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## CONSUMER BEHAVIOR TOWARDS DIGITAL MARKETING: AN OVERVIEW

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### **Abstract**

Digital marketing is a non-conventional virtual platform on Internet for promoting products, services, connecting customers, identifying and understanding needs of user using digital technologies and devices. This study is done to understand the consumer behaviour towards digital marketing. For primary data, structured questionnaire was prepared and administered to 200 respondents of South Goa. In the study it is found that there is direct correlation between age and advertisement observing habits of using social media. Study also focused whether Advertising messages solve the decision making dilemma of consumers. With the socio-economic changes in the society and the increase in the number of nuclear families, there is a dramatic increase in household as well as disposable incomes in the hands of consumers. To cater to their need, marketers are introducing new and advanced products through digital marketing.

**Key words:** digital marketing, Consumer behaviour

### **Introduction:**

The promotion of product or service to be deliverable is necessary to reach its people and there are various ways of promotion to increase awareness, generate sales and brand loyalty, develop interest and curiosity among buyers. With the industrial reformation, the need of fast and impactful marketing is in demand and the technological advancement has changed the way of reaching to customer. Many advertisers/industries are using search engines to promote their businesses. Digital marketing is a non-conventional virtual platform on Internet for promoting products, services, connecting customers, identifying and understanding needs of user using digital technologies and devices. It is very effective and prominent strategy to promote business on online for brand awareness and business development. The base line of digital marketing is to have individual Website or App through which different promotion and tools are linked and used. Digital marketing is the best approach to reach target customers in cost effective manner and is easier to scale the important events in digital marketing. In present scenario average user with internet spends 7hours online each day and it makes biggest platform to promote any brands to eye catch user or buyer.

**Objectives of the study are as follow:**

The present study is undertaken to focus on following objectives.

1. To find out the need for digitalization.
2. To study the challenges face while implementing the digital marketing
3. To examine the consumer behavior towards digital marketing of South Goa.

**Research Methodology:**

For this study, data collected both from Primary and Secondary source. For primary data, structured questionnaire was prepared and administered to 200 respondents of South Goa to understand the consumer behavior about digital marketing. Analytical logic is developed through the understanding from various research papers, reports, books, journals, newspapers and online data bases.

**Need of digitalization:**

Digitalization has played a crucial role in the fast development of global economy. Digital Marketing has an impact on the customer's interactions, habits, and lifestyle. Digitalization enables brand to remain where present customers stay i.e., in social media— Facebook, Twitter, YouTube, Instagram etc. Digitalization is maintaining its impressive growth in big as well as small markets. Increasing accessibility of the internet, helped to increase the number of people going online at a faster speed. Digital marketing helps to transform the business as it is cost-effective. Presently, more than half of the world's populations are on some type of social media. Some of the need of digital marketing is as below.

1. Digitalization provides equal opportunity for all business units
2. Digital marketing is cost effective as it need not require huge investment.
3. It helps in conversation with prospective customers.
4. It helps to increase the revenue which is based on consumer response.
5. It helps to target the right audience by contacting customers directly.
6. It helps to increase brand reputation.
7. It influences marketing through social media tools like youtube, Twitter and instagram
8. It helps to influence buying decisions of customers.

**Literature review:**

Parikh. J.C. (2013) discussed improvements and changes in the advertisement media, selling and consumer relations required by the introduction of man-made fibre fabrics. Study focused on some recommendation. Ram Swami, R. (2014) in his study specified that though the fact

remains undisputed that advertising promotes national economy and raises the standard of living, especially in the Indian context, yet the existing criticisms are against too much of advertising rather than against the prevailing trends of advertising.

Bahl. G.C. (2014) stated about the understanding of consumer behaviour is the basis of Advertising. So far as consumer resistance is concerned it can be overcome by Pre-testing and Post-testing the advertising campaign to make it more effectively". The author stresses the role of the advertising in a production-oriented economy like India.

#### **Challenges of Digital Marketing.**

**Impersonal service:** Business use Electronic methods to provide customer service. Sometimes customers get too impersonal or uncaring response. Many cases automatic mail which customer gets from customer service centre can't revert back. This problem can be solved by talking to the actual people when customers have inquiries about problems that need instant answer.

**Consumer expectations:** Meeting the expectations of a consumer is their main challenge. It's not just about understanding what consumers want or need right now. It's about finding out the present trend and demand to achieve the goal to meet consumer expectations.

**Easy accessibility of tools:** The greatest challenge for digital marketers is easy availability of tools . If companies have more accessibility it would increase the responsibility. Marketers are currently expected to administer various platforms, make unified experiences which turn visitors into fans, followers, leads, and at the same time measuring the performance of marketer with a specific end goal to settle on more informed marketing decisions. It is hard to keep up and stay ahead for long with such tools.

**Find the people who will digitally transform a company:** Marketer needs to build great user experiences which will bring difference to customers' lives. But finding and keeping these people will become very difficult. Designing customer interactions is an art and skill. The best people will naturally attract towards companies. That means companies want digital success need to become tech oriented companies.

**Driving relevant traffic to the website:** presently, marketers face a challenge to spread brand awareness in the right target market. This also makes it harder for them to drive the ideal traffic to their business websites. Therefore, understanding which channel to tap into and driving relevant audience to the website to turn them into customers is becoming a challenge for marketers.

**Target the right audience effectively:** Marketer has to identify their target audience. With the number of internet users increasing day by day and their needs changing almost every second, targeting the right audience has become one of the biggest challenges for marketers.

**Lead generation using social media:** There are various social channels. Marketers don't really know how to remain consistent to these channels. Most of them feel that it is all about the paid campaigns they are supposed to run for brand awareness and lead generation. Increasing market competition using social media is a big challenge.

**Keeping up with the changing trends:** The digital market and marketing techniques change from time to time. It also continues to change to cater to the modern day addressable market needs. Hence, it is important for marketers to stay up-to-date with all these changes.

**Competition:** This digital marketing made consumer more powerful by giving several options to choose from big digital platform, raising sense of high competitiveness owing to transparency in price and globalizing product. The challenge is with the technological advancement in digital platform.

#### **Change in consumer behaviour**

Today's consumer is tech savvy, socially empowered, information rich and lacking time. Technology is quickly evolving and embracing the needs resulted from new consumer motivations. Consumers' ability to influence consumers and companies is higher than earlier generations. As a result, consumers expect the everything at their fingertips, when they want it, how they want it and where they want it. Shopping is not a planned destination today as consumer shop 24/7. They want an authentic shopping experience which is made specifically for them and want to share their experiences to others. Consumer today is socially sensible, strives for independence, is more vocal and more informed. Digital marketing accounts a new way to promote products in wholesale and retail industry. In order to understand the consumer behaviour towards digital marketing in South Goa, survey was conducted and the analyses are as below.

**Table 1: Cross tabulation between age and advertisement observing habits of using social media N=200**

Age group/ Opinion	I do not use social media	I watch both posts as well as advertisements on social media	I concentrate more on advertisements than posts	I only watch posts	Total
16-25	04 (10.52%)	13 (34.20%)	15 (39.40%)	06 (15.78%)	38 (100%)
26-35	02	23	15	02	42

	(4.76%)	(54.76%)	(35.71)	(4.76%)	(100%)
36-45	06 (10.52%)	22 (61.11%)	18 (31.57%)	11 (21.15%)	57 (100%)
46-55	03 (8.33%)	16 (44.44%)	10 (27.77%)	07 (19.44%)	36 (100%)
56 and above	09 (33.33%)	11 (40%)	05 (18.51%)	02 (7.40)	27 (100%)
Total	24 (12%)	85 (42.5%)	63 (31.5%)	28 (14%)	200 (100%)

Source: Primary data (Compiled by researcher)

From the above table it can be interpreted that the age group who prefer social media out of 200 population, 38 respondents come under 16-25 years of age group and their highest preference i.e., 39.4% (15) respondents concentrate more on advertisement than post and 34.20% (13) watch both post as well as advertisements on social media. Only 4 respondents do not use social media. 42 respondents comes under 26-35 age group with highest number 23 with 54.76% of respondents watch both posts as well as advertisements on social media followed by 15 respondents (35.71%) concentrate more on advertisement more on advertisement than post. 2 respondents of this age group do not use social media at all. 57 respondents fall under 36-45 age group out of which 22 respondents with 61.11% prefer posts as well as for advertisements. Only 21.15 % (11) respondents prefer watching posts. 36 respondents comes under 46-55 age group and highest preference 44.4 4% with 16 respondents prefer social media for posts as well as for advertisements. 18 respondents concentrate more on advertisement than on post. Last 6 respondents with 10.52% do not use social media. 36 respondents comes under 46-55 age group and their highest preference with 40% is for using social media both for post as well as advertisement, only 2 respondents watch only post. It is observed that from 56 and above age group 33.33% respondents say that they do not use social media, 40% respondents watch both posts as well as advertisements on social media, 5% concentrate more on advertisements than posts. Table conclude that, 36-45 age group and lower age group people see advertisement more on social media. As the age increases, they less concentrate on advertisement on social media.

Table No. 2 Advertising messages solve the decision making dilemma

Type of message/Rank	I	II	III	IV	V	Total
Price clarity	74 37%	53 26.5%	27 13.5%	14 7%	32 16%	200 100%
Product benefits	91 45.5%	32 16%	26 13%	15 7.5%	36 18%	200 100%
Brand	52	61	43	40	04	200

association feelings	26%	31.5%	21.5%	20%	2%	100%
Brand personality Used in the ad	46 23%	56 28%	43 21.5%	42 21%	13 8%	200 100%
Comparison of the brand with competitors	58 29%	49 24.5%	41 20.5%	37 18.5%	15 7.5%	200 100%

Source: Primary data (compiled by researcher)

From table 2, it is understood that the type of advertisement messages help to solve the decision making problem of respondents. Out of 200, respondents 74 (37%) respondents have given I rank for price clarity and 14 (7%) respondents have given IV rank, 32 (16%) respondents have given III rank, 63 (16.4%) respondents have given V rank, 23 (7%) respondents have given IV rank for the message that advertisements solve the decision making dilemma through price clarity. Similarly 91(45.5%) respondents have given first rank for product benefits advertisements solve the decision making dilemma. 32(16%) respondents have given second rank, 26 (13%) third rank, 15 (7.5%) respondents have given fourth rank and 36 (18%) respondents have given fifth rank for product benefits solve the decision making dilemma through message advertisements. Next message advertisements is brand association feelings also can solve the decision-making dilemma in consumer products. First that 52 (26%) respondents have given the first rank, second rank for brand association, 61 (31.5%) respondents have given second rank, 43 (21.5%) respondents have given third rank, 46 (23%) respondents have given fourth rank and 4 (2%) have given fifth rank.

Another advertising message which can solve the decision making dilemma is Brand personality used in the ad. 28% respondents give II rank followed by 23% respondents give I rank. Almost similar % respondents gives III and IV rank for brand personality used in the advertisements and solve the decision making dilemma in consumer products. 58% respondents have given I rank for comparison of the brand with competition of message advertisements solve the decision making dilemma in consumer products. Followed by 24.5% respondents have given III rank, 20.5% respondents have given IV rank, 18.5% respondents given V rank and 7.5% respondents. In short, Advertising messages solve the decision making dilemma of consumers and thus change the consumer behaviour

Table No. 3 Preference of digital media advertisements

	Preferences			
Media/ Opinion	Like	Neither Like nor strongly	Dislike	Total

		Dislike		
E-mails	138 (69%)	13	49	200
Facebook	123 (61.5%)	21	56	200
Whatsapp	187 (93.5)	02	11	200
Others(Interactive)	097 (48.5%)	23	80	200

Source: Primary data (Compiled by researcher)

From the data it can be interpreted that 69% respondents have strong like for e-mails and only 25% respondents have dislike for e-mails. 123 respondents like to prefer facebook and only 28% respondents do not like the face book. 187 respondents prefer to get advertisement through Whatsapp. Other interactive sources such as youtube, instagram and telegram are also liked by 48.5% respondents. From their responses it is analyzed that respondents also like electronic media followed by print and hoardings. Other interactive sources do not play important role in influencing the people.

### Findings and Conclusions

Digital marketing is necessary in present day scenario for business survival. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, digital billboards, and social media, videos, content, e-mail and lot more to promote company itself and its products and services. Marketers need to be alert to identify what would work for them in the short run as well as in the long run. Digital marketing definitely will bloom and will become the part of business life. The challenges if overcome will help each business to differentiate and grow as a leader in industry. According to the study it is found that there is direct correlation between age and advertisement observing habits of using social media. It is also proved that Advertising messages solve the decision making dilemma of consumers. 93.5 % respondents like whatsapp media for advertisements followed by emails and facebook.

Indian consumers have always been open to the idea of trying new products. With the socio-economic changes taking place and the increase in the number of nuclear families, there is a dramatic increase in household as well as disposable incomes. To cater to their need, marketers are introducing new and advanced products, and positioning them through digital marketing to attract as target customers.

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