

Consumer Behaviour Towards Digital Marketing

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Abstract— *The increase of technologies in the global world called digital empowered word. There was the era when companies used to adapt marketing through magazines, newspapers etc. but now a days because of the technological development e-marketing / digital marketing is becoming the future of the world wide consumption of the product. Research shows that almost 80% - 90% people are attracted with the online advertisement or promotional tool those are used by the companies to sell their products to the ultimate consumers with the help of online marketing companies are updating their products and services to maintain the loyalty with their customer companies are busy in attracting their target customer as for digital marketer their customer are the key to understand their reactions towards product. The objective of this article to understand how a consumer takes decision towards any product through digital marketing. As we all know after taking place of technologies in every aspect of business now it is very easy and convenient way for customers to interact with companies. Consumers can use digital marketing to compare prices, check in-store availability and make immediate purchases. We can say digital marketing creates a personalized experience for each and every consumer to achieve desired outcomes. This article will showcase the consumer behavior towards online shopping refers to the actions and decisions made by individuals when purchasing products or services through online platforms. The study investigates consumer behavior on digital marketing associated with comprehensive research analyzing the existing literature. It is a study that conducts a systematic literature review on digital consumer behavior.*

Index Terms- *Consumers, digital or e-marketing, customers etc.*

I. INTRODUCTION

Understanding the World Digital:

The world digital describes electronic technology that generates, stores and processes data in terms of positive and non-positive states. We can say anything that's represented or processed by means of digital technology such as virtual-reality, audiobooks, digital music, mobile apps, digital communication, digital marketing etc.

Being digital is very much beneficial as it improves customer relationship with technologies with the help of artificial intelligence, automation.

It is easier to access and manage the digital data with the help of cloud storage and search engines.

Understanding the World Marketing:

According to "AMA" (Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large)

Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services.

Marketing is an integral part of business and with the cutthroat competition that exists in the business world. Marketing has the power to make or break a venture.

We all have seen advertisement boards around us or emails or calls asking us to try a newly launched product or buy an insurance cover from them all of these are the part of marketing campaigns for a particular brand.

After understanding the world digital and marketing separately we must understand the meaning of combined word digital marketing.

Digital technology has transformed the way we live, work, and interact with the world around us and marketing is now a company performs its business and exists in the world of cutthroat competition. We can say digital marketing that is also called e-marketing or online marketing is the promotion of brands that is undertaken by the companies with the help of technologies to connect with potential consumers using internet and other forms of digital communication.

Digital marketing refers to online marketing campaigns that appear on a computer, phone, tablet or any other devices. It can take many forms, including online video, display ads, search engine, social media posts.

Digital marketing has become an essential part of any business as with the help of digital channels, such as websites, social medias, emails, mobile apps companies are promoting their product very successfully. It also helps to persuade the global audience in a cost effective and measurable way.

Understanding the Impact of Digital Marketing:

The impact of digital marketing on business is profound, as it allows companies to reach wider audience that helps in increasing sales and building an awareness for the brand.

Digital marketing also helps to understand the behavior of the consumer and their preferences with the help of data analysis that also helps companies to make proper desired improvement in products / services as well as return on investment. It also helps consumers to research products, read reviews, compare prices, and make purchase online from the comfort of their homes.

What is Consumer Behaviour:

Consumer behavior studies how a person or a group or an organization decide and utilize resources to satisfy their needs and wants. It encompasses various psychological, social, and cultural factors that shape the decision-making process. Understanding consumer behavior is crucial for businesses as it helps them identify and respond to customer needs effectively.

Research Methodology:

This research paper is based on literature review of secondary data available on google and different research sites. The method of the research is descriptive and based upon the analysis of literature review that is helpful in understanding the evolution of digital marketing and consumer behavior towards digital marketing.

Objectives:

- To know what encourage a consumers to choose one product over another
- To know the impact of digital marketing on consumers buying behaviour.
- To know the reason of consumer buying decisions for a particular brand.
- To study about how digital marketing is working in present era.

II. LITERATURE REVIEW

Understanding how Digital Marketing affects Consumer Behaviour :

In today's world consumers have the ability to collect all the research that they need as well as compare brands before making any purchases. The purchase decision of a consumer is depends on whatever the information they find while researching about the product and then the role of digital marketing takes place as a brand's online presence can communicate it's message more clearly and accurately considering its business who controls the information placed online. Now a days we can see a very steep decline in print advertising. It is estimated that the print advertising revenue from newspapers will decrease to 5 - 3 billion dollars by 2024 in comparison to the estimated 25.20 billion dollars revenue it procured in 2012.

In the world of digitalization consumers exhibit a lower level of patience and demand fast responses to their questions and concerns. Digital marketing makes this possible by empowering customers and giving them tailored experiences, digital marketing helps consumers to establish transparent and stronger relationships with the marketer.

There are a lot of manners in which digital marketing has changed how customer behave, companies generally have an idea of who all are their customers and how they behave with the help of internet that helps the companies to project the right kind of ads to us – the products and services you might be interested in. This is why that when a consumer look up for something on google, it will pop up on Instagram / Facebook or related to it.

Few points those can tell the reason behind consumer decision-making :

- Customer are more informed for the products they are looking for, they know how they can get the best.
- Customers are experimenting as they are getting a billion types of product or services and with so many success stories.
- Consumers are more vocal about what they like or what they don't like, what they want or don't want that's why customers are engaging more and more with the brands they love, following them on socials for updates and suggestions.
- Brands are listening to what their customer has to say as consumers can be fiercely loyal to a brand that listens to them and implements changes suggested by them.

Challenges for Business in adapting to Digital Consumer Behaviour :

Here are some challenges that business should consider while evaluating consumer behavior:

- Constantly changing platforms as marketer has to understand where their target audience is most active. Staying updated on that particular platform.
- Consumer are overloaded with the information and to grab the attention, business must create personalized content to their customers.
- Consumers are concerned about their privacy companies must adapt few regulations while personalizing their marketing efforts.
- Businesses must adapt a real time monitoring and responsive customer service so that consumers can get immediate responses to their inquiries.
- Competition has increased due to global audience so the business has to be very innovative and acquire strategic marketing approaches.

We can say with the help of strong online presence, maintaining a consistent brand image across digital channels a marketer can embrace e-commerce, social media marketing, optimization of resources, utilization of data to get the ultimate return on investment through the target consumers.

Benefits of Digital Marketing:

- Reach to larger audience in a shorter time
- Technological advancement
- Global audience
- Better brand awareness
- Increased customer engagement
- Real time customer feedback
- Cost effectiveness
- High return on investments

Limitations of Digital Marketing :

- High competition
- Negative feedback
- Tech-dependent
- High maintenance cost
- Rapid changes
- Security and privacy concern
- Time consuming
- Constant update required

Few Facts based on Study on Americans :

The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of Luxury brands have a presence on Pinterest. The top three social networking sites used by the marketers are LinkedIn, Twitter and Facebook.

Digital Marketing in Present era :

Today, 65% of an individual's digital media time spent on a mobile device. The digital advertising industry is now valued at around \$200 billion, with Google AdWords accounting for 96% of the company's revenue with an estimated 3.1 billion online users. Social networking has led the digital marketing revolution. The rise of bloggers and Instagram has resulted in a \$1 billion industry for influencers, which are anticipated to grow in the coming years, with many new developments and changes in this existing industry.

CONCLUSION

Today Digital Marketing has become an essential part to run a business successfully. A modern business has

to adopt many strategies to develop and build the relationship with customer. Digital marketing can be chosen by the businessman or marketer to promote their products / services in a way that can directly effect the decision taken by the customer. Digital marketing has revolutionized the way business promote their products and services enabling them to reach global customers on a personal level that can drive sales through targeted and measurable strategies. As technology continues to evolve, digital marketing will play an increasingly important role in shaping the future of marketing and consumer behavior now wrapping up on how digital marketing affects consumer behavior. We know that digital marketing is not magic. It will not increase your sales if the businessman / marketer first burn their money on ads without providing any real value to their customers. Today's customer is more choosier than any generation ever with the many choices available in out there. Consumers are more comfortable while taking their decisions of purchasing any product or services as they know their voices heard, experiment and research, they teach themselves and demand more of their favorite brands in lesser time. We can say digital marketing make the customer believe that every brand / marketer or business is working to achieve good return on investment while giving more satisfaction to the customer with their personalized products. We can say businesses can stay ahead of changing trends and remain relevant in this evolving digital landscape.

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