A Study On Digital Marketing And Its Impact On Consumer Behavior

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Abstract
The global digital marketing market is growing at a rate of roughly 22% yearly. We thought it would be useful to think about how our society and evolving consumer behaviour have influenced the explosion of online retail and digital marketing. The market has been compelled to switch from traditional old-form to modern digital marketing as a result of the market's intense competition and rapid innovation. Companies should do a thorough analysis of the consumer approach as a result of the recent growth and progress of online use or commitment on the part of buyers and sellers. In order to examine the effects of digital marketing on customer purchasing behaviour in this competitive market, this research study was done. The term "digital marketing" is a method of advertising that makes use of cutting-edge platforms like email, mobile applications, and internet entertainment to suggest promotion. It provides clients with the opportunity to review newly released goods from businesses and make pertinent comparisons. The only way that customers can obtain things is through digital marketing, which has made this possible not just inside nations but also globally.

Keywords: digital marketing, Consumer, Buyers, Market.

Introduction
One of the main ways to increase money is through digital marketing. All customer behaviour changes, consumer awareness research, and consumer purchase decisions are done through digital marketing. It is seen as a route by which businesses connect with their intended target audience. Especially in areas relating to consumer engagement, customer relationship management, and communication, social media have been widely used as an efficient instrument for promoting the marketing aims and strategies of businesses. Although the internet is frequently viewed as a disruptive technology, more and more people are starting to recognize the advantages of online purchasing. P, Sunanth, and Chandran 2020. There has been a significant impact on retailing, and many businesses are already shifting their channels as a result. As a result, digital marketing has a big influence on how consumers feel and act towards a brand's goods and services.
Online and internet marketing are both included in the term "digital marketing." Digital marketing is key for connecting with a big audience, but it is also essential for customers as it provides several options for face-to-face interactions. With the advancement of technology and the rise in internet usage, customer service has evolved over time, and marketing plans now involve digital marketing tactics. Digital marketing is growing in popularity as more people have access to a wide variety of products from across the world. Over time, the term "digital marketing" has grown in acceptance.

Digital marketing sells goods and services mostly online, despite also using other digital channels like mobile phones. Because it enables people to make suggestions and ask questions about any goods or services, digital marketing increases customer satisfaction. The majority of communication in the digital market occurs via websites, chat, emails, and other electronic channels, making it significantly more practical than traditional marketing.

**Traditional marketing vs. Digital Marketing**
The art and science of marketing involves finding, creating, and sharing value in order to profitably satisfy client needs in a target market. For marketing, one can employ both traditional and modern techniques. Any promotion, ad, or campaign that has been utilised by firms for a considerable amount of time is referred to be traditional marketing. Conventional marketing strategies include, among others, the use of magazines, direct mail, print advertisements in newspapers, flyers, and newsletters. Digital marketing, often known as modern marketing, is the practice of advertising goods or services using digital technologies. Digital marketing can be conducted via any digital channel, including the internet, mobile devices, and others. Websites for networking with other professionals, blogs, pop-up windows, emails, and social media platforms are also included in this set of channels. Traditional marketing is much costly than digital marketing. In contrast, digital marketing only cost $125 while traditional marketing cost over $1800 to reach 2000 clients. This amply highlights the power of digital marketing in enabling us to swiftly and affordably reach a big audience.

### Consumer behavior
Consumer behaviour is the selection, purchase, and consumption of goods and services to satisfy personal needs. Consumer buying behaviour describes the practises and actions people take when they purchase and use products. The speaker continued by stating that a variety of elements, particulars, and traits affect a consumer's decision-making process, buying habits, brand preferences, and shopping destinations. Each and every one of these variables affects the buying choice. The customer's personality, family, upbringing, socioeconomic status, affinity groups, culture, subcultures, psychological issues, and so on all have an impact on them. Some choices are
mostly out of the hands of the consumer; they are instead influenced by outside cues. Since the earliest days of the history and development of consumer behaviour in marketing, it has been challenging to fully comprehend consumers due to their unpredictable behaviour. (Kavya & Nagabhushanam, 2018).

**Consumer Behaviour in the Digital Era**

Digital technology has changed the dynamics of business, marketing, and consumer behaviour throughout its development and emergence. How individuals connect, work, shop, and live their lives is profoundly impacted by digital marketing. Modern consumers are knowledgeable and wise thanks to the quick development of user-friendly technology and easy access to information. Because there are so many possibilities at the touch of a screen, consumer behaviours and preferences are constantly changing.

Customers make their own purchases in the participatory digital culture of today. The conventional client practises do not apply in this digital age. Almost every step of the consumer decision-making process involves technology, according to Ashman, Solomon, and Wolny (2015). In general, businesses and consumers have profited from the digital environment in numerous ways. Mette, Patrice (2011) asserts that due to increased innovation, creativity, learning, quick access, and lower transactional environmental costs, the digital environment is anticipated to offer more economic benefits.

**Literature Review**

P. Sathya was born in February of 2017. In the research topic "A Study on Digital Marketing and Its Impact," the author examined the advantages and drawbacks of digital marketing. Since its
inception in the 1990s and 2000s, digital marketing has altered how companies use technology and the internet to boost sales and reach a wider audience. It goes through how conventional and digital marketing differ from one another.

Because of digital marketing, the importance of product promotion has increased in the new digital era. Digital marketing is catching up to traditional marketing, which lags behind by offering clients new opportunities like tailored messaging or answers to a search query (Istvanic, Milic & Krpic, 2017).

The "Critical Review of Digital Marketing" article's author has researched the developments in the industry. Digital marketing techniques including email marketing, social media marketing, search engine optimisation, and search engine marketing can be used to influence customers. Digital marketing is practical and economical for reaching a larger audience. The study takes a step further and compares numerous companies, particularly those that use internet marketing tactics. (2018) Dr. Madhu Bala and Deepak Verma

The authors of "Impact of Digital Marketing and Current Scenario in India" examined how digital marketing affects rural residents. The benefits of digital marketing in rural areas are examined in the study, along with its drawbacks and difficulties. The study's findings suggest that there is still much to learn about rural digital marketing. The amount of disposable income in rural India can be significantly increased by developing digital marketing for these places. Rakesh Pandit and Anshu Chauhan 2020

**Objectives of the study**
- Analyse the different forms, approaches, and applications of digital marketing.
- To research how digital marketing has affected consumer behavior.

**Scope of the study**
1. The study sheds light on the effectiveness of digital marketing for businesses from a consumer standpoint.
2. The survey provides information on the types and formats of digital marketing that consumers prefer.
3. The study provides insight into the potential of digital marketing in the coming years.

**Factors influencing consumer buying in Digital Era**
Given that we now live in a digital age, consumers have a lot more alternatives for how they can look up information and use it to inform their purchasing decisions. Information has become much more easily accessible as a result of the expansion of the Internet, improved full-text search engine algorithms, the rise of social networks, and the development of mobile technologies (Miklosik, 2015). Because of the existing situation, customers can now gauge their intent to buy more precisely and promptly. Information noise, on the other hand, can be harmful since consumers lack confidence in the sources they should trust and their reliability. If there is too much information available, it can clog up media and other sources of information. Based on a study by Bertilsson (2009), it is reasonable to conclude that different marketing channels affect customer purchasing decisions, especially in cases of online sales. The study also exemplifies the function of digital media as a tool for increasing customer awareness prior to purchases.

Impact of Digital Marketing on Consumer Behavior

Analyse your own purchasing and spending behaviour. Compared to 20 years ago, when digital marketing was just getting off the ground, there will undoubtedly be a noticeable difference. Here are a few concrete examples of how the use of digital marketing has altered consumer behaviour.

Access to international markets
Consumers can now obtain products from international markets thanks to digital marketing, unless importation of items is prohibited in your nation. Nowadays, all it takes is a simple mouse click or touch on the screen of your smartphone to purchase practically anything from almost any nation or continent. If a website is geo-blocked in your area, VPN services may occasionally help you access it. As a result, pricey or specialty foreign goods that weren't previously generally available...
are becoming more and more popular. People develop cravings for foreign things as a result, and frequently sophisticated tastes that come with buying expensive goods from abroad.

**Real-time examination of the product**
A minimum of 80% of customers read blogs and product evaluations before making a purchase, according to surveys and research done by digital marketing agencies. The goal of this kind of research is to make simple judgements as efficient as possible. No business can, therefore, afford to ignore how digital marketing affects customers. They are aware that a product won't sell well if it receives either positive or unfavourable reviews. They develop things that are inescapably positive and garner positive ratings in an effort to sway consumer behaviour by tipping the scales in their favour.

**Shopping carts at all times and places**
Thanks to digital marketing, consumers may now buy a selection of products from multiple providers when they shop online. There are numerous online shops where you may shop for anything you want while using coupons to save money or get a better deal. As a result, consumers are no longer as loyal to a certain brand or retailer. The customer is constantly informed about their options and expenses thanks to email marketing, Facebook posts, tweets on Twitter, Instagram and Pinterest ads, as well as pop-up adverts online. Thanks to Google AdSense, there are a lot of these specifically targeted advertisements based on a user's browsing history.

In fact, there are currently so many possibilities for online retailers to place orders at that both customers and vendors are overrun with options. The most important bloggers and online business owners who work as affiliate marketers give customer’s objective, great reviews that persuade them to buy quickly through affiliate links. Retailers and artists of all hues use the Facebook Marketplace, Facebook pages, and online marketplaces like to sell their products at the same time. As a result, a consumer can make the same purchase through a variety of channels, giving them more flexibility.

**Discount thinking grows**
In the past, consumers would search for discounts. Online businesses are actively competing for your business by lowering prices on almost every item as a result of digital marketing training and growing consumer awareness of alternative sources for less priced goods. Retailers like Walmart, Target, and Giant, to name a few, for instance, provide printed or online coupons or promote deals for particular products on particular days. Customers will discover that all online prices include a small reduction when they visit websites like Amazon, eBay, and others. A consumer used to have to negotiate with business owners or salespeople in order to get a few dollars off the advertised price.

**It's rare to find devoted customers.**
The bulk of internet shops offer large discounts and freebies in order to keep their consumers' loyalty. Building a loyal customer base will be harder than ever for any online seller or offline, brick and mortar retailer. Because of this, companies give customers loyalty points for each dollar they spend. You can exchange these points for cash to use towards future purchases. Cashback deals are also available.

One such well-known example of a loyalty system is Amazon Prime. Customers can join Amazon Prime for a nominal yearly fee and benefit from a number of advantages, including free and faster shipping, priority service when purchasing certain items, free music and movies, and much more. Consumer behaviour changes as a result. Every shopper wants to get a good deal.

**Payments on credit and recurring payments.**
The actual purchasing behaviours of consumers are a crucial aspect of digital marketing and have a big impact on their behaviour. Credit cards were formerly a need for consumers who wanted to buy purchases on credit or take advantage of the luxury of delaying payment. Digital marketing has made a long-term change to this condition. In an effort to delight customers who shop online, retailers are being pressured to make shopping simpler through Equal Monthly Instalments (EMIs) and other amenities. Additionally, several retailers offer 0% APR credit and EMI schemes. These influence clients to buy an expensive item right away rather than later.

**Conclusion**
The study's findings highlight several unmentioned aspects, such as the fact that while social media marketing plays a significant part in daily life, some people still lack the necessary information about it. The fact that digital marketing is much more than just online shopping is still unknown to some segments of the community. Digital marketing has transformed how consumers and organisations communicate, altering consumer behaviour and buying choices. Businesses may create a strong online presence and develop deep relationships with their target audience by understanding consumer demands, personalising marketing messaging, and utilising different digital media.

In this fiercely cutthroat climate, it's critical to comprehend consumer psychology. In order to remain in this cutthroat industry, one must correctly comprehend the constantly evolving customer behaviour in our digitally advanced world. As was mentioned, there are still a lot of dangers facing the business, and consumers are still mostly unaware of both the benefits and drawbacks. Numerous advantageous improvements have been made to the market as a result of social media marketing. Positive changes in consumer behaviour have been brought about through digitalization. Because it is convenient for them to make purchases and payments wherever they are, working couples and those who live in big cities are more likely to experience this change due to a shortage of time. The usage of coupons, gift cards, discounts, cash back, and cash discounts are additional ways that consumers are rewarded for using digital transactions.

**References**


