



IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR IN 21ST CENTURY

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Abstract:

Digital marketing has brought the business a new vision with the new marketing technique which transformed the traditional method into digital marketing style. This also impacted on consumer buying decision behavior. Digitization and easy access to the internet has made tremendous growth into the business and also consumer become aware before purchase of any goods & services. Social media is a boom in 21st century. Companies are always looking for a new marketing strategy for the business growth & profit. Digital marketing provide opportunity to the consumer to get complete information regarding the product or services provided by company. And to compare with the other product & can place order at any time 24*7 from any place. This research is to study the impact of digital marketing on consumers' behavior. And the result shows digital marketing has positive impact on consumer's behavior of all ages. Digital marketing grab all the focus than traditional marketing in 21st century.

Keywords: Digital Marketing, Consumer Behavior, 21st century, Marketing, Online Shopping, Technology

Introduction

Digital marketing is also called as online marketing. This helps in marketing of products & services done by electronic devices like mobile phones, computer, laptop, tablet or other devices. Complete marketing is done through the internet to reach out to maximum customers in less time with the help of social media, mails, blogs, websites etc.to create a brand of your product and Services Company has to use digital marketing strategy to sustain in the competitive market for a longer period of time. It will help to create good relationship and communication with the consumer.

Understanding the consumer behavior is important factor of marketing. As in this field customer is the king. You have to analyze what the need or

requirement of customer. What & when customer wants the things that should be studied by the business strategies. So to attract maximum consumer towards your brand. And retain them for longer period of time. Consumer behavior is affected by psychological, personal & social, cultural, marketing, situational factors. The simple definition is consumer behavior is the decision making process while buying any product or service on the basis of their liking to satisfy their needs & wants.

Objectives:

1. The objective is to determine the impact of digital marketing on consumer behavior.
2. The objective is to determine how the digital marketing helps to create the brand name of the product or services.
3. The objective is to find out how digital marketing becomes more important for business growth & profit.
4. The objective is to find how traditional marketing has shifted over digital marketing.
5. The objective is to determine whether consumer is aware about digital marketing.

Traditional Marketing V/S Digital Marketing:

The main difference between traditional marketing & digital marketing is the medium through which the consumer gets the information regarding the product and services. While traditional marketing uses traditional media like newspaper, magazines, pamphlet and digital marketing uses digital media like social media, websites and blogs. There should be right balance between both the strategies. As both pay important role in business marketing. Digital marketing is less time consuming and less costly compare to traditional marketing. You can grab maximum audience in less time and price than through digital marketing than traditional marketing.

Challenges & Oppourtunites in Digital Marketing:

As digital marketing is a buzz word in 21st century so there are number of challenges and oppourtunities in this digitization era. Digital marketing has

become powerful tool for communicating with existing and new customers. As in this pandemic situation there are number of changes in the consumer behavior. Due to this Covid situation there are various restrictions on our daily lives. People are forced to live differently in this pandemic, make the business to find out different strategies to reach their targeted customer. Challenges are to constantly know the need and expectations of customer and fulfill those requirements to stand in the market. To showcase your products & service brand through various ways using digital marketing to attract the maximum consumer. And to retain that consumer is the another challenge.as there is tremendous competition in the market.as digital marketing uses internet and online shopping through using Google pay, NEFT, Phone Pay etc.so security while data sharing must be maintained. Now a day's customer is aware of all the product and services before buying any goods. They review all the information before making decision of purchasing any product. They see the reviews and comments of different consumers and then decide to buy. So this is one of the challenges to give quality of goods and service to attract the consumer.

Regarding the opportunities of digital marketing as customer is now aware of internet technology so it becomes easy to attract the customer through social media, websites and blogs by creating advertisements through digital medium. In this pandemic situation digital marketing help new entrepreneurs to do their start up.it helps in freelancing in this Covid situation helps in making economic growth. As an opportunity digital marketing has given job opportunity for the job seekers like SEO, freelancer, social media marketer and etc.it helps to change the working style in the industry. It helps to grow the business internationally via digital marketing. Digitization gives the opportunity to reach to maximum number of customer with different products and services of company through online platform or e-commerce. Digital marketing is the customer centric process which gives opportunities to the business to create their image, reputation and brand in the mind of consumer. And with the view of consumer, digital marketing gives you opportunity to get all the information

before buying any product or service according to your need and wants which has impacted on consumer buying behavior.

Hypothesis:

As hypothesis is related to objective of research. Hypothesis might be as follows: There is significant positive impact of digital marketing on consumer behavior in 21st century.

Methodology

Random sampling technique with 21 respondent's data was collected for study.

Primary Data: Questionnaire with Google form circulated for response.

Secondary data: library books, internet, websites.

Limitations: This study intends to cover on sample data of 21 respondents collected from my area, relatives and friends. It may not give same results generalized to other area.

Data Analysis and Interpretation:

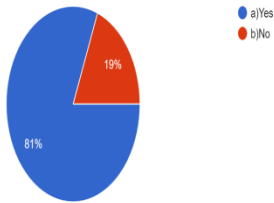
Findings of the study on questioner are as follows:

1. Questionnaire regarding do you like to do shopping through the use of digital marketing? 19% No and 81% Yes.
2. What do you like: Traditional marketing or Digital marketing: 52.4% Digital Marketing and 47.6% Traditional Marketing.
3. Do you think digital marketing is convenient & easy to use? 76.2% Yes and 23.8% No.
4. Do you think digital marketing is price & time saving? 76.2% Yes and 23.8% No.
5. Do you think digital marketing is secured?: 52.4 Yes and 47.6% No
6. Do you think information regarding the products you get is satisfactory?: 61.9% Yes and 38.1% No
7. Do you think digital marketing made impact on consumer buying behavior? 90.5% Yes and 14.3% No
8. Do you collect information before purchasing the product? 95.2%Yes and 4.8%No.

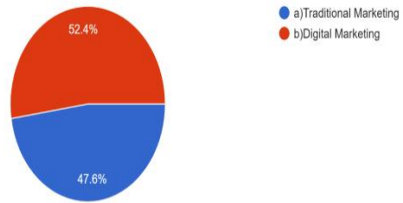
9. How often do you buy products using digital channel? 47.6% sometimes, 47.6% frequently, 4.8% Never, 0% rarely.

10. Are you satisfied with the product bought through digital channel? 90.5% Satisfied and 19% Not Satisfied

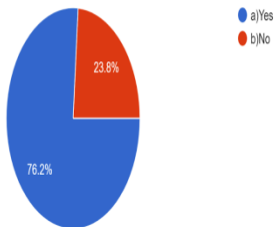
1)do you like to do shopping through the use of digital marketing?
21 responses



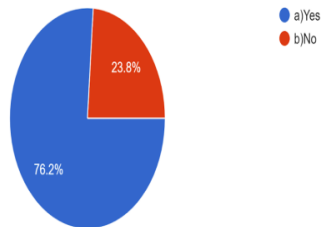
2)what do you like?
21 responses



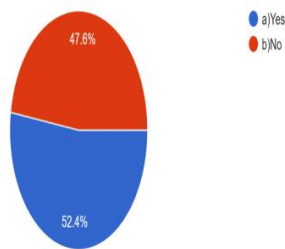
3)do you think digital marketing is convenient & easy to use?
21 responses



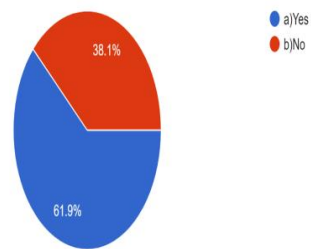
4)Do you think digital marketing is price & time saving?
21 responses



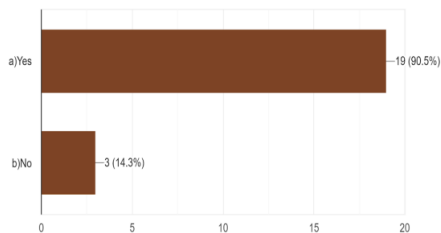
5)Do you think digital marketing is secured?
21 responses



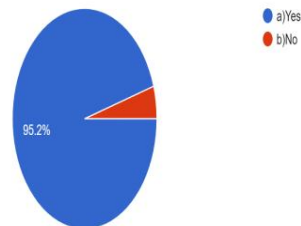
6) do you think information regarding the products you get is satisfactory?
21 responses



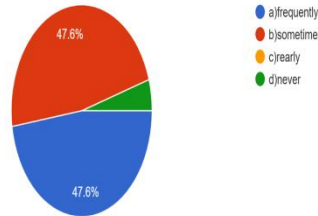
7)do you think digital marketing made impact on consumer buying behavior?
21 responses



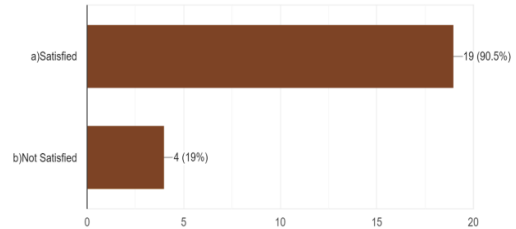
8)Do you collect information before purchasing the product?
21 responses



9)How often do you buy products using digital channel?
21 responses



10)are you satisfied with the product bought through digital channel?
21 responses



Conclusion:

1. According to study of sample data collected & the hypothesis the consumer likes to do shopping with the help of digital marketing.
2. According to consumer it is easy and convenient to use and it is price & time saving.
3. According to the response got from consumer they feel digital marketing is secure and the information we get about the product and services is satisfactory.
4. According to response there is a impact of digital marketing on consumer buying behavior.
5. According to study consumer collect the information before purchasing the product.
6. According to study most of the consumer frequently buys the product using digital channel.
7. Study shows that consumer is satisfied with the product they bought through digital channel.

Suggestion:

1. In this pandemic situation digital marketing help the people in many ways to overcome the barriers coming in day to day basis while living in restricted situations.so digital marketing should be adopted by all age groups.
2. Awareness regarding the use and importance of digital marketing should be created among youth and all the stakeholders of the company.

3. Regarding security issues should be guided while using digital marketing strategy.

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