

Deliberation Of Digital Marketing Strategy And Its Impact On Consumer- A Literature Review

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ABSTRACT

Digital marketing is a buzz word in today's business. The present review paper focuses on the benefits of using digital marketing strategies in various aspects related to functioning of a business. It also emphasis on various studies undertaken by different researchers related to the field of digital marketing and its effect on consumer buying behaviour.

Keywords: Digital Marketing; Search Engine, Consumer buying behavior

INTRODUCTION

In the present day with diffusion of internet and other digital tools it has changed the face of any business and its has impact its workability. Manufacturers are shifting their marketing strategy from traditional approach to digital approach. As per Gupta, (2020) with the use of automation technology a consumer is now able to spend more time in internet embedded, multimedia phones and other digital devices. A study conducted by Ahmed et.al (2019) depicts that digital media in recent era is developing and has become an important mode of communication for building of a brand. It was also found that maximum number of users use internet service for seeking information on any goods or services and for shopping. As a result business houses are majorly focusing on advertising their product or service over internet and other digital platforms, such as social media platforms like Facebook, Instagram, etc. Yashim et al.(2015) described the digital marketing as a popular means of marketing the product and services. Product ranges from mobile phones to an aeroplane. According to Kotler and Armstrong (2009) "Digital Marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etc".

OBJECTIVES OF THE STUDY

- 1) To know the contribution of digital marketing channels to business.
- 2) To evaluate the effect of various digital marketing channels on consumer buying behaviour.

METHODOLOGY OF THE STUDY

A similar study conducted by Badke (2017) on the scope of digital marketing points out that literature review is essential in the present theme as more such study needs to be conducted on digital marketing and its approach. According to Gibson (2018) study of literature will give a clear understanding of rationale of the topic and move to future dimension of the study. A qualitative research has been undertaken on the same. Data were gathered and analysed through different studies conducted in India and abroad. Majorly secondary data such as research papers, textbook and online articles has been referred for undertaking the literature

TRADITIONAL VS DIGITAL MARKETING

According to Gupta (2020) traditional marketing focuses on transferring of marketing message to a larger audience whereas digital marketing focuses on individual aspect or a group of customers. In digital marketing the measurement of Return on Investment (ROI) is easy whereas it is difficult on the case of traditional marketing. Kotler et al. (2017) highlighted that digital marketing focuses on the communities engaged by social media but in traditional marketing, it is very hard to attain.

LITERATURE REVIEW

A recent study has undertaken by Deepa and Geeta (2021) on digital marketing. It was found out that digital marketing act as a catalyst for brand building. It sensitises the users by impacting their emotions and give a personal touch as well. A study conducted by Vally and Shankar (2020) focused on the factors affecting the psychology of a consumer towards a brand. It was found that performance, motivation, feedback, risk and innovation accompanied with digital medium affects a consumer psychologically for adoption of any product or service. Kranthi et al. (2020) stretched the theory and focused on the concept of psychology from scientific perspective, understanding an individual behaviour and his/her reactions to a stimuli in an environment. Further, Anusha et al. (2020), found out that a consumer in his younger age spend more time on internet, search engines, social media, youtube, etc. According to Gaurav et al. (2020) brand loyalty has become a threat to a competitive market and each and every firm is facing challenges. In solution to it the practice of digital marketing has led the path of competitiveness easy and secure. On the other side, according to Katakam et al. (2021) e-commerce companies are focusing on consumer impulsive purchase behaviour as well. According to Balanagalakshmi and Bullard (2020) the growth of innovative technologies such as cloud computing, data analysis, data mining plays an important role in adoption of digital channels by the consumers. According to Geeta and Sivanand (2020) digital business is growing in a rapid manner due to increase in adoption of innovative product with increased efficiency and effectiveness. They also emphasised that marketing strategies adopted by financial institutions do also help in understanding their customers and in turn help in increasing of their productivity as well. According to Shankar and Thoti (2020) customer awareness and social media channel like Facebook, Twitter, Youtube, etc. plays an important role in creation of loyal customers. According to Bizhanova et al. (2019) the best innovation for human interaction is through social

media, web based platform. It has made a significant change in purchasing behaviour and consumers social behaviour as well. Business is transformed to a virtual medium as well. Further Garcia et al. (2019) added that people now a days trust more on digital channels rather than conventional marketing mediums like search through voice, Artificial Intelligence, Augmented Reality, Virtual Reality, etc. As per Gupta (2020) digital marketing includes P-O-E-M framework to make digital marketing strategies as paid media, which includes all sponsor advertisers like publisher's website, social media site and search engines whereas owned media includes organization's own website, social media page and earned media includes blogging sites, reviews in social media sites. According to Dodson (2017) emphasised that search engine has changed specially after introduction of Google. People now search information related to product and services more often on the search engine rather than other traditional media platforms.

FINDINGS

After studying all the literature, it is understood that digital marketing in all aspect help the markers to grow and digital medium has become essential part of the marketing communication activities. It is the easiest medium to communicate the marketing massages to the target audience. Digital marketing facilitates the customers to be in touch with the company and one can give feedback their as well. With the growth of internet and mobile infrastructure people are more inclined to use digital platform mediums like search engine, social media, display advertising and affiliate marketing. Lastly, the benefit of using digital marketing is to measure the effectiveness of the marketing activities which is very difficult to get in other traditional medium.

LIMITATIONS AND SCOPE OF FUTURE RESEARCH

With the onset of pandemic COVID 19, time and financial constraint it was not possible to collect data in a physical mode. The present study portrays the benefits of using digital marketing platforms and understanding a consumer psychology's well. In addition, digital marketing consists of different channel such as email marketing, displaying of advertisement, search engines, social media and video marketing. The present study is an effort to understand the contribution of digital marketing channels in business. Researchers, scholars, consultants, etc. can further study on the role of a particular medium it plays on a consumer psychology for different sectors such as apparels, FMCG, online shopping, online trading, online services, health and hospitality services, etc.

CONCLUSION

Digital marketing helps the consumer to decide which brand they like to buy and interact with. The effect of digital marketing technology on consumer's psychology is gigantic and it creates a conducive environment for buying and selling of products and services. Lastly, from all the digital marketing channels it is found the consumers spends more time on search engine to be informed about the products and services.

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