



A STUDY ON CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING GAURAV CHAUDHARY

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ABSTRACT

The use of online advertisements is on the rise in emerging markets such as India. As internet advertising has grown in popularity, it has brought in a steady stream of new customers. An "impulse buy" is defined as a purchase made without proper deliberation (Baumeister, 2002; Stern, 1962). Researchers have analysed the results of an online poll to determine what influences people to make purchases online. Ninety online consumers were involved in this study. The administrative issues and suggestions for further study are also included in this analysis. Understanding the propensity of online customers to make hasty purchases might be useful for marketers and academics. The major purpose of this essay is to investigate what is behind the explosion in online retail, and to learn how those aspects affect online purchasing generally.

INTRODUCTION

With the advent of the World Wide Web (WWW) protocol in the early 1990s, the internet as we know it took off, and it is now firmly established as the backbone of advanced economies around the globe, including those of North America and major areas of Europe and Asia. According to data compiled by Internetworldstats (2008), there were around 1.3 billion internet users as of the end of 2007. Roughly 20% of the global population is made up of Internet users. Over the past seven years, annual growth in Internet usage in developed countries has averaged 120%, while growth in less developed countries has been much slower. Advertising and customer service are only two areas that have been rethought since the rise of the Internet. This format allowed for the standardisation of business practises in the realm of internet commerce. As a result of the widespread availability of the internet, hundreds of thousands of more companies set up shop there,

servicing millions of customers from all over the world. The original Internet may have been too sophisticated for the average computer user. With the advent of more user-friendly web browsers, the web has evolved from a complicated, text-based, and specialised software to a potent, global, multimedia resource. Early conjecture from Hein and Rich (1997), referenced by Goldsmith and Lafferty (2002), projected that the interactive nature of this medium will lead to more effective advertising. Back then, banner ads were the most common form of online marketing. Despite a drop in click-through rates from 30% in 1994 to 0.3% in 2002, marketers continue to spend tens of billions of dollars yearly on internet banner advertisements. According to Kotler et al. (2005), marketing is "a process for identifying and satisfying the needs of a defined customer base." Before the industrial revolution, this was accomplished through Relationship Marketing, which aimed to strengthen ties between the company and its clientele. Relationships between customers and business owners were forged via repeated face-to-face encounters. However, as the Industrial Revolution took hold, the focus shifted from targeted advertising to broad dissemination. The corporation is now more concerned with expanding its reach to as many people as possible. Although relationship marketing has been effective for decades, new opportunities have arisen with the advent of the commercial Internet. By keeping product and service information flowing online, businesses may better satisfy the needs of their customers. This kind of marketing is seen as more beneficial to society as a whole. A website that serves just to present the firm to its

visitors, however, serves no function. Sending customers unsolicited advertisements through e-mail is not an efficient internet marketing approach, as stated by Cronin (1994). Traditional offline marketing strategies such as advertising, public relations, and direct consumer marketing all have an equivalent importance in internet marketing. In order to sell products and inform consumers about them, internet advertising serves a crucial purpose (Goldsmith and Lafferty, 2002). Over the past decade, companies have come to appreciate the importance of consumer data in this process. Utilising insights from customer databases and the geographic location of web browsing, businesses have developed more individualised marketing strategies. Customers' personal information is being mined for insights on how to improve their shopping and communication experiences (Maclaran and Catterall, 2002). The extent to which a business knows its customers may affect its bottom line.

SIGNIFICANCE OF STUDY

Millions of people are online at any one time, and many of them might end up buying from an online retailer. Due to the rapid development of the Internet and related technologies, companies who depend on online sales for revenue need to constantly adapt to stay competitive. Due to the large number of possible customers, it is important to fully understand their needs and wants. It is essential to know and consider all the factors that influence a customer's choice to buy anything online. Customers' standards have evolved as a result of the Internet's relative youth. Therefore, it is crucial for e-commerce businesses to

comprehend what drives their online shoppers. Researching consumer routines is nothing new. Globally renowned marketing expert Philip Kotler has published extensively on the topic of consumer behaviour theories. Marketers have relied on these concepts for a long time to both deepen their understanding of the client and craft a strategy to advertising that successfully attracts that customer. As a result, research on a company's target market is crucial to the development of an effective advertising campaign. These ideas might potentially be used to divide up the Internet user population into discrete consumer subsets. There are important distinctions between offline and online customer behaviour that must be taken into consideration.

SCOPE OF STUDY

Ads on sites customers are already familiar with, such blogs and forums, are more likely to elicit a favourable response from them, as shown by our study. Furthermore, we will analyse the connection between corporations' use of demographically specific advertising and the reactions of their target audiences. The question of whether or not men and women behave differently in analogous contexts has been the subject of conflicting findings in previous research. The vast majority of blogs and online communities are founded by everyday individuals with an interest in a certain topic. Some online communities are frequented primarily by men, while others are frequented by women.

LITERATURE REVIEW

Around the turn of the century, friends stayed close to home. Mass manufacture of common

products became the norm after that time. Marketers targeted large groups of consumers with their messages, while businesses sought for the best salespeople they could find. A genuinely global culture is taking form as we near the end of this century. These changes are mostly caused by technological advancements. The human being is once again at the core of technological development. As a result of these changes, new opportunities for commerce have arisen. The marketing industry has been profoundly impacted by the development of communication and transportation technologies. The duties of marketers are growing with the number of channels through which they operate. This change was legally established in Kotler's "Marketing Management" book. His primary concerns are production, promotion, and brand management. New technological possibilities that encourage new lines of investigation and activity are major sources of motivation for each of them. Fourth, it's essential to keep in mind that every customer is different. This change in marketing strategy, which has its roots around the turn of the century, is gaining traction thanks to the maturation of Internet technology.

A new, dynamic digital economy is emerging as a result of today's technology-driven society. In the not-too-distant future, there may be corporations that operate solely online. As more and more transactions between producers and consumers take place online, the traditional supply chain will become mostly defunct. In today's era of digital marketing, consumers have a say in every step of the process. The company may also provide separate parts so that the buyer may put the device together independently. The processes of making and selling products, as well as distributing and selling them, are all being affected by the rise of e-commerce. It's more efficient, has a wider reach, and better meets customers' demands.

RESEARCH METHODOLOGY

Methods for collecting primary data and doing the research for the dissertation are outlined in this section. In addition, we will detail the many methods used to gather data.

Research Strategies

The purpose of this study is purely theoretical. We've designed this poll to learn more about the behaviours of your typical internet customer.

RECOMMENDATIONS

To get the most out of their online presence, online marketers might use the following methods: If a user types in an incorrect URL, Domain Fault Repair will automatically fix it and redirect them to the correct page.

Site Improvements: - One key advantage of web-based CRM is the abundance of information

readily available to the client. However, the web-based CRM architecture may have some limitations due to the large amount of data involved. Customizable websites provide users more control over the content they see. True "one-to-one" websites are the future of web-based customer relationship management. If the user's preferences are remembered across sessions, they may use filters to see just the information that is most relevant to them. My Yahoo!; Yahoo.com Using Other Methods - Electronic mail, toll-free fax numbers, a postal address, a call-back button, and Voice over Internet Protocol are all provided as means of contacting the company.

Site visitors may refine their results by using the site's integrated search feature.

With membership, visitors may make a formal request for entry information. He may now access the site's restricted sections with this password.

If the user signs up for an email list, they will get periodic updates that provide further information.

Tours of the grounds may be arranged for curious onlookers.

Site maps are visual representations of the organisational structure of a website; they go by many names.

There is a dedicated "Introduction for First-Time Users" page for newcomers to the site. You may find details on "How to use the site most efficiently" here. Chatting - The Internet's ability to sustain itself is a significant perk. A website's content may be developed by user engagement.

All of these will help the marketer get in front of his ideal customers and make more sales. The Internet has made consumer communication simpler than ever. There may not be a "best" or

"right" method for a marketer to advertise their brand online, but the internet is still a fertile place where novel approaches may help established companies thrive. Thus, it is reasonable to assume that marketing's basic structure is still in place. The creative industry is still as fascinating, eccentric, and open to new ideas and viewpoints as ever.

ADVANTAGES OF INTERNET MARKETING

Internet marketing is all the rage in this age of instant gratification. The three primary benefits that customers get from i-marketing explain its stratospheric rise:

Orders may be placed at any time and from any location convenient to the customer. By not having to fight crowds, search for parking, and walk through hundreds of businesses, they gain valuable shopping time.

Consumers may now check out competitors, products, and services without leaving their homes.

Reduces the need to go out and deal with things like long lines, pushy salespeople, and people's feelings.

Internet marketing offers several benefits to company owners:

The introduction of new products, price modifications, and revisions to product descriptions are all ways in which businesses may fast react to shifts in the market.

Online retailers may save costs in the long term by avoiding the expenses of a physical storefront, such as rent, insurance, and utilities. Making a

digital version of a catalogue may be done for far less than the cost of printing and mailing physical copies.

It's a means for online companies to communicate with their audience and gather suggestions.

Finding out how many people visited their websites and for how long may give them a good idea of how big their audience really is. Future advertising and marketing campaigns may benefit from this information.

CONCLUSION

To sum up, more and more deal-making activities, from lead generation to final contracts, are taking place on digital platforms. At least five significant advantages may be reaped through i-marketing.

The first perk is that it doesn't break the bank for either large or small companies. Second, there is no real limits on advertising space, unlike in print and broadcast media. Third, the time it takes to obtain and retrieve information is much decreased in comparison to other delivery methods such as overnight mail or even fax. Furthermore, the site is accessible to anyone in the world. Reason number five: it's a fast and unobtrusive approach to get what you want. The Internet is a fantastic tool for helping people get closer with one another. E-Marketing has expanded the possibilities for businesses by enabling them to save their customers time and providing them with useful information. The Internet's ability to help E-Marketers get through the obstacles that have long stood in their way of entering new markets is one of its greatest strengths. Geography and economies of scale are two examples of obstacles. Businesses

have used the growing influence of internet forums to expand into previously untapped customer bases. It is not the efficiency with which products and services go from manufacturer to consumer that gives an E-Market its power, but rather the exponential growth of profits made possible by the convergence of ideas and technical progress. Consider the fact that Linux's online availability at no cost has garnered a committed following. A marketer's journey always ends with the same conclusion: you can't outsell a good product. However, the Internet is fantastic because it allows for perpetual opportunities to improve products in response to perpetual client input. Businesses that listen to their customers and adjust their practises accordingly might potentially benefit from having an online presence.

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