A Study on the Impact of Digital Marketing on Consumer Behaviour towards Non-Durable Products

Dr. Harshdeep Chhikara[1], Priya[2]

[1]Assistant Professor, Department of Commerce, Baba Mastnath University, Asthal Bohar, Rohtak
[2]Research Scholar, Department of Commerce, Baba Mastnath University, Asthal Bohar, Rohtak

---

ABSTRACT

This study explores the impact of digital marketing on consumer behavior towards non-durable products, focusing on factors such as price sensitivity, brand loyalty, quality, advertising, social influence, and convenience. With the increasing reliance on digital platforms for purchasing decisions, understanding these behavioral drivers is crucial for marketers seeking to optimize their strategies. A survey of 200 consumers revealed that **price sensitivity** and **convenience & availability** are the most significant factors, with consumers prioritizing affordability and easy access to products. Additionally, **social influence** and **brand loyalty** were identified as key determinants of purchase behavior, highlighting the importance of social recommendations and trust in established brands. While **advertising influence** and **emotional connections** played a moderate role, they still contributed to shaping consumer perceptions and decisions, particularly in sectors like beauty and food. Statistical analysis using SPSS indicated strong correlations between these factors and consumer purchasing decisions, providing marketers with valuable insights for designing targeted campaigns. The study underscores the importance of integrating digital marketing strategies that emphasize competitive pricing, convenience, social engagement, and brand trust to effectively influence consumer behavior in the non-durable product market. These findings offer practical implications for businesses aiming to strengthen their digital marketing efforts and engage consumers in a highly competitive market environment.

Keywords:- Digital marketing, consumer behavior, price sensitivity, brand loyalty, social influence.

INTRODUCTION

In today's fast-paced digital era, where technology is deeply embedded in everyday life, consumer behaviour has witnessed a paradigm shift. Digital marketing has emerged as a powerful force, influencing how consumers interact with brands, make purchasing decisions, and develop preferences for products and services. From the moment individuals wake up and check their smartphones to their last social media scroll before bed, digital marketing plays a pivotal role in shaping their choices. This study aims to explore the impact of digital marketing on consumer behaviour, particularly concerning non-durable products—items that are consumed quickly and require frequent repurchase, such as food, beverages, cosmetics, and household goods. The proliferation of digital platforms, such as social media, e-commerce websites, and mobile applications, has revolutionized marketing strategies. Unlike traditional marketing methods that relied heavily on television, radio, and print advertisements, digital marketing leverages data analytics, personalized advertisements, influencer endorsements, and real-time consumer engagement. Companies today have access to an unprecedented amount of consumer data, allowing them to target individuals based on their preferences, browsing history, and even geographical location. This personalized approach significantly influences consumer decision-making and brand loyalty.

One of the fundamental aspects of digital marketing is its ability to create a seamless consumer journey. Online advertisements, social media promotions, and email campaigns strategically guide consumers through the awareness, consideration, and purchasing stages. With just a few clicks, consumers can explore product reviews, compare prices, and make informed decisions. This convenience has redefined purchasing behaviour, making online shopping a dominant trend, especially for non-durable products that require frequent replenishment. Moreover, social media platforms such as Instagram, Facebook, TikTok, and YouTube have given rise to influencer marketing—a phenomenon where social media personalities endorse products and share their experiences with millions of followers. Consumers tend to trust recommendations from influencers they admire, often considering them more authentic than traditional advertisements. As a result, digital marketing has become a more interactive and engaging process, fostering a sense of community between brands and consumers.

Additionally, the psychological impact of digital marketing cannot be overlooked. The constant exposure to advertisements, limited time offers, and retargeting strategies creates a sense of urgency, prompting impulse purchases. Many companies employ neuromarketing techniques, using colours, music, and persuasive language to trigger emotions that drive buying behaviour. For instance, a well-crafted advertisement for a skincare product might use soothing visuals and testimonials to instil trust and convince consumers of its effectiveness.

Despite its numerous advantages, digital marketing also presents challenges. Privacy concerns, data security issues, and information overload are some of the hurdles that marketers must navigate. Consumers are becoming more aware of how their data is being used, prompting regulatory bodies to enforce stricter digital marketing guidelines. Transparency and ethical marketing practices are now more crucial than ever in maintaining consumer trust.

This study delves into the evolving landscape of digital marketing and its influence on consumer behaviour towards non-durable products. By examining various digital marketing strategies, consumer perceptions, and the effectiveness of online advertising, this research aims to provide insights into how businesses can optimize their digital marketing efforts to enhance consumer engagement and drive sales. Ultimately, understanding these dynamics will not only benefit marketers but also help consumers make informed choices in an increasingly digitalized world.

LITERATURE REVIEW

Psychological Aspects of Digital Marketing on Consumer Behaviour: Understanding consumer psychology is crucial in analysing the impact of digital marketing. Various psychological triggers, such as scarcity, urgency, and social proof, are commonly employed in digital marketing campaigns to influence purchasing decisions. **Cialdini (2009)** highlights those persuasive techniques, such as limited time offers and countdown timers, create a sense of urgency that compels consumers to make quicker decisions. Furthermore, the concept of **"fear of missing out" (FOMO)** has been leveraged by marketers to drive impulsive purchases, especially in non-durable product categories.

Personalization and Consumer Engagement: One of the key advantages of digital marketing is its ability to personalize content and recommendations. Personalized marketing strategies, such as email campaigns, targeted advertisements, and chatbot interactions, have been proven to enhance consumer engagement. A study by **Lemon and Verhoef (2016**) emphasizes that consumers are more likely to engage with brands that offer personalized experiences, as these interactions create a sense of exclusivity and relevance. Personalized marketing not only improves conversion rates but also fosters long-term brand loyalty.

The rise of digital marketing has significantly transformed consumer behaviour, especially in the context of non-durable products such as food, beverages, cosmetics, and household goods. The transition from traditional advertising methods to digital platforms has been well documented by scholars and marketing experts. According to **Kotler and Keller (2016),** digital marketing enables businesses to reach their target audience more effectively than conventional advertising methods, which relied heavily on television, radio, and print media. Digital marketing's personalized approach, facilitated by data analytics and artificial intelligence, ensures that consumers receive tailored advertisements based on their preferences and browsing history.

Consumer Behaviour in the Digital Age: Consumer behaviour has always been influenced by various factors, including psychological, social, and cultural aspects. However, with the advent of digital marketing, purchasing patterns have shifted dramatically. According to **Solomon et al. (2019),** digital marketing has created a more informed consumer base, where individuals actively seek product reviews, ratings, and social proof before making a purchase decision. With easy access to information, consumers are now more empowered than ever, making impulsive and emotional buying decisions based on digital stimuli.

The Impact of Social Media Marketing: Social media platforms like **Facebook, Instagram, TikTok**, and **Twitter** have become instrumental in shaping consumer behaviour **Research by Kaplan and Haenlein (2018**) suggests that social media marketing fosters a sense of connection between brands and consumers, making interactions more personal and engaging. Influencer marketing, a growing trend within digital marketing, has been particularly impactful in shaping consumer attitudes toward non-durable products. According to a study by **De Veirman et al. (2017),** consumers tend to trust recommendations from influencers more than traditional advertisements, as they perceive influencers as authentic and relatable.

The Role of Search Engine Marketing and E-commerce: The increasing reliance on search engines for product discovery has amplified the role of **search engine marketing (SEM)** in consumer purchasing behaviours. A study by **Chaffey and Ellis-Chadwick (2019)** highlights those businesses utilizing Google Ads, **search engine optimization (SEO),** and targeted keyword strategies experience a higher conversion rate, as they effectively capture the attention of consumers now of need. Moreover, e-commerce platforms such as Amazon, eBay, and Shopify have revolutionized shopping experiences, allowing consumers to purchase non-durable products with just a few clicks. Research by

Verhoef et al. (2020) suggests that convenience and ease of access play a significant role in driving consumer loyalty toward online purchases.

Research Gap

Despite the growing body of research on digital marketing and consumer behavior, there remains a significant gap in understanding the specific impact of digital marketing on consumer behavior toward non-durable products. While much of the existing literature focuses on durable goods or general consumer behavior across all product categories, there is a limited exploration of how digital marketing strategies uniquely influence the purchase decisions of non-durable goods, such as food, beverages, and personal care items. Additionally, most studies often overlook the role of demographic factors like age, income, and geographic location in shaping responses to digital marketing campaigns for non-durable products. Another underexplored area is the influence of various digital marketing channels—such as social media, email, and influencer endorsements—on impulse buying behavior, which is more prevalent with non-durable goods. Furthermore, while many studies examine the effectiveness of digital marketing in terms of engagement and conversion rates, few explore the emotional and psychological aspects of consumer behavior, such as trust, loyalty, and brand perception in the context of non-durable products. Addressing these gaps will provide marketers with more nuanced insights, enabling them to develop targeted strategies for engaging consumers in this specific product category.

Objective of the study

The objective of the study is to examine the impact of digital marketing on consumer behavior towards non-durable products, focusing on factors such as purchase decisions, brand perception, and consumer engagement.

RESEARCH METHODOLOGY

A random sampling technique is employed to select participants from a diverse demographic group, ensuring that the data collected represents various age groups, income levels, and geographic locations. This approach helps to ensure the findings are reflective of the broader consumer base. The data analysis process involves the use of SPSS and other statistical tools to examine quantitative data, identifying correlations, trends, and patterns that highlight key insights into consumer behavior. The quantitative analysis will focus on variables such as purchasing frequency, consumer preferences, and the influence of digital marketing channels. Additionally, qualitative data gathered from interviews will undergo thematic analysis to uncover deeper insights into consumer perceptions, motivations, and emotional responses to digital marketing. This mixed-methods approach allows for a comprehensive understanding of how digital marketing impacts consumer behavior towards non-durable products. The combination of statistical analysis and thematic interpretation ensures a well-rounded examination of the subject, providing valuable information for marketers to tailor their strategies and engage effectively with their target audience.

RESULTS AND DISCUSSION

Descriptive Statistics Table

Factor	Mean	Standard Deviation (SD)	Interpretation
Brand Loyalty	4.50	1.10	Brand loyalty is a significant influence, with consumers valuing familiarity and consistency. The SD indicates moderate variation in the degree of loyalty among consumers.
Price Sensitivity	5.20	1.00	Price sensitivity is the most impactful factor, with a high mean suggesting that consumers prioritize affordability. The low SD indicates consistency in price sensitivity across the group.
Quality & Ingredients	4.90	1.10	A strong preference for high-quality ingredients is present, especially those labeled as organic or eco-friendly. The SD shows considerable variation, with some consumers more focused on these factors.
Advertising Influence	3.80	1.20	Advertising, including celebrity endorsements, has a moderate influence, particularly in sectors like beauty and food. The higher SD suggests a wider range of responses to advertising strategies.
Social Influence	4.50	1.00	Social influence is impactful, with half of consumers trusting recommendations from family and friends. The SD indicates a relatively uniform influence across different demographics.
Convenience & Availability	6.20	0.90	The convenience and availability of products play a decisive role, particularly in terms of local stores and fast delivery. The low SD reflects consistent behavior toward convenience.

Factor	Mean	Standard Deviation (SD)	Interpretation
Emotional Connections	3.20	1.30	Emotional connections, like nostalgia or personal attachment, influence consumer choices but to a lesser extent compared to other factors. The higher SD indicates a more varied response.

Regression Analysis Table

Independent Variable	Coefficient	Standard Error	t-Statistic	p-Value	Interpretation
Brand Loyalty	0.35	0.08	4.38	0.001	A positive relationship exists, suggesting that increased brand loyalty significantly affects consumer choice.
Price Sensitivity	0.50	0.07	7.14	0.001	Price sensitivity strongly influences consumer behavior, with the coefficient indicating a high impact on purchasing decisions.
Quality & Ingredients	0.30	0.09	3.33	0.005	Quality and ingredient considerations also play an important role, though not as strong as price sensitivity.
Advertising Influence	0.25	0.10	2.50	0.020	Advertising influences consumer choices, especially in certain sectors, but has a moderate impact.
Social Influence	0.40	0.08	5.00	0.001	Social recommendations have a significant positive influence on consumer decision-making.
Convenience & Availability	0.60	0.06	10.00	0.001	Convenience is the most influential factor, with a very high positive relationship with consumer choices.
Emotional Connections	0.20	0.11	1.82	0.070	Emotional connections show a positive trend but are not as strongly significant in influencing behavior.

The descriptive statistics suggest that price sensitivity (mean = 5.20) and convenience & availability (mean = 6.20) are the most important factors influencing consumer choices, with consumers showing strong preference for affordable and easily accessible products. Social influence (mean = 4.50) and brand loyalty (mean = 4.50) are also key, highlighting the importance of peer recommendations and trust in familiar brands. Advertising influence (mean = 3.80) and emotional connections (mean = 3.20) have a moderate to lower impact, reflecting varying levels of effectiveness depending on the product type.

In the regression analysis, **price sensitivity** (coefficient = 0.50) and **convenience & availability** (coefficient = 0.60) are the most significant predictors of consumer purchasing behavior, with both having strong positive coefficients and low p-values. This underscores the importance of affordability and easy access in driving purchases. **Social influence** (coefficient = 0.40) and **brand loyalty** (coefficient = 0.35) also play significant roles, while **emotional connections** (coefficient = 0.20) and **advertising influence** (coefficient = 0.25) have moderate, though still positive, effects on consumer behavior. The results emphasize that marketers should focus on convenience and price while leveraging social influence and brand loyalty to enhance consumer engagement.

DISCUSSION

This study aimed to examine the impact of digital marketing on consumer behavior towards non-durable products, focusing on various factors such as price sensitivity, brand loyalty, quality considerations, advertising influence, social recommendations, convenience, and emotional connections. The findings, derived from both descriptive statistics and regression analysis, reveal several key insights into how digital marketing shapes consumer decisions in this product category.

Price Sensitivity, with a high mean of 5.20, emerged as the most dominant factor influencing consumer choices. The regression analysis further confirmed this finding, showing a strong positive correlation (coefficient = 0.50) between price sensitivity and purchasing decisions. This result aligns with existing literature, suggesting that consumers increasingly prioritize affordability over brand names, particularly in times of economic uncertainty or when dealing with frequently purchased products like food and household goods. The prevalence of discounts, promotions, and easy access to price comparisons online via digital marketing platforms seems to have exacerbated this trend. In response, marketers of non-durable products must continuously find ways to offer competitive pricing strategies, such as limited-time offers or bundled deals, to appeal to the price-conscious consumer.

Convenience & Availability was another significant factor, with the highest mean of 6.20, demonstrating its vital role in consumer decision-making. This was reinforced by the regression results (coefficient = 0.60), which revealed an extremely strong relationship between convenience and purchasing behavior. The study highlights that consumers often prioritize products that are easily accessible, whether in physical stores or through quick delivery services offered by e-commerce platforms. This finding underscores the growing importance of providing seamless and efficient shopping experiences, especially in an era where consumers expect instant gratification. Digital marketing strategies that emphasize convenience—such as easy online ordering systems, fast shipping options, and product availability tracking—are therefore critical for engaging today's consumers.

Social Influence, as indicated by both the high mean of 4.50 and a regression coefficient of 0.40, also plays a substantial role in shaping consumer behavior. Recommendations from friends and family are often perceived as more trustworthy than advertisements, which speaks to the power of word-of-mouth in influencing purchasing decisions. This finding supports the effectiveness of **influencer marketing**, a digital strategy where brands partner with individuals who have built trust and credibility with their audience. For non-durable products like cosmetics, beverages, or snacks, leveraging social influence through testimonials and user-generated content can significantly boost brand awareness and sales. Marketers should focus on building a community around their brand to encourage consumers to share their positive experiences.

Brand Loyalty, although important, ranked lower (mean = 4.50) in comparison to other factors. This suggests that while consumers do prefer familiar brands, they are not as rigidly loyal when it comes to non-durable products, where price and convenience often take precedence. The regression analysis revealed a moderate positive influence of brand loyalty on consumer decisions (coefficient = 0.35), suggesting that consumers do gravitate toward trusted brands but are more flexible when faced with better pricing or more accessible options. This finding challenges marketers to balance maintaining brand loyalty with addressing the rising consumer demand for affordable and convenient alternatives.

The influence of **Advertising** was also observed to be significant but moderate (mean = 3.80), with celebrity endorsements and influencer promotions particularly impacting consumer choices for beauty and food products. The regression coefficient of 0.25 suggests that while advertising campaigns can sway consumer choices, the effectiveness varies greatly depending on the medium and product type. In the digital space, personalized ads, native content, and targeted social media campaigns are particularly effective at driving consumer engagement and purchases. However, brands must ensure their advertising is genuine and resonates with the target audience to avoid consumer skepticism.

Finally, **Emotional Connections** (mean = 3.20) were found to have a lesser impact but still influenced consumer behavior. Consumers often feel an emotional attachment to certain products—whether due to nostalgia, personal experiences, or brand storytelling. While this factor is not as dominant as others, it plays a crucial role in brand differentiation and long-term loyalty, especially for products like fragrances, comfort foods, or childhood snacks. Marketers should consider weaving emotional narratives into their digital campaigns to create a deeper bond with consumers and enhance brand recall.

The results of this study provide several actionable insights for marketers of non-durable products. The most significant factors influencing consumer behavior include price sensitivity, convenience, social influence, and brand loyalty. While emotional connections and advertising play a more moderate role, they still provide valuable opportunities for differentiation. Marketers must leverage digital platforms to offer competitive pricing, enhance convenience, build trust through social recommendations, and foster emotional connections with consumers to maximize engagement and conversion rates. As the digital landscape continues to evolve, staying attuned to these factors will be key to driving consumer behavior and achieving long-term success in the non-durable product market.

CONCLUSION

In conclusion, this study provides a comprehensive understanding of the factors that influence consumer behavior towards non-durable products in the context of digital marketing. The findings emphasize that **price sensitivity** and **convenience & availability** are the most important drivers of consumer decisions, with consumers increasingly seeking affordable and easily accessible options. Digital marketing strategies that offer competitive pricing, seamless shopping experiences, and quick delivery services will likely see the highest consumer engagement.

Social influence and **brand loyalty** also significantly affect consumer choices, highlighting the importance of leveraging social networks, influencer marketing, and trust in established brands. Marketers can further enhance their reach by incorporating **advertising** strategies that tap into consumer emotions and preferences. However, **emotional connections** play a more moderate role, suggesting that while they are crucial for brand differentiation, they should not overshadow the more immediate needs of consumers like price and convenience.

The regression analysis corroborates these insights, revealing that factors such as price sensitivity, convenience, and social influence exhibit strong positive relationships with consumer behavior. These findings suggest that digital

marketing campaigns focused on these factors will likely resonate most with consumers and drive purchase decisions. However, it is essential for marketers to maintain a balance, as overemphasizing one factor at the expense of others may lead to suboptimal results.

This study contributes to the existing body of knowledge by providing detailed insights into consumer behavior specifically for non-durable products. While the study's findings are valuable for marketers, future research could explore additional dimensions, such as the impact of emerging digital marketing tools (e.g., AI-powered personalization, virtual reality) or the role of cultural differences in shaping consumer preferences. Overall, understanding the intricate interplay of price sensitivity, convenience, social influence, and emotional connection is vital for brands looking to succeed in the competitive non-durable product market.

REFERENCES

[1]. Srivastava, Manish Kumar, and A. K. Tiwari. "SOCIAL MEDIA: USE AND IMPACT ON CONSUMER BEHAVIOUR." 2020 Dec 2229-3620.

[2]. McClure C, Seock YK. The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*. 2020 Mar 1;53:101975.

[3]. Cheung ML, Pires G, Rosenberger PJ. The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*. 2020 April 1: 355-5855.

[4]. Voramontri, Duangruthai, and Leslie Klieb. "Impact of social media on consumer behaviour." *International Journal of Information and Decision Sciences* 11.3 2019Sep 3: 209-233.

[5]. Jibril, Abdul Bashiru, Michael Adu Kwarteng, Miloslava Chovancova, and Michal Pilik. "The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community." *Cogent Business & Management* 6, no. 1 2019 Oct 9: 1673640.

[6]. Baum D, Spann M, Füller J, Thürridl C. The impact of social media campaigns on the success of new product introductions. *Journal of Retailing and Consumer Services*. 2019, Sep 1;50:289-97.

[7]. Kim, Jiyoung, and Jae H. Lee. "The impact of social media on consumer behavior: A literature review." *Journal of Business Research* 91 (2018): 132-139.

[8]. Dehghani, M., & Tumer, M. "A research on the impact of social media marketing on consumer behavior." *International Journal of Research in Business and Social Science* 7.4 (2018): 109-117.

[9]. Kaplan, Andreas M., and Michael Haenlein. "Users of the world, unite! The challenges and opportunities of Social Media." *Business Horizons* 53.1 (2010): 59-68.

[10]. Laroche, Michel, Mark Sirgy, and Jean-Benoit Mauri. "Social media and consumer behavior: A study of the impact of social media on customer engagement and brand loyalty." *Journal of Interactive Marketing* 48 (2019): 101-113.

[11]. Solis, Brian. "The role of social media in the customer experience." *Marketing Management* 17.3 (2019): 42-48.

[12]. Chaffey, Dave. "Digital Marketing: Strategy, Implementation, and Practice." Pearson Education, 7th ed., 2020.

[13]. Tuten, Tracy L., and Michael R. Solomon. "Social Media Marketing." Pearson Education, 2018.

[14]. Lee, D. J., & Lee, S. H. "The effect of social media marketing on consumers' online purchase intention: A case of cosmetics." *Journal of Retailing and Consumer Services* 52 (2020): 101905.

[15]. These references provide a broader perspective on the influence of social media on consumer behavior, brand loyalty, and the effectiveness of digital marketing strategies.