



Impact of digital marketing on consumer behavior in Hubli-Dharwad city

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Abstract

The utilize of communication strategies in promoting has gotten to be a essential component of successful showcasing arrangement, speaking to an component of separation from the competition, which leads to getting, on the one hand, a competitive advantage, and on the other hand, to the solidification of a long-term relationship with the shopper, eventually deciding their dependability, with a eminent impact on the budgetary results of the organization. The determination of fitting communication apparatuses and channels, custom fitted to the interface of the focused on customer section requires a significant exertion on the portion of marketers within the course of disentangling buyer conduct, understanding the affecting factors that shape it within the current financial and social climate, in which the utilize of computerized advances speaks to the foremost appropriate implies of starting and passing on messages to shoppers, as well as from shoppers to the organization. The show consider points the significance of utilizing computerized communication apparatuses on the introduction of the buy choice towards the products/services of an organization, without barring, be that as it may, the require for an satisfactory utilize of conventional showcasing communication instruments. Within the display article, the affect on customer conduct is dissected based on investigate from auxiliary information sources.

Keywords: customer Journey, artificial intelligence coordinates, new product developments, computerized touch points

Introduction

The components of today's marketing macro-environment have undergone radical changes, regardless of whether we refer to the social, cultural, political, natural, or technological components. This has forced companies to use the resources they have with great efficiency in order to capitalize on the opportunities offered by the market, respectively to identify optimal solutions to deal with threats from the organization's external environment. Consequently, the changes occurring in the technological environment can be considered both an opportunity that can be exploited and transformed into a competitive advantage, as well as a threat that forces organizations to identify ways to counter the actions of competitors on the market. The Internet, considered by most specialists as an indicator of the degree of technological development of a nation, thus becomes a key factor in the foundation of marketing policy, especially of marketing communication policy, representing a means of connectivity and transparency between the organization and its customers (Kotler, Kartajaya & Setiawan, 2017).

Conceptual framework

In today's world, digital marketing has become a real phenomenon. The sale of products and services with the help of social media is interesting. It was founded in the 1990s and 2000s and has gained a large market share. Marketers try to establish regular communication to establish and maintain customer relationships. Sex and consumer relationships. In this revolution, technological developments, new channels and major changes in the social media environment have facilitated the attack on consumer communication. Marketers try to communicate with customers more frequently, which increases customer satisfaction and provides the convenience and collaboration needed to gradually improve customer retention. Our ultimate goal is to argue that connecting with customers will help achieve customer satisfaction and honest feedback. These products can help customers in their purchasing behavior. This includes magazines, television, great friends, and chat buddies. For example:

Organisations try to stay with its customers by sending email reminders It wants its customers to make a purchase. Organizations use the appropriate information to collect purchase information to predict customer purchases and to provide personalized emails to promote customers to purchase products and services. With this technology, Organizations' helps sell good products and services to existing customers and encourage new customers by introducing new trends to the market.

Literature review

- A Study on Gender Perception in Online Shopping Conducted by ApisinhVaghela in 2014 The Purpose of the Study is to understand the gender behavior of consumers while shopping online effectively. In the study conducted with the participation of 150 participants from different parts of Surat, the researchers used various analysis methods like adchisquare frequency distribution and finally concluded that fathers have different attitudes towards online shopping in men and women. , this study also concluded that women tend to shop online more than men. While most women buy clothes, food, fashion accessories, men are more likely to buy electronic goods, home appliances, etc.

- Shanthi and Desti Kannaiah conducted a study on the perception of consumers towards online shopping in 2015. The main purpose of the study was to understand the products that customers buy in the online student community. The study found that product information, flexibility, price, product quality, convenience and speed of delivery are the factors that motivate consumers to purchase online. Factors considered. The research results also include consumer security and privacy concerns regarding how online shopping and services affect purchasing patterns and buying behavior. “Evaluation of Consumer Online Shopping for Electronics Products” was studied. The main objective of the researchers was to understand the needs of the customer towards online stores, to clarify and understand the user behavior regarding online purchasing of electronic products to find out the features that influence the Internet users.
- To analyze the purchasing and customer needs, and regulations particularly in Bhopal and Jabalpur of Madhya Pradesh. The sample size of this study was 40 respondents from Bhopal and Jabalpur cities. The research study suggests the following: Customer Focus, Time Saving, Product Quality, Products, Product Convenience, Ability to Shop Anywhere and Everywhere. These are some of the most important factors that drive consumers to shop online. Factors that influence consumer behavior to buy electronic products online include features, security, shipping costs, and various promotions and discounts. Analyzing the data, the researchers concluded that online shopping involves a large number of buyers.

OBJECTIVES OF THE STUDY

1. To define the term digital marketing and consumer behavior
2. To study the awareness of digital marketing
3. To analyze and influence of digital marketing in consumer behavior
4. To know about the types of things purchased through digital channels

TECHNIQUES AND PROCEDURES

Data Collection

- Primary data: The primary data are those, which was collected afresh for the first time, and thus happens to be original character. With reference to this study, data was collected through interview. It is a fresh data, which was collected from the customers having discussion and interaction and filling up of interview.
- Secondary data: the secondary data is collected from various articles, published research and review papers, magazines, published statistics, documents from government agencies, case studies, etc.
- Sample design: Hubli-Dharwad consumers participated in this study and discussed their respective levels of satisfaction.

Research Methodology

The research approach and knowledge have been made through secondary data presentation.

Unstructured interviews and observation have been used to check the reliability and concepts of the secondary data presentation.

Benefits of using digital marketing:

- Frequency:

Recent studies have proven that marketing communication and interpersonal relationships use product assistance to attract customer attention

It seems that these strategies are mainly focused on developing customer relationships and relationships that will help businesses communicate and sell through digital media, which should be effectively represented to meet brands. more products Healthy balance. Therefore, this process will help increase the frequency of communication from customers. Repeat purchases and sales have a great impact on customer trust and satisfaction. Digital media helps to obtain and develop real knowledge of a specific target and to seek information about the brand.

- Personalized Communication:

Gain the trust and confidence of customers by providing more personalized service and communicating effectively with customers. The ultimate goal is to identify different customers and provide personalized recommendations according to their needs. It should be appropriate to the situation. The logic of identity has been defined in previous studies based on the model in advertising, which helps to show the accuracy of personal information. Personalization brings many ideas about products and services. This approach helps companies to establish a virtual and virtual relationship with customers. It provides customers with an interactive experience and provides them with important information about the product. Where customers can easily access the network, search and support and then filter the relevant information they need. Thanks to this technology, digital marketing becomes a good service provider. , answer). These business details can vary, including plumbing and media.

- Digital marketing is an important part of marketing communication.

Integrated marketing communication includes all the techniques and tools that can be used. Any contact or interaction with actual or potential customers must be seen as a potential communication channel in the future. An increase in the specificity of messages and a better coordination can be achieved through the synergistic interaction of communication tools.

There are four stages to consider when developing and implementing business communication (IMC) in organizations (Schultz & Kitchen, 2000):

Stage 1 - Strategic Business Communication. This stage is carried out by the organization within the organization and includes an assessment of the presence and consistency of marketing mix tools;

Stage 2 - Define the purpose of segment business communication. During this period, additional information about the company's customers is collected and cooperation with organizations outside the organization is carried out to update the purpose of business communication;

Stage 3 - Use of information technology in the organization to create and manage customer databases. During this process, all information held by the company about the customer will be converted into customer data and will be used to create and use communication technology business;

Level 4 - Commercial and financial cooperation. At this stage, indicators of the effectiveness of marketing communication are analyzed separately for each segment of the customer and effective decisions are made to change the activities of the organization. This is for the needs of both the business and the customer. Business communication involves “the coordination and integration of all communication tools, communications and resources within an organization into a single continuous service that maximizes the impact on customers and other end users at the lowest possible cost” (Clow and Barker, 2007). Since customers use complaints from suppliers to build loyalty, companies need a strategy based on a unified message that can be sent to all media platforms. Therefore, through communication and collaboration, companies can build relationships with customers using marketing to create and promote their images and messages (Kotler, 2005). Focused communication Integrated Marketing Communication (IMC) aims to provide a timely communication plan for the collaboration of various communication tools and channels so that the goal is clear and consistent, and to create unity by providing creativity in various media. The goal is to achieve short-term financial benefits and promote long-term productivity (Kliatchko, 2008).):

Customer service that represents real support to customers and provides them with the information they need to make a purchase decision. IMC is also a way to strengthen long-term customer relationships that can increase trust over time;

- Ensures that information is consistent and reliable, which is one of the main goals of IMC one. Create a reliable message and carefully analyze the advertising axis and publish it in different ways to create an impact on the beneficiaries, yes, it will become one of the requirements of effective communication and eventually a requirement of success. communication one. ;

- Increase the efficiency of money and time and have a significant impact on the financial results of the event. The easy adaptation of the message in different ways according to the feedback from the customer with the advertising coordination of the department responsible for the IMC is the means of making the best prices. The relationship between the use of business communication and performance was noted by the company. According to the data published by Statista (<https://www.statista.com/>) in 2021, it is seen that the highest income for every US \$ 1 invested in advertising worldwide is obtained by the publisher, with US \$ 1.06. in the region. However, on the other hand, there is also a negative reaction from beneficiaries (46%) who admit that they are bombarded with too much information when communication is made without

technology business communication (Ang, 2021). On the one hand, the high cost of advertising activities, which causes financial stress for organizations, and on the other hand, due to intense business competition, companies are forced to find solutions regarding business communication. All of these factors need to be combined with the advancement in consumers' use of social media and the internet as recipients of advertising messages.

- Consumer behavior in the digital age - research based on secondary data

According to the opinion of most experts, consumer behavior is influenced by many factors and is divided into three main groups: Direct observation, factors with internal influence and significant factors with external influence (Cătoiu and Teodorescu, 2004)

To contribute to the understanding of the importance of communication technology and consumer behavior tools, the stages of the process in the purchasing process should be taken into account. The decision-making process, such as the identification of negative needs, the collection of information and the determination of alternatives, the psychological evaluation of alternatives, the results of the evaluation (decisions) and post-purchase behavior (Solomon, 2004). The role of information provided by companies through various media represents an important source of information for customers in the market research process and can also represent the beginning of the identification of unmet needs. Mainly due to the benefits provided by technology, customers live and do their work in a changing environment, which leads to a decrease in thinking and vision, which can be seen in the examination and evaluation of existing products in the high market. Customers bombarded with many advertising messages choose to protect themselves by ignoring these messages and preferring to turn their attention to useful information. Realizing that there are too many communication methods and that the increase in words will not have a big impact on the customer's behavior. Instead, they create the so-called boomerang effect, pushing customers away from the company instead of bringing them closer. In fact, a brand is enough to provide the opportunity to create a good impression to turn customers into product advocates. To achieve this goal, companies need to understand the customer's purchase process, understand the customer's touch points along the way, and influence the importance and impact of content selection in communication (Table 1). Therefore, focusing on encouraging communication while strengthening existing channels and developing customer connections to facilitate the communication of important content is the only way for organizations to gain customers and differentiate themselves from the competition (Kotler, Kartajaya, & Setiawan, 2017).

In today's internet era, the direct and personal tunneling process of the four "A's" (knowledge, attitude, action, repetition) as a connecting language created by people and consumers needs to be repeated. The social impact on a consumer's first impression of a brand also determines the positive or negative behavior that ultimately leads to the purchase or abandonment of the brand. It is generally clear that self-determination is the key to social decision-making. In addition, loyalty is ultimately defined as the desire to promote and communicate about the brand. In some repurchase situations, there is no need to measure product loyalty, and the offer can be conveyed even if the customer does not have the company's product at

the time. Describe the customer's path from the following perspectives: knowledge, desire, inquiry, action, initiative (Kotler, Kartajaya, & Setiawan, 2017):

Knowledge – the customer has become knowledge provided through various methods (products); appeals to them;

Questioning - consumers, driven by curiosity, enter a broader information search process, they are more outward-looking;

- Action - After a psychological analysis of the change process based on their own criteria, they decide to buy the option that suits the customer strongly for Selection; This is the ideal stage for any organization where customers gain trust, become ambassadors and advocates of their brand and, as mentioned earlier, become the best communication tool for the company. Connecting with the customer experience involves much more than a simple navigation of the points of contact or interactions in all communication channels, and this is important for companies that focus on the following (Shaw, 2021):

Smarter conversations: people on screens share their lives, their knowledge, but with everything they know. Therefore, to overcome the problems caused by too much content, companies must encourage real dialogue wherever possible, exchanging ideas and opinions using knowledge gathered from previous experiences;

Today, communication is established between organizations and customers. Knowing customers is no longer a method; therefore, when customers interact through different channels, in the two-way communication process, clear interests must be taken into account that guide the creation and presentation of content, and common beliefs and values that affect long-term relationships must be understood. More effective interactions: Companies should communicate with customers instantly, reducing the time costs that customers may experience when interacting with the organization, regardless of the communication chosen. The word-of-mouth marketing (WOM) effect, which is considered an important part of digital marketing, carries weight in advertising campaigns. Word-of-mouth communication in the digital environment has the advantage of being instantly exposed to customers. It can influence customer needs by encouraging or inhibiting purchasing decisions based on discussion and can encourage companies to listen to and participate in media discussion.

Conclusion

The change in communication in the business world is related to the change in consumer behavior and cannot be ignored or underestimated. In the digital age, real and potential customers are bombarded with information every day. Therefore, throughout the process from the needs analysis stage to the information or purchase and launch, it is necessary to create and implement a suitable communication system that can help the company stand out from its competitors and provide the best experience to customers. .), thus creating a prerequisite for establishing a long-term relationship with the organization. Therefore, integrating digitalization and innovation strategies into the organization's development strategy and supporting communication strategies is the only way for a company to succeed in business. Compare the best options,

their features, prices and related services. This saves time, effort and money by allowing them to buy products or services that meet their needs on the internet. A better understanding of the community's products, opportunities for customers to share their thoughts with others and opportunities to interact with friends' organizations Peer-to-peer will be one of them. The digital consumer's media access experience can be important in determining the purchasing decision and in directing the consumer to choose the company's products and services. Therefore, it is important to improve and enhance the user experience at every touchpoint, not limited to the communication policy in achieving business goals, but also to become a decision from other components of the marketing mix (product, price, distribution).

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