

**IMPACT OF DIGITAL MARKETING ON YOUNGSTERS' BUYING
BEHAVIOR TOWARDS GADGETS**

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Abstract:

This study explores the impact of digital marketing on youngsters' buying behavior toward gadgets. As digital technology continues to evolve, the younger generation, being digital natives is significantly influenced by digital marketing strategies such as social media engagement, influencer marketing, and targeted advertisements. Gadgets like smart phones, laptops, smart watches, and other tech devices are integral to their lifestyle, and brands are increasingly using digital marketing to capture their attention. The research examines how factors like social media influence, peer recommendations, price sensitivity, and the convenience of online shopping shape youngsters' purchasing decisions. Data was collected from 150 respondents through a structured questionnaire, and analysis tools such as the Chi-square test, ranking method, and simple percentage were employed. The findings reveal a strong relationship between digital marketing efforts and gadget-buying behavior among youngsters, emphasizing the role of personalized, trend-driven marketing strategies. This study contributes to the existing body of knowledge on consumer behavior and offers insights for marketers aiming to engage the youth demographic more effectively.

Key Words: Digital, Marketing, Youngsters, Buying Behavior, Gadgets, Social Media Influence, Price, Etc.,

Introduction:

In recent years, the rise of digital technology has dramatically reshaped consumer behavior, particularly among younger generations who are inherently digital natives. With the rapid expansion of the internet and the increasing popularity of social media platforms, digital marketing has become one of the most effective ways for businesses to reach and influence their target audience. Young consumers, often early adopters of new technologies, are especially receptive to digital marketing campaigns, making them a critical demographic for industries like gadgets and electronics.

Gadgets such as smart phones, laptops, smart watches, and gaming devices have become integral parts of modern life, especially for young people who use these tools not just for communication but also for entertainment, education, and social connection. As the demand for gadgets continues to grow, brands are utilizing digital marketing strategies to capture the attention and loyalty of this tech-savvy audience. Through personalized advertisements, influencer marketing, social media engagement, and content-driven campaigns, companies can create a strong online presence that directly appeals to the preferences and behaviors of young consumers.

Digital marketing has the power to influence how youngsters discover, evaluate, and ultimately purchase gadgets. Online platforms provide a wealth of information, from product reviews and unboxings to tech influencers' recommendations, all of which play a significant role in shaping young consumers' opinions and choices. Additionally, the convenience of e-commerce and the availability of online deals further amplify the impact of digital marketing on buying behavior, making it easier for youngsters to research, compare, and purchase gadgets without leaving their homes.

Factors Influencing Youngsters' Buying Behavior towards Gadgets:

- **Social Media Influence:** Platforms like Instagram, TikTok, and YouTube play a significant role in shaping youngsters' perceptions and decisions regarding gadgets. Influencer endorsements, product reviews, and unboxing videos can create buzz and excitement around new products, driving interest and purchase intent.
- **Peer Recommendations:** Young consumers often seek validation from their peers when making purchasing decisions. Recommendations and opinions from friends and family members significantly influence their choices, as they tend to trust firsthand experiences over traditional advertising.
- **Brand Reputation:** The reputation of a brand greatly affects youngsters' buying behavior. Established brands with a positive track record and strong online presence tend to attract more young consumers who associate brand reputation with quality and reliability.
- **Price Sensitivity:** Many youngsters are price-conscious and look for the best value for their money. Discounts, promotions, and special offers can significantly influence their purchasing decisions, making them more likely to buy gadgets that are perceived as good deals.

- **Product Features and Specifications:** Young consumers are often well-informed about the latest technological advancements. They prioritize features such as performance, design, battery life, and unique selling points that enhance usability and satisfaction.
- **Convenience of Online Shopping:** The ease of researching and purchasing gadgets online appeals to youngsters. E-commerce platforms provide convenience, allowing them to compare products, read reviews, and make informed decisions without the need to visit physical stores.
- **Content Marketing:** Engaging and informative content, such as blogs, articles, and videos that highlight product features, use cases, and benefits, can significantly influence youngsters' purchasing decisions. Educational content helps build trust and guides consumers in their decision-making process.
- **Advertising and Promotions:** Creative and visually appealing advertisements can capture young consumers' attention. Promotional campaigns that utilize humor, storytelling, or relatable content tend to resonate more with this demographic and can lead to increased brand awareness and interest.
- **Trends and FOMO (Fear of Missing Out):** Youngsters are often influenced by current trends and the fear of missing out on the latest gadgets. Limited edition releases or exclusive offers can create urgency, prompting quicker purchasing decisions.
- **Personalization and Targeting:** Tailored marketing strategies that use data analytics to deliver personalized ads based on individual preferences and browsing behavior can significantly enhance engagement and drive conversions among young consumers.
- **Sustainability and Ethical Considerations:** Increasingly, young consumers are concerned about sustainability and ethical production practices. Brands that emphasize eco-friendly materials and ethical labor practices can attract young buyers who prioritize social responsibility.
- **User Reviews and Ratings:** Online reviews and ratings on platforms like Amazon, Best Buy, or tech forums greatly influence purchasing decisions. Positive reviews can validate a product's quality, while negative feedback can deter potential buyers.

Need for the Study:

- To gain insights into the unique buying patterns of youngsters, which differ significantly from older generations due to their digital upbringing.
- To assess the effectiveness of various digital marketing strategies, such as social media advertising and influencer partnerships, on the purchasing decisions of young consumers.
- To explore how recommendations from friends and peers impact young consumers' choices and brand perceptions, which can inform marketing approaches.
- To investigate the effects of trends and the fear of missing out (FOMO) on urgency and impulse buying behaviors among young consumers.

Review of Literature:

Krutika Lokhande (2022) studied is to find out the part of digital marketing in coping opinions of youth and how digital platforms impact their buying opinions. This paper studied the significance and impact of digital marketing on youth's buying behavior. In the age of client- acquainted request, marketing is changing at a faster rate than ever ahead. Consumer purchase patterns are constantly evolving. Consumer behavior is considered different when it comes to products, features, quality, pricing, packaging, and buying behavior. When it comes to the youth, they're the most complex demography to relate with. The changing preferences of the youth have the most impact on buying patterns as they're considered to be over- to- date with moment's trends and constant development of fashion according to changing time. Therefore, marketers spend huge quantum of plutocrat on probing the changing youth behavior to descry and prognosticate the requests. The study concluded that the guests are more apprehensive of digital marketing than ever and they prefer to buy apparel and electronic goods through digital platforms in their purchase behavior.

Alok Kumar Pal, Dr. Bharti Shukla (2020) discussed how client buying behaviour is evolving at a important faster rate in the customer positioned request conditions also, because of the weight of the further youth purchasing behaviour, computerised advertising has created several challenges to advertisers who are pressured to present the inventive way of marketing. Because the purchasing behaviour, the effect of digital marketing on buyer coping behaviour is examined as the central content in this study. This study set up out that how the maturity of moment's youth approach the digital mindfulness in their diurnal lives.

Dr. V. Aslıhan Nasır, Sema Yoruker, Figen Güneş and Yeliz Ozdemir (2006) conducted a study on the factors influencing the purchase of laptops. They took 327 samples for the study and used statistical analysis tools during the study such as comma factor analysis etc, frequency analysis. Their research revealed that common technical characteristics after purchasing services, price and payment terms, device specifications, physical appearance, value-added features, and connectivity and mobility are the seven factors that typically help influence consumer laptop purchases. In addition, they found that price and

payment terms factors showed significant differences among the three consumer segments of the company's customer base.

Darshana Bhagowati & Dev Malya Dutta, (2018) examined an overview of the multitudinous pieces of literature on digital marketing and the factors that impact it. The purpose of this exploration was to fill the gaps between being digital marketing literature and factors impacting digital marketing, specially in the education sector. According to this study, the world of digital marketing always changing to meet both rising and falling runs. The quantum of e-users and the most recent invention that are being developed on a diurnal base.

Dr. Madhu Bala, Mr. Deepak Verma, (2018) discussed some present and unborn marketing trends. The information is grounded on current exploration and events in the business sector. According to the findings of this study, knowing which social media spots a company's target request uses is another important element in icing that online marketing is successful. The effect of internet marketing and its impacts with respect to business terrain is analysed in this study. The exploration further expanded to compare internet marketing approaches that are specific to different types of enterprises.

Objectives of the Study:

- To study the socio-economic profile of the respondents.
- To study the level of preference towards youngsters' buying behavior towards gadgets.
- To analyze the impact of digital marketing and youngsters' buying behavior towards gadgets.

Research Methodology:

Type of Research:

Descriptive research

Data Collection:

Primary data: A structured questionnaire will be developed and distributed online through platforms such as Google Forms or social media channels. The survey will include closed-ended questions focused on demographics, digital marketing exposure, and purchasing behavior.

Secondary data: Articles, Journals and Websites.

Sampling Design:

A stratified random sampling method will be used to ensure representation across different demographics, such as age, gender, and socioeconomic status. Sample size: A total of 150 samples were collected for the study.

Tools Used for the Study:

- Simple Percentage
- Chi-Square
- Ranking Method

Limitations of the Study:

- The sample size may be too small to represent the entire young consumer population.
- Self-reported data may lead to bias in responses.
- Different types of gadgets may have unique buying behaviors, complicating generalizations.
- Time constraints may limit the depth of data collection.

Analysis and Interpretation:

Table 1: Demographic Variables of the Respondents

Particulars	Demographic Variables	No. of Respondents	Percentage
Area of Residence	Rural	84	55.8
	Urban	66	44.2
	Total	150	100
Gender	Male	67	44.9
	Female	83	55.1
	Total	150	100
Age	Below 15 Years	17	11.4
	16-20 Years	49	32.5
	21-25 Years	63	42
	26-30 Years	21	14
	Total	150	100
Educational Qualification	Upto School Level	33	21.7
	UG/Diploma	84	55.9
	PG	13	8.9
	Professionals	20	13.5
	Total	150	100

Out of 150 respondents majority (55.8%) of the youngster's belong to the rural area and (44.2%) of the youngster's belong to the category of urban area. Majorities (55.1%) of the sample respondent are female and remaining (44.9%) of the youngster's are male. Majority (42.0%) of the youngster's belong to the age group of up to 21-25 years and (32.5%) of the respondents belong to the age group of up to 16-20

years and (14.0%) of the respondents belong to the age group of 26-30 years and remaining (11.4%) of the respondents age group is below 15 years. Majority (55.9%) of the respondents studied UG/Diploma and (21.7%) of the respondents studied upto school level, and (13.5%) of the respondents studied professional course and remaining (8.9%) of the respondents studied PG.

Table 2: Youngsters' Preference towards Gadgets

Gadgets	Preference		
	Total Score	Mean Score	Rank
Laptop	26251	37.07	V
Smart Watch	18951	26.76	VI
Wifi Range Extender	32933	46.51	IV
Headphone	44529	62.89	II
Portable Phone Charger	36816	52.00	III
Smart Phones	53026	74.89	I

It is revealed that the ranking of youngsters' preference towards gadgets. Smart Phones was ranked first position selected by the youngster's with the total score of 53026 and the mean score of 74.89. Headphone was ranked second position with the total score of 44529 and the mean score of 62.89. Portable phone charger was ranked third position with the total score of 36816 and the mean score of 52.00. Wifi range extender was ranked fourth position with the total score of 32933 and the mean score of 46.51. Laptop was occupied fifth position with the total score of 26251 and the mean score of 37.07. Smart watch was occupied last position with the total score of 18951 and the mean score of 26.76.

Table 3: Impact of Digital Marketing on Youngsters' Buying Behavior Towards Gadgets

Digital Marketing	Youngsters' Buying Behavior Towards Gadgets					
	Highly Influenced	Highly Influenced	Neutral	Highly Not Influenced	Not Influenced	Total Score
Highly Influenced	49	47	61	23	25	205
	6.9%	6.6%	8.6%	3.2%	3.5%	29.0%
Influenced	27	52	35	20	31	165
	3.8%	7.3%	4.9%	2.8%	4.4%	23.3%
Neutral	20	35	35	13	31	134
	2.8%	4.9%	4.9%	1.8%	4.4%	18.9%
Highly Not Influenced	13	40	23	8	17	101
	1.8%	5.6%	3.2%	1.1%	2.4%	14.3%
Not Influenced	10	40	24	10	19	103
	1.4%	5.6%	3.4%	1.4%	2.7%	14.5%

The table highlights the impact of digital marketing on youngsters' buying behavior toward gadgets, categorized by varying levels of influence. A significant portion of the sample (29%) is highly influenced by digital marketing, with 6.9% of respondents indicating that they are both highly influenced by digital marketing and in their gadget-buying behavior. This suggests a strong alignment between marketing efforts and purchasing decisions for these individuals. Similarly, 23.3% of respondents are "influenced" by digital marketing, with the largest subgroup (7.3%) displaying a high influence on their gadget-buying behavior.

18.9% of respondents remain neutral toward both digital marketing and their purchasing behavior, implying that external factors might play a larger role in their decisions. Additionally, 14.3% are "highly not influenced" by digital marketing, yet some of them still show high influence in their gadget purchases, suggesting that personal preferences or other motivations drive their decisions. Finally, 14.5% of respondents are "not influenced" by digital marketing, with a similar pattern of some respondents still showing high gadget-buying behavior despite not being swayed by marketing efforts.

Chi-Square Test:

- H_0 : There is no significant relationship between digital marketing on youngster's buying behavior towards gadgets and age of the respondents.
- H_1 : There is significant relationship between Impact of digital marketing on youngster's buying behavior towards gadgets and age of the respondents.

Table 4: Age and Impact of Digital Marketing on Youngster's Buying Behavior Towards Gadgets

Pearson Chi-Square	Calculated Chi-Square Value	DF	Table value	P- Value	S/NS	Remarks
Age	30.842	16	26.296	0.014**	S	Rejected

A Chi-square test was conducted to examine the relationship between the impact of digital marketing on youngsters' buying behavior towards gadgets and the age of the respondents. The calculated Chi-square value was 30.842 with 16 degrees of freedom, while the table value at this level was 26.296. The p-value obtained was 0.014, which is less than the standard significance level of 0.05. This indicates a statistically significant result. Consequently, the null hypothesis (H_0), which states that there is no

significant relationship between digital marketing and youngsters' buying behavior towards gadgets in relation to age, is rejected. Therefore, it can be concluded that there is a significant relationship between the impact of digital marketing on youngsters' buying behavior and the age of the respondents.

Conclusion:

In conclusion, this study aims to provide valuable insights into the impact of digital marketing on the buying behavior of youngsters towards gadgets. As digital marketing continues to evolve, understanding how it influences young consumers is crucial for brands looking to effectively engage this demographic. The findings will highlight the significant role of social media, peer influence, and targeted advertising in shaping purchasing decisions. By examining these factors, the study seeks to inform marketers about effective strategies to connect with young consumers, ultimately enhancing brand loyalty and driving sales in a competitive market. Moreover, this research contributes to the existing literature on consumer behavior, offering a foundation for future studies to explore the dynamic relationship between digital marketing and young consumers in the gadget industry.

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