need for measuring the impacts created by the digital marketing on the psychological decisions of consumers which proves to be area of research for this study.

Statement of Problem

Customers interact with a wide variety of digital platforms which are different technologies that use a variety of protocols, needs and frameworks having significant influence on the psychological decision making. They engage with these platforms in a variety of ways and for a variety of reasons at the same time. The fact that a number of online channels are far less expensive than traditional media makes them accessible to nearly any business, regardless of its organizational size which is proportionally impacting the reach of the products. As a direct result of this, it is getting more challenging to pique the attention of clients. Customers

leave a wide trail of results behind when they utilize digital platforms, which may easily be tracked affecting the security which impacts consumer mindset. When it comes to comprehending all of market data, especially among the expanded data volumes, it's almost hard to find the relevant facts that aid in making the appropriate judgments. People who have a secure internet connection are the only ones who are permitted to use the internet facility. The consumers are depending on the Internet more than ever before to provide us with the things that we need to keep our day-to-day lives running smoothly. Assuming this continues to remain the case, consumers will be unable to function without the Internet which affects repurchasing intention influencing their decision making. The public does not have faith in advertisements on the internet, and some individuals believe that it is dishonest. Digital marketplaces have a number of significant drawbacks, one of the most significant of which is that when customers search for a certain product offered by a particular company, a number of rival products appear on the homepage. Consumers are left perplexed as a result of this since there is a wide selection of products available, many of which include high-quality options significantly creates psychological influences on purchase decision. Growing literacy, economic level, and lifestyle among rural consumers is raising their awareness, which is a significant untapped market in the fast-moving consumer goods industry over a wide geographical area. The rural sector is seeing a significant increase in the need for expenditures as a result of it. Consumers are able to experiment with and experiment with novel items as they become more conscious of their social position. In addition, new products are often launched in order to satisfy the ever-changing requirements of the customer. These psychological influences have to be accounted and those issues encountered by the consumers while using digital marketing are addressed by this study.

Research Significance

Over the course of the previous three years, the consumer goods business in India has seen significant growth. The liberal and open economic policies have not only helped to place the Indian market among the most notable trade centers in the world, but they have also helped to lead the Indian economy in the direction of the free flow of fast-moving consumer goods (FMCG). On the overall, returns on investments made in the Indian business have been relatively low. Promotion of a product has a significant impact on the fast-moving consumer goods market. This is due to the fact that almost all firms that deal in fast-moving consumer goods would engage with the broader market and compete with other businesses on a variety of fronts. When compared to the real worth in the industry, the discrepancy in the relative valuation of numerous of these players' goods is much bigger on average. The flexibility of providing customer support and the possibility of producing leads are two factors that contribute to the high use of this product. When it comes to engaging with customers, social networking sites like Facebook and Twitter are some of the most important aspects of the digital world. The FMCG Company is provided with direct access to the digital network, which allows customers to access the products that the company sells and also allows the company to keep abreast of the requirements and preferences of its customers. Due to the fact that customers may benefit from having new technologies immediately available to them, digital marketing is better suitable for in-the-moment customer contact for fast-moving consumer goods (FMCG). In most cases, prior to making a purchase, they do research on the digital

sphere and inquire about the thoughts and comments of the brand group on the digital sphere. By using social networking to engage with customers, fast-moving consumer goods (FMCG) companies are able to provide customers with the opportunity to individually approach purchase choices and brands. Customers will give preference to the option that has a digital presence on the platform since there are several alternatives available on the market. Customers will be less likely to make a purchase choice if the alternative does not have a digital presence. The aforementioned setting provides support for the need of conducting an investigation into the psychological impact that digital marketing has on consumers of fast-moving consumer goods in the region under study.

Objective of the Study

- The study examines the diverse psychological influence created by the digital marketing on purchase of FMCG products.
- To analyse the dimensions of problems those are affecting the psychological dependence on digital buying of FMCG products.

Research Methodology

The methodology of the research will serve as the scientific approach and the theoretical background that will serve as the empirical foundation for this analysis. The procedures that were employed in the process of carrying out the analysis provide a detailed description of the systematic and scientific approaches that the inquiry applied in order to arrive at the results of the study. An empirical study that is thoroughly planned and organized should be carried out in order to gather the observations and opinions of digital consumers. For the purpose of determining acceptable responses to the research questions and obtaining reliable findings from the data analysis, the current study has been prepared with a procedural plan in mind. For the purpose of obtaining the viewpoints of respondents who are willing to provide their replies and are prepared to devote some of their time to doing so, the researcher decided to use the judgment sampling approach. One of the non-random sampling procedures is called judgment sampling, and it involves selecting the target group of digital consumers who buy FMCG utilizing digital modes based on feasible principles. The sample size of the study was framed to be 256 based on statistical tools used for the study. The statistical tools used in the study are path analysis which is used for analyzing the problems and influences of digital marketing on psychological mindset of digital consumers.

Data Analysis and Interpretations

The study has created the following dimensions which are considered to be enhancing and hindering factors which creates vital influences on the mindset of consumers. The levels of the impacts created by these factors are examined based on quantitative relationship evaluated using the path analysis. The following provides the results which are calculated based on opinions given by digital consumers.

✦ Independent Factors

I. Enhancing Factors on Psychological Influences

- Influences on Rational Thinking

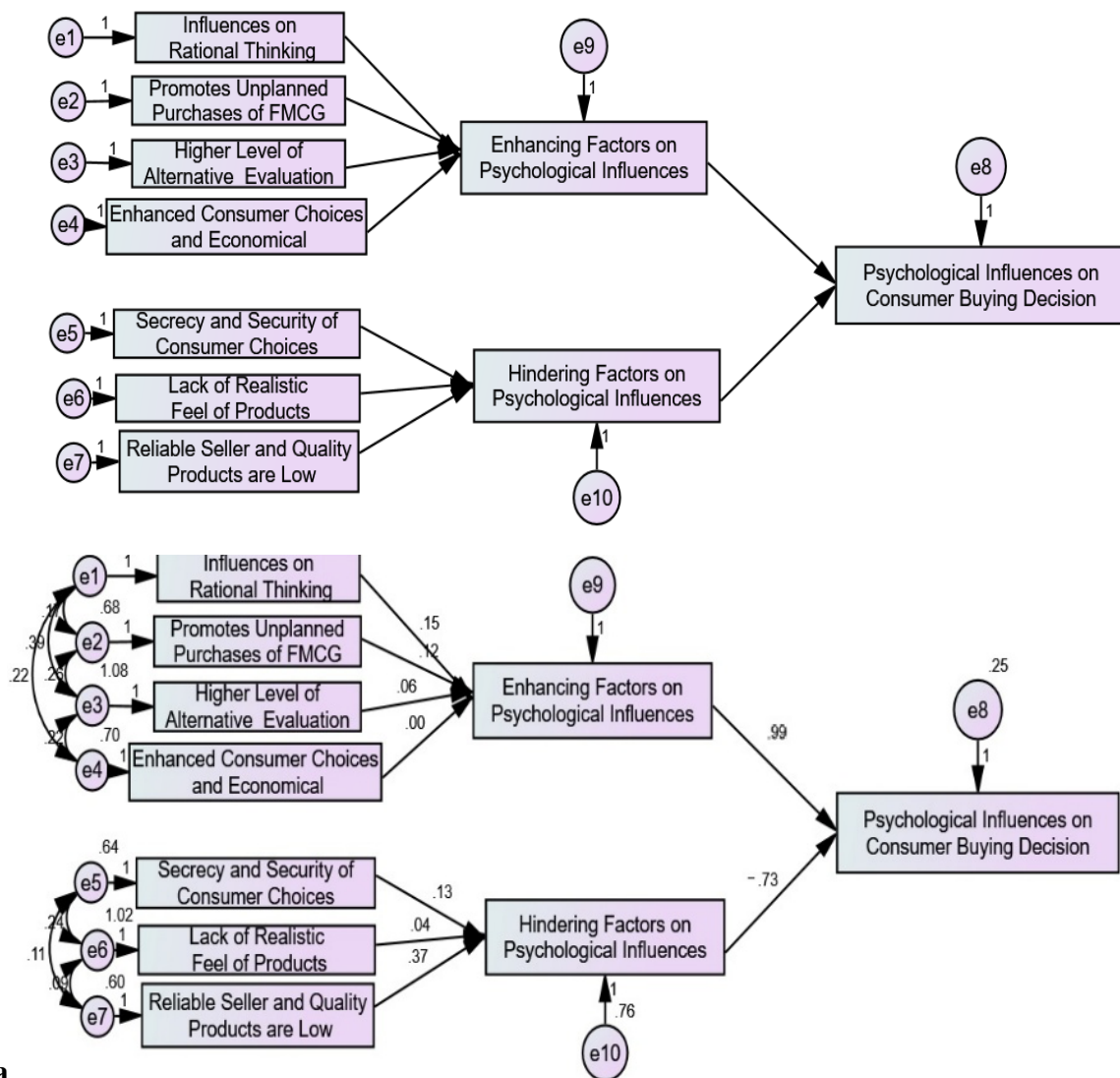
- Promotes Unplanned Purchases of FMCG
- Higher Level of Alternative Evaluation
- Enhanced Consumer Choices and Economical

II. Hindering Factors on Psychological Influences

- Secrecy and Security of Consumer Choices
- Lack of Realistic Feel of Products
- Reliable Seller and Quality Products are Low

◆ Dependents Factors

I. Psychological Influences on Consumer Buying Decision



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and sheds light on how digital marketing influences the psychological influences of consumers have in their purchases of FMCG, to examine a regression analysis weights of every interaction tested within the model.

Table – 1 Regression Outcome

			Estimate	S.E.	C.R.	P
Enhancing Factors on Psychological Influences	<---	Influences on Rational Thinking	0.146	.079	1.858	***
Enhancing Factors on Psychological Influences	<---	Promotes Unplanned Purchases of FMCG	0.120	.067	1.791	***
Enhancing Factors on Psychological Influences	<---	Higher Level of Alternative Evaluation	0.058	.059	.981	***
Enhancing Factors on Psychological Influences	<---	Enhanced Consumer Choices and Economical	0.005	.067	.071	***
Hindering Factors on Psychological Influences	<---	Secrecy and Security of Consumer Choices	0.128	.072	1.779	***
Hindering Factors on Psychological Influences	<---	Lack of Realistic Feel of Products	0.035	.057	.621	***
Hindering Factors on Psychological Influences	<---	Reliable Seller and Quality Products are Low	0.365	.072	5.078	***
Psychological Influences on Consumer Buying Decision	<---	Enhancing Factors on Psychological Influences	0.990	.037	1.598	***
Psychological Influences on Consumer Buying Decision	<---	Hindering Factors on Psychological Influences	-0.730	.034	21.592	***

(Source: Results of Path Model)

The hindering factors on the psychological influences is significantly impacting the purchase decisions of digital buyers negatively which is clearly evident from the negative value of 0.730 which signifies the areas of improvement that is vital for increasing the dependence on digital purchasing. The positive factors are having significant influence on the purchase decision where overall values of 0.99 have vital impact on the purchase decisions. The major influences are significantly reflected in the model which has significant positive influences on

the purchases using the digital marketing while negative influences has to be addressed to enhance the overall purchases based on psychological impacts.

Table – 2 Model Evaluation

S. No	Parameter	Calculated Model Values	Fit Values
1.	Chi-Square	3.620	<5.000
2.	GFI	0.927	>0.080
3.	AGFI	0.859	>0.080
4.	NFI	0.873	>0.080
5.	CFI	0.883	>0.080
6.	RMR	0.063	<0.080
7.	RMSEA	0.074	<0.080

(Source: Compiled by Author)

It is necessary to make use of the goodness of fit indices, which are described in the table that is located above, in order to ascertain how well the model corresponds to the data. This model seems to have a large degree of dependability when it comes to predicting the consequence of psychological influences in the buying choices of consumers that are impacted by the psychological impacts of digital marketing. This conclusion is based on the values that were calculated, which indicate that the model has a substantial degree of dependability. The assessment of evaluating the psychological implications which are measured by employing the opinions of digital buyers has resulted in the model achieving a greater level of trustworthiness.

Discussion and Conclusion

Taking into consideration the findings of the research it is possible to realize that digital marketing now serves a much more prominent role in terms of psychological affects in highlighting a purchasing choice. Furthermore, it has the potential to serve as an extremely important instrument for marketers and a representation of the varied digital marketing communications. When it was extremely difficult and expensive to carry out effective marketing operations, digital marketers now have the opportunity to access more contemporary marketplaces and consumer target categories which means that they now contact more consumers. The outcome of the study reveals it is possible to realize that digital marketing is now serving a significantly more prominent duty in the mindset of digital consumers. In FMCG sector, organizations should place a strong emphasis on coordinated marketing in order to concentrate on the appropriate category of consumers, increase sales, and generate brand recognition. In order to incorporate the consumers in a much more effective way, the factors that are limiting and the obstacles that are preventing them from digital buying should be addressed. In order to carry out effective digital marketing activities that impact the customers psychologically, the companies have to make efforts in reducing the areas of negative influence which promotes the efficacy of digital marketing.

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