

Consumer Attitude towards Digital Marketing

Dr. V. Anandha Valli

Assistant Professor in Commerce, Tirunelveli Dakshina Mara Nadar Sangam College, T.Kallikulam, Valliyoor,
Tirunelveli District (Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Abstract: *Computerized Promoting Advanced showcasing or prevalently web based advertising is utilizing the on the web sources like web spaces, online entertainment, messages and so on where business can associate with individuals on individual space or general stage and satisfy the showcasing capabilities. Basically at whatever point a promoting effort is run n computerized stages utilizing advanced sources, it is called computerized marketing. (Mail Chimp, 2020). The new time of advanced advertising has changed the standpoint of online computerized showcasing with patterns changing consistently and now and then months. The new satisfied influencing the web has not just affected clients to depend and get habited to the internet based market yet likewise has expanded the market income not just by expanding the ability to spend of a purchaser yet by additionally carrying new clients to the market. The present study aims to analyse the changing attitude of consumers towards digital marketing.*

Keywords: digital marketing, online trends, consumer behavior, marketing strategies, online platforms

1. Introduction

Regular innovation, growing platforms, increased buying power, growing competition, and evolving customer wants are all contributing factors to the frequent shifts in marketing trends. Since internet accessibility has improved over time, the online platform has established a solid foundation in India. India is the nation with the second-highest population of internet users worldwide, after China, and access has increased significantly since the country's adoption of the 4G network idea. With so many customers, there is a strong basis on which an online market may establish all company operations and expertly manage the online market for several businesses looking to advertise their products online.

Performing study on the subject matter was important in order to identify the contemporary patterns that are influencing consumer behavior and propelling market growth. The investigation will also assist in determining the fundamental causes of internet traffic and visitor to customer conversion.

Traditional marketing has been transformed by digital marketing, which results in more competition in providing marketing services to businesses. This competition is fierce when it comes to design, promotion, and providing accurate indicators of market shifts. It also involves developing powerful public relations and rapport-building strategies and hard-hitting promotional tactics.

Early internet access was restricted to military and government use, but in the present world, general activities only take up the majority of a pie chart that shows the usability index of an average person's daily online usage.

2. Review of Literature

Online digital marketing has changed face in last 2 -3 years with growing market. In 2020, retail e-commerce trade globally amounted to 4.28 trillion US dollars and e-retail revenues are presented to grow to 5.4 trillion US dollars in 2022. (Sabanoglu, 2021)

Consumers have the ability to explore everything new, research and experiment. They have become exceptionally good in making purchasing decisions and the amount of information available had led them to do a tons of experiment and make a decision. Moreover customers have become very responsive on digital platforms and do not leave a chance to interact with their favourite brand and this significant engagement has become possible after increased Fig 2.1 12 penetration of mobile technology and access to internet facility. The digital marketing have identified that the customers on digital platform are impulsive in behaviour and this is what the marketers are using to steer by creating positive images of the brand in the market by continuously posting on social media platforms. (THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR, 2020)

Although vast researches are carried out on digital marketing only a tiny amount of academical researches have been identified. Out of the sample of 225 customers it was evident that a deliberate plan should be laid out to understand what a customer likes and what he dislikes. Based on the results, a careful strategy should be formulated and planted on various platforms. The companies should formulate various test to understand what influences a customer and what pushes him away. The test carried out on 225 consumers said that they admire YouTube announcements whereas they hate pop-ups or non-closable window ads, enjoys colourful website themes and side panel website ads. Understanding and formulating strategies from data availed by customer could be a win-win situation which can retain current customers and can attract casual visitors. (Madhani & Rajyaguru, 2020)

3. Objectives of the Study

- To find about the frequency of purchase and reasons for purchase through online
- To identify the search engines used by the respondents for searching a product.
- To understand the changes in consumer behaviour due to digital marketing.

Sampling Size-

The sample sizes was 190 respondents.

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Sampling Technique- Convenience Sampling Method was used in the research design since the random number of people was able to forward with the questionnaire and the outputs will be obtained only from volunteers.

Limitations of the Study

Only online parameters are considered- Digital marketing encompasses both the online and offline parameters both in terms of traffic sources and in terms of transactions which

affects the results. Demographical barriers- Primary and Secondary data may contradict due to geographical barriers. Primary Data represents only consumer side- the data collected via. questionnaire collects only the data which can represent the behavior of the consumer to the various channels of Digital marketing.

4. Data Representation and Analysis

S.No	Particulars	No of Respondents	Percentage	
1	Age	15-25	45	23
		26-35	83	44
		36-45	17	9
		46-55	25	13
		Above 55	20	11
2	Gender	Male	85	45
		Female	105	55
3	Source of Searching	Google Search	38	20
		Gmail/other Email App	8	4
		Social Media like Instagram, Facebook, LinkedIn etc.	124	65
		Shopping Apps	6	3
		Other Leisure/Educational Apps	14	8
4	Inclination towards Online Shopping	I almost buy every possible thing online	36	19
		I often purchase online	68	36
		I barely purchase online	22	24
		I purchase only those commodities which are not available in local markets	56	29
		I still do not purchase online	8	5
5		Quality	25	13
		Price	49	25
		Trend of online purchasing	10	5
		Some commodities are available online only	48	25
		Ease of access to different markets	9	4
		Trending Ads	32	17
		Return Policy	17	9
6	Type of Products purchased	Apparels	31	16
		Footwear	43	23
		Electronics	36	19
		Furniture and Home Décor	17	9
		Books	53	28
		Mobile, Computer and Smart Devices	40	21
		Beauty Products	33	17
		Sports and Fitness wears and Equipment's	27	14
		Health and Personal Care Products	26	15
		Grocery and Gourmet Products	16	8
		Home and Kitchen	24	13
		Pet Supplies	3	2
		Science and Industrial Products	4	2
		Merchandise of a particular brand	6	3
Educational services and selfhelp courses	7	4		
7	Frequency of placing order	Once every 4 months	28	15
		Irregular purchases	64	34
		Once every 2 months	30	16
		once in a month	22	12
		twice every month	16	8
		3-5 times a month	18	9
		6-8 times a month	6	3
		8-10 times a month	0	0
		10-12 times a month	0	0
		12-15 times a month	0	0
8	Source of Searching a commodity	Whatsapp/Telegram/Mobile Text forwarded link	12	6
		Ads running on webpages or mobile applications	32	19
		YouTube Videos	10	5
		links in Description	0	1

		Links from Blog Articles Google/Yahoo/Bing Search	66	35
		Email Ads	12	6
		Through Social Media like Instagram,Facebook etc	58	31
9	Frequency of searching a product	once in a week	100	53
		twice a week	32	17
		3-6 times a week	46	24
		7-10 times a week	4	2
		10-15 times a week	8	4
10	Major reason for searching, selecting and ordering a product	Brand	34	18
		Rating	22	12
		Quality	44	23
		Price	24	13
		Appearance	10	5
		Discount and offers	56	29
11	Seeing Ads in Web pages/ Social media/ you tube	whenever I wish to purchase the product	34	18
		whenever I need to know about the product	78	41
		whenever I feel to simply search the product on the internet	78	41
12	Frequency of providing feedback on the commodity purchased	Every time	42	22
		Only when I was satisfied	80	42
		only when I was dissatisfied	26	14
		never	42	22

5. Findings

- 1) Most of the respondents are between 26-35 age group
- 2) Most of the respondents are female
- 3) Social Media like Instagram, Facebook, LinkedIn etc. were used mostly by the respondents to search for a product
- 4) 68 respondents often purchase through online.
- 5) 25% of the respondents purchase through online due to the price of the product.
- 6) Electronics followed by beauty products were purchased mostly by the respondents through online.
- 7) Most of the respondents had irregular frequency of purchasing the products.
- 8) 48% maximum time click on ads whenever they appear.
- 9) 52% searched the commodities of their interest weekly searched between 2-6 times a week.
- 10) 78% participate in providing feedbacks where 22% provide regular feedbacks. 7. 91% respondents agreed to visit a profile, however differentiation occurs with different sources.

6. Suggestions

Emails with useful and attractive information can be great channel of bringing information. Traffic is a problem. The keys to higher conversions are newsletters and email customization.

Artificial intelligence must be taken seriously. It's useful for targeting people with disabilities.Children, elderly people, etc.

Consumers are impulsive, which leads to constant targeting.

Relevant content can be the primary way to build interest and transfer the relevant content can be the primary way to build interest and transfer the relevant content.

UX and web design professionals need to be aware of the rapid advancements in technology.There is an attraction. Customers are discerning, curious and comparing. Any

latency can lead to a jump to a new option if there is a low temperament.

Customers are frequent lookers and one should understand that. Monthly leads can only be generated by consistent targeting with relevant content.

The most popular form of traffic is still found on search engines, and it's getting more popular every day.

Changes in techniques and evolving algorithms are what marketers need to deal with understand to work on quality content, user experience, and provide personalize.

Secure environment to align with more than what customer needs, and align with more than what customer needs.

7. Conclusion

Digital marketing is a booming industry with its online revenues coming out of the graphs. The rise in sales of smart phones and access to the internet has led to an increase in online shopping. The ceiling has exploded with searches and purchases. Digital marketing with traditional methods. New tools of SEO, SEM, SMM, EMM, Content Marketing, etc. have been added. Visual searches and platforms that align with AI technology like virtual assistants and chatbots. The user gets a different realm of experience from Google Lens and similar applications. Tech. Furthermore, Google and other search engines are exerting considerable effort in assessing the content. Quality was previously hindered by adding more and more keywords, tags and handling other things. Semantic searches and E-A-T algorithms have made content quality a priority. The ranking in the search engine results pages depends on this factor. The zero position in the search results pages has been taken over by the featured page. Snippets are an unpaid feature provided to platforms that provide quick solutions. Problems can be solved. The digital marketing approach targets users in paid and unpaid ways. Converting a casual visitor into a paying customer is a challenging task. Customers are now curious and looking at other companies. Because of their low temperament, they

should be handled with care. High-quality services are provided. Quality user experience with security features and artificial intelligence conversation platforms helps build trust. A quality user experience with security features and AI conversation platforms helps build trust. Long term relationships and long term relationships are important. Personalizing the customer experience by getting to know him better. various what's, where's, how's and when's will help to establish a bond, leading to meeting. These various what's, where's, how's and when's will help to establish a bond, thus leading to meeting. The objectives of increased conversion rates are achieved.

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