

# IMPACT OF DIGITAL MARKET ON CONSUMER BEHAVIOR

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## ABSTRACT

The use of the internet and the growth of technology in the highly competitive industry have moved the traditional market to digital marketing tactics. Wide-ranging digital marketing capture. Additionally, in the fiercely competitive industry, it involves investigating business models that utilise digital technologies to cut costs and grow operations internationally. As people are considerably more satisfied when shopping online and perceive digital marketing to be much safer than traditional marketing, digital marketing has a bigger potential for business expansion in the future. Digital marketing gives clients the chance to look at the details of the products offered by the business and to make comparisons accordingly, enabling them to make an informed decision.

**Keywords:** Factors, Digital marketing , Importance of digital marketing

## INTRODUCTION

Online and internet marketing are both considered to be a part of digital marketing. Digital marketing is not only crucial for reaching a large audience, but it is also crucial for customers because it gives them several opportunities to interact directly with the brand. With the development of innovations in technology and the use of the internet, the market has become extremely competitive, and the way that businesses interact with their customers has changed over time. This is especially true of their marketing techniques, which have shifted to include digital marketing strategies. Digital marketing promotes goods and services mostly online but also through other digital channels like mobile phones. Customers are more satisfied with digital marketing since it allows them to ask questions and make ideas about any products or services. In the digital market, communication takes place mostly through websites, chat, emails, and other electronic means, which is considerably more convenient than traditional marketing. Digital marketing is one of the quickest ways to build and extend a business globally since it uses technology to make marketing much simpler. Because customers are more satisfied while shopping online and believe that digital marketing is more safer than traditional marketing, digital marketing has a stronger chance of growing its business in the future.

E-commerce models come in many different forms, including:

- Business to Business E-Commerce (B2B) is where both sides are actively conducting business. For example; Myntra, for instance, works with several different brands.
- Business to Customers (B2C) transactions take place here between purchasers and providers of goods and services. Online purchasing, for instance.

- Customers to Customers (C2C) is a situation where the buyers and sellers are both private individuals. For instance, in OLX both sides are individuals who are selling a used item that is useless to them digitally to someone else who will find it more useful.
- Business to Government (B2G): This refers to the process of offering goods and services to the government online.

## REVIEW OF LITERATURE

Kamlesh K Bajaj, Debjani Nag in their study on **E-commerce stated (2016 )**

E-commerce was primarily viewed as the means to advance and quicken these developments. E-commerce is now widely acknowledged in business and economics, and new strategies are being explored alongside more creative ones for utilising the internet to help businesses thrive in a very cutthroat environment. With the unprecedented potential offered by the internet, a global digital economy has emerged. It has advanced from being a novel technology to becoming a medium technology through the process of consolidation. E-commerce converts paper transactions into electronic ones, greatly simplifying organisation.

Andrew T. Stephen in their study on **The role of digital and social media marketing in consumer behaviour titled (2015):**

There are now billions of individuals on the planet who use technology. For instance, the current internet usage rate in America is expected to reach 100% in the next years, especially among those with higher levels of education and money. As the amount of hours young people spend on social media has nearly doubled from previous decades, social media has become a major component in the expansion of internet usage. In sum, social media and the internet are more appealing to individuals nowadays. Consumers use the internet to research information offered by organizations, compare it to other sources, and then decide whether to buy anything. They also use the internet to share their buying experiences with others. Therefore, it is crucial for marketers in the modern day to comprehend customer behaviour in the digital market and switch to digital marketing channels.

DR.C.S. RAYUDU in their study on **E-Commerce E-Business titled (2016) :**

E-commerce has undergone significant developments, from electronic data interchange. The expansion of the internet has given rise to a possible e-commerce vision in the highly competitive industry. E-commerce is just traditional business conducted through electronic methods. E-commerce has undergone a significant transition from electronic data interchange. The possible vision for the internet was established with the expansion of the internet. The future of the conventional market rests on e-commerce, new methods of doing market research, and the use of new digital techniques. It encompasses the entire process of buying, manufacturing, and selling items through the Internet. Customers and merchants may become closer friends thanks to it, and it also gives businesses the flexibility they need to run their businesses. The internet serves as a worldwide business platform for businesses all over the world. E-commerce focuses on increasing speed, globalising products, boosting efficiency, and quickly reaching out to new customers.

## **DIGITAL MARKETING MEANING:**

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Digital marketing involves some of the same principles as traditional marketing and is often considered a new way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But it comes with its own set of challenges, including implicit bias.

## **Factors influencing the development of digital marketing in the present day:**

The progress of digital marketing in the present is mostly being driven by 4 factors.

### **1. Technology:**

By utilising modern technologies in digital marketing, customer needs may be quickly evaluated. One of the best examples of technology nowadays is social media, where you can quickly and easily evaluate a huge number of clients at once and discover and display the product. Using marketing software, one can easily keep track of anything, such as:

- You can quickly determine which social media sites encourage the most client participation.
- The ideal time of day to write a blog post should be tracked.
- Identifying the region that is attracting the most attention from customers and adapting.
- Find out which email receives the highest click-through rate.
- The page with the highest form submission rate.
- Which layout appears to work best in your industry?
- It is simple to track and focus on the most popular keyword.
- It is simple to create profiles for current and potential consumers.

### **2. Storytelling:**

In today's business world, practically everyone uses a variety of strategies to advertise and set their company apart from competitors. How to engage clients and get their attention. The organisation chooses the type of content to use, usually a narrative that the audience will enjoy and that will help them understand the point you're trying to make about establishing your brand. Showing online films, taking quizzes, and conducting polls are a few examples of exceptional content creation chances. Additionally, storytelling fosters an emotional connection with the audience and creates devoted followers.

Storytelling based on four essential elements:

- A beginning and an end: In story telling, build a circumstance for the customers to invest in the storytelling, then generate tension to elicit a response from the customers.
- Emotions: By making a connection with the audience on an emotional level through storytelling, brands may entice consumers to buy their goods, turn them into devoted patrons, and forge strong bonds with them.
- Authenticity: The story that you choose to represent your brand should be real because it will inspire trust in the audience.

- Relatability: The story must have a strong connection with the audience and pique their interest.

### 3. First Mover Advantage:

The first ("first moving") substantial occupier of a market sector gains an advantage (first-mover advantage, FMA). Another name for it is technological leadership. A market player who enters the market first and achieves a competitive edge through resource control is said to have first-mover advantage. With this benefit, early adopters can benefit from enormous profit margins and monopoly-like status. Additionally, it enables your business to forge strong consumer loyalty to your brand and product before competing new businesses enter the market.

Various advantages for being the first to enter the market:

- Develop consumer loyalty to your brand and a positive image.
- Trap potential clients.
- Establish your goods in accordance with industry standards.
- Technology leadership
- Resource scarcity and control methods.

### 4. Mobile-focused digital marketing:

Elements that have an impact on it

- Website should be responsive to mobile devices.
- Make more brand-new videos.
- Establish paid campaigns
- Live broadcasting helps create strong connections with viewers.

### IMPORTANCE OF DIGITAL MARKETING:

#### ➤ GROWTH OPPORTUNITIES FOR BUSINESS:

One of the most significant benefits of digital marketing is the ability to choose any marketing strategy based on the available budget and the simplicity of simply reaching a huge audience for a low price. Launching a new product in the market is a highly challenging undertaking in traditional marketing.

#### ➤ CONVENIENCE FOR THE CUSTOMERS:

The ability to advertise a product online without opening a local location removes the obstacles associated with distance. One may now effortlessly export their business internationally without spending any money on distributor channels in other countries.

#### ➤ LESS COST:

Product marketing through a physical store is far more expensive than doing so online. Given that one may order based on product demand, one shouldn't have wasted money maintaining storefronts and exhibiting items in shops.

➤ **PERSONALIZATION OF THE CUSTOMERS:**

Through digital market customer needs are fulfilled effectively and efficiently, having faster and easy interaction with the customer apart from this it increases customer satisfaction for the product as they can easily make comparison between the products and make purchase decision accordingly.

**DISADVANTAGES**

➤ **HIGHLY RELIANT ON CUSTOMERS:**

Internet use is vital to digital marketing. Only those with strong internet connections have access to the internet. Our reliance on the Internet for necessities to continue living our daily lives has grown. We might not be able to exist as easily without the Internet if this trend continues, as most people anticipate it will.

➤ **HARM THE IMAGE OF BRAND:**

Since there are more products of the same sort accessible in digital marketing, there is a rise in product duplication. As a result, customers begin to disregard branded goods in favour of less expensive options.

➤ **BENEFICIAL FOR ONLY CONSUMER GOODS:**

This is one of the practical drawbacks of digital marketing since pharmaceutical and industrial items cannot be advertised online.

➤ **LACK OF DIGITAL LITERACY IN THE WORLD:**

There is lack of awareness in many parts of the country, people living in the remote areas still not aware of the digitalization.

➤ **PROBLEM OF CONNECTIVITY:**

India has tens of thousands of villages, but due to poor access to power, digitization is not yet widespread there. These settlements are disconnected from the digital economy as a result.

➤ **PROBLEM OF DOWN SERVER:**

Problem of down server are always there in post digital and pre digital India.

**CONCLUSION**

In the complex environment we live in today, understanding consumer psychology is crucial. To ensure the sustainability of the business, it is important to correctly comprehend the constantly evolving purchasing patterns of consumers in the digital age. Today's marketers must deal with a number of risks and problems brought forth by the revolutionised economy. It is important to raise awareness of the benefits of digital marketing. To enhance the size of the market, more efforts should be made to make digital marketing secure. The digitalization has brought positive change in behavior of consumers. The greater change can be

seen in big cities and among working couples due to lack of time it is convenient for them to do buying, payments at any time anywhere. Additionally, digitization offers incentives to consumers in the form of coupons, gift cards, discounts, cash back, and cash discounts to encourage people to adopt digital transactions. At last to create awareness and increase the usage of digitalization there is need to have promotional campaigns, roads shows, workshops among costumers.

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