

# Influence of Digital Marketing Channels on the Consumer Buying Process

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**Abstract :** Digital Media has attracted the attention of the corporate world last since two decades. It has an unprecedented impact on the businesses. However, the usage of digital media by the consumers is still under exploration. It is a constant challenge for the marketers to decide on which online media channels is suitable to whom. This research paper makes an attempt in the similar direction to understand the usage of various digital channels by the consumers. Also, it explores how these channels influence the consumers in their decision making process. It would provide an insight towards the digital preferences based on the various demographic variables. This study shall contribute towards understanding the choices of digital channels by the end consumers. This will further provide a perspective to the managers while deciding on the digital channels for their digital marketing strategy.

**IndexTerms – digital marketing, channels, consumer behavior, influence of online marketing channel.**

## I. INTRODUCTION

In the dynamic environment of the digital world, business and consumers have been experiencing new tides of innovation in regular intervals. With the increasing exposure of the digital media it is a challenge for both these stakeholder to identify what work for them. Due the rise and popularity of this new media, the marketers are providing information and advertising campaigns to their consumers by utilizing digital innovation for last decade and it has now become very easy to build brand sustainability through digital media advertising(Deighton & Kornfeld, 2007). Over last few years thousands of research have done and are ongoing to understand the impact or influence of the digital marketing on the consumer behaviour. It is an undeniable fact that acceptance of digital strategies in the business has its own benefits. However, the plethora of digital channels available for use often makes it difficult for the decision maker to identify the best/right for ones use. This research attempts to understand the usage of various digital channels by the Indian consumers. The study goes deeper to explore how trust in a digital channel influences consumer decision making process. From the various studies it has been found that the researches regarding The Internet, or online media, relates to the spectrum of digital media. Studies related to the evaluation of the media channels in online limited. (Talafuse & Brizek, n.d.)

## II. MARKETER'S CHALLENGE

Novel strategy and the pre-amative marketing approach and new media properties are in line with their impact on consumers, which must be developed. The online digital media is a real-time medium of communication that uses as a strategic tool for building brands through marketing and advertising campaigns. Companies are now more tilted towards the different channels of digital media. The interactive online digital media is an effective channel for interacting with the consumers at real-time, and gets the instantaneous feedback regarding the products and services. The companies are using this media due to the cost effectiveness and reach when compared to the conventional media.

## III. LITERATURE REVIEW

Demographic factors influence the media preferences (traditional media) among the consumer. Demographic variables like employment and education influences have been found to have impact on the consumer's preference for media. (Nhedzi, 2018). Researchers are exploring the factors which impacts and influences the consumer's satisfaction in the online scenario. Purchase intention, previous experience and attitude of consumer are few which influence the behaviour.(Bhagowati & Dutta, 2018), (Adam S Huarng., 2004), (George, 2002). extrinsic factors like price, feature, technology etc which influenced the decision-making process of the users.(Davidson & Copulsky, 2006).These factors have predominant influence on the perception and motivation towards social media(Chi, 2011). It has been observed Digital and Social Media Marketing (DSMM) engagement are significantly influenced by the demographic variables like age, gender, income. In studies it has been found that media and social networking have influence on consumer decision making. Raising awareness, consumer loyalty and trust is also important for business. Promotions and offers, company/store information, activities and services, long online time, comments and recommendations (Online Word-Of-Mouth) Individual's interaction between supermarket and other consumers and convenience of Facebook are the things which impacts which influence consumer's purchase decision. Researchers have been exploring the factors of influence and their impact on the consumer decision making process. (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) to understand how it can be more effectively used in the e-marketing scenario (Nabil Iblasi et al., 2016).

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motivation towards social media (Chi, 2011). Das, 2016, found Digital and Social Media Marketing (DSMM) engagement are significantly influenced by the demographic variables like age, gender, income. In studies it has been found that media and social networking have influence on consumer decision making. raising awareness, consumer loyalty and trust is also important for business. Promotions and offers, company/store information, activities and services, long online time, comments and recommendations (Online Word-Of-Mouth) Individual's interaction between supermarket and other consumers and convenience of Facebook are the things which impacts which influence consumer's purchase decision. Researchers have been exploring the factors of influence and their impact on the consumer decision making process (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) to understand how it can be more effectively used in the e-marketing scenario (Nabil Iblasi et al., 2016)

In his study, Guru, 2013 lays emphasis on the fact that to enhance the credibility is very important for vendors in –order to excel in an e-commerce environment where transactions are mostly objective and anonymous. Greater tailor-made products, services, and promotional messages are enabled by the digital technologies than the traditional marketing tools (Sarkar et al., 2020). Researcher also brings to light few factors affecting digital marketing from the marketer's perspective. These factors are the target market, channels, technology, content, social media, talent, and budget (D Goel, n.d.). It has been found in studies in the context of the contemporary global business environment the social media factor has become an essential component of the company operational strategy (Abuhashesh, 2014). Technology, risk, quality, mobile, and individual factors were relevant in building trust in mobile commerce. (Sarkar et al., 2020). Traditional marketing focuses on consumer attitude information and mass-marketing tactics, while digital, or e-marketing, efforts use information obtained from data collection methods from actual consumer purchases to provide insights into consumer behavior (Mulhern, 2009), In the context of the increase in the usage of internet has decreased consumer attention from traditional marketing media and have taken towards the new marketing media channels. In current scenario the new media has caused biggest change in the global environment. There is a direct relationship between digital media and digital media marketing which basically offers a value role in attracting consumers attention and making an effort to sell more products and services. With the significant increase in the digital era the brand message play relatively an less important role as compared to Word of mouth Advertising and other advertising mediums. Basically describes the efforts used for attracting the consumers to share their satisfaction level towards that brand (Talafuluse & Brizek, n.d.). A study recently found that marketing managers measure online and offline advertisements differently (Cheong et al., 2010). Researchers have suggested that for businesses with online operations and no physical storefront, the singular use of online marketing campaigns can be successful only once the brand has gained recognition and brand awareness (Pfeiffer & Zinnbauer, 2010) (Pfeiffer & Zinnbauer, 2010). The effectiveness of marketing activity can be improved under conditions of the informed of society through the use of appropriate strategies for monetization, better interaction between counterparties in affiliate marketing, identification of conditions for using the advantages and disadvantages of technological innovations of digital marketing. (Oklander et al., 2018).

Email marketing is used, as there are a number of advantages attached to it, some of them are as: it has a noticeably higher response rates, there is an enormous number of customer available, surprisingly cost-effective medium, a remarkable return on investment when compared to any other mediums, it impacts customers more effectively, is time-saving, creates an effective brand image, and is sustainable (Muk, 2007), The outcomes of the undertaken study demonstrated that the channels of online digital media have positive and significant influence on the effectiveness of online digital media advertising for building brand sustainability. The task of SEO includes search algorithm and searches of online customers. According to Vakratsas and Ambler (Vakratsas & Ambler, 1999), when online users search for data with the help of search engines, the opportunities for marketers arise. According to (Yoo et al., 2004) and Popp and Woratschek, 2017), the social media also used the stimulus of customer perceptions and behaviors, therefore, the companies use this media as a strategic tool for developing their strategies in order to increase corporate image, brand loyalty, brand awareness, brand equity, and brand sustainability (Popp & Woratschek, 2017).

However not all research indicates greater consumer influence from digital media. Two international studies reported higher influence from traditional media compared to other digital media options. Australian participants over 18 years old who own cell phones and have daily Internet access preferred traditional advertising to new media (Talafuluse & Brizek, n.d.). In addition, a New Zealand study of participants ranging from 14 to 30 years old concluded that 46% of the participants preferred advertising received by television, 5% preferred online advertisements, and 2% preferred SMS text messaging advertisements (as cited in (Talafuluse & Brizek, n.d.) However, consumers are not always influenced primarily by one medium.

Thus the above provides the background that though digital channels are contemporary and holds the future potential of the business, yet there are uncertainties about its acceptance influence and impact on the target consumers. Hence, it is appropriate to take up investigation understand the various facade and perspectives of digital marketing. The marketers can examine the effectiveness of interactive digital communication tools from the analysis of the results of this study, and they can incorporate digital media communication tools in their IMC plans. Based on the literature review the objectives of the study are:

- To understand the usage of various digital channels by the consumers.
- Impact of different digital channels on decision making process.

#### IV. RESEARCH METHODOLOGY

This is an exploratory research. The demographic variables taken up are gender, age, education, occupation, income and marital status. The scope of the study is to understand the consumer preference for the various digital channels. Different channels considers for the study are as follows:

1. Social Media: Social media is computer-based technology encourages the sharing of thoughts, considerations, and data through the structure of virtual systems and networks. By feature, social media is web based and gives users fast electronic correspondence of substance.  
(*Social Media Facilitates Sharing Ideas and Thoughts*, n.d.)

2. Email: Email, another way to say "electronic mail," is one of the most broadly utilized highlights of the Internet, alongside the web. It permits you to send and get messages to and from anybody with an email address from anyplace (*Email Definition*, n.d.) .
3. Blogging: "Blog" is an abridged rendition of "weblog," which is a term used to portray sites that keep up ongoing chronicle of information. A blog highlights journal type analysis and connections to articles on different sites, normally introduced as a rundown of passages in in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects. (*Introduction to Blogging | WordPress.Org*, n.d.)
4. Search engine results pages (SERP):SERP is returned to users when they search for something online using a search engine, such as Google. SERPs typically contain two types of content – "organic" results and paid results. Organic results are postings of pages that show up because of the search engine's algorithm. (*What Is SEO? Here's Search Engine Optimization Defined by 60 Experts*, n.d.)
5. Pay Per ClickPPC represents pay-per-click, a model of internet marketing in which sponsors pay an price each time one of their promotions is clicked. Basically, it's a method of purchasing visits to your site, instead of endeavoring to "win" those visits organically. (*What Is PPC? Learn the Basics of Pay-Per-Click (PPC) Marketing [PPC U]*, n.d.)
6. Video Advertising (Video Ads): Video Advertising is the way of showing advertisements either inside online video content – for before, during or after a video stream, known as pre-roll, mid-roll and post-roll – or as independent advertisements.
7. Display Ads:A display ad, also known as a banner ad, is a form of online paid advertising that is typically a designed image or a photo and copy. Viewers can then click on the image with the promotion to then be taken to the corresponding landing page. (*What Is a Display Ad? — Definition — TrackMaven*, n.d.)
8. Websites: A website is an assortment of freely open, interlinked Web pages that share a single domain name. Sites can be made and kept up by an individual, group, , business or association to fulfill different purposes needs.. (*What Is a Website? - Definition from Techopedia*, n.d.)
9. Paid Advertisement:There are a lot of activities that fall under the category of paid advertising using the internet. Sometimes they are all lumped under the category of PPC, Pay-Per-Click advertising. In other words, the type of ad where you pay when people click on your ad after seeing it online.

A structured online questionnaire has been administered to collect 200 samples. It has used likert scale for the measurement of the variables. The Cronbach alpha static came to 0.83. As the statistic is above the acceptable level, so the measurement scale in the questionnaire were used for the study.

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.863	33

Based on the literature survey, following hypothesis have been formulated:

Hypothesis 1: These is no difference in the preference of using social media

H<sub>0</sub> (1a): There is no difference in preference towards using social media among users.

H<sub>0</sub> (1b): There is no difference in preference towards using blogging among users.

H<sub>0</sub> (1c): There is no difference in preference towards using organic search among users.

H<sub>0</sub> (1d): There is no difference in preference towards using digital videos among users.

H<sub>0</sub> (1e): There is no difference in preference towards using email marketing among users.

H<sub>0</sub> (1f): There is no difference in preference towards using online paid ads among users.

H<sub>0</sub> (1g): There is no difference in preference towards using website among users.

Hypothesis 2: there is no difference in the influence of digital channels on the different buyer decision stages

H<sub>0</sub> (2a): there is no difference in opinion towards influences on need for product/service by different digital media channels

H<sub>0</sub> (2b): there is no difference in opinion towards the influences on trying new products/brands by different digital media

H<sub>0</sub> (2c): there is no difference in opinion towards exposure to product/service information in different digital media channels

To understand and explore the above hypothesis statistical test, using SPSS 17, was performed.

## IV. RESULTS AND DISCUSSION

### 4.1 ANALYSIS & FINDING

In the literature of consumer behaviour it has been re-iterated that decision making process of the consumers start with the awareness of the product. Also , high awareness might not be a sufficient condition to instil trust and ensure usage. The same have been found true about the awareness trust and usage of different digital media channels in the studied sample. The awareness of different digital channels (social media, email marketing, blogging, Organic SERP, paid online ads, websites,

digital videos) is present among the users. However trusting a particular digital channel is not the same. For some channels more users trust can be observed while for others it is very less. In the Table 2, a cross tabulation of demographic variable vs. usage of different social media has been done. It can be observed that based on the different demographic variables the usage of a particular digital channel is differing. As awareness and trust in a particular product/service leads to better usage, same has been observed for the different digital channels. The variation in the in the usage of different digital channel is also observed in the Figure 2.

It has been further found that choice of a particular social media among many, the preference for the consumers differs. For the purpose of the study, the social media Facebook, Twitter, blogs and social bookmarking were considered. Not all users prefer a particular social media. The figure 3 shows the percentage of user’s preference when asked to rank from 1 to 4, 1 being most preferred.

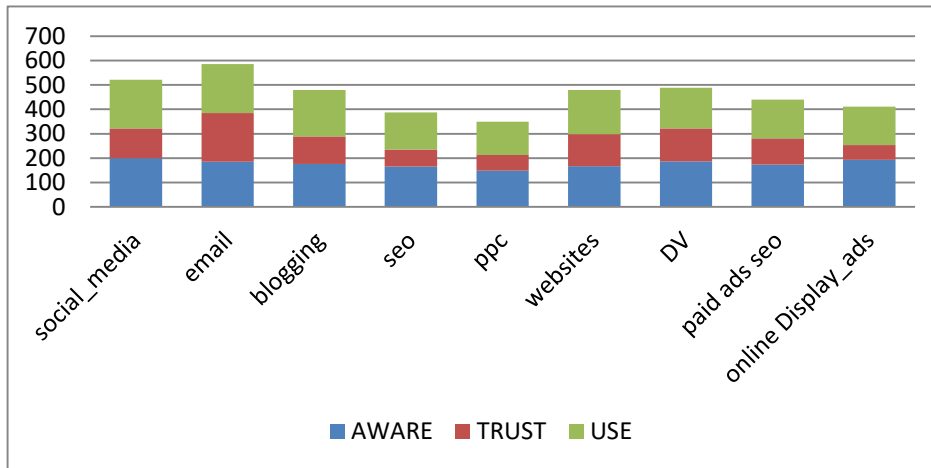


Figure 1: Awareness, usage, trust

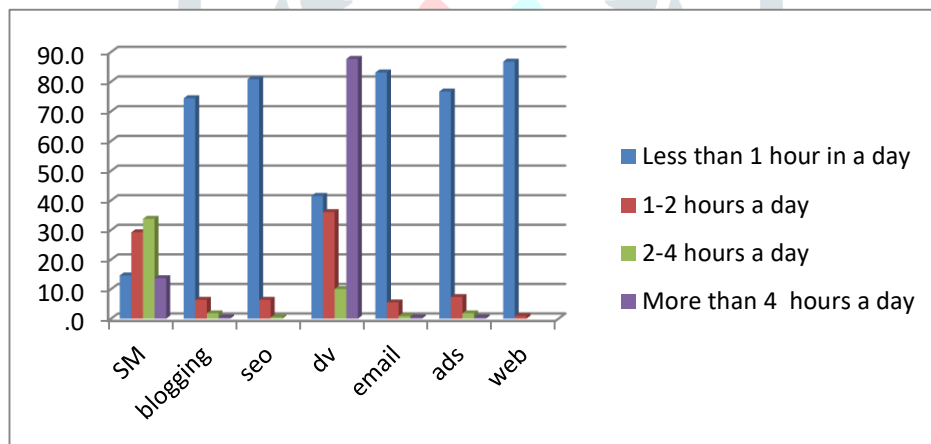


Figure 2: Usage of different digital channel (% of users)

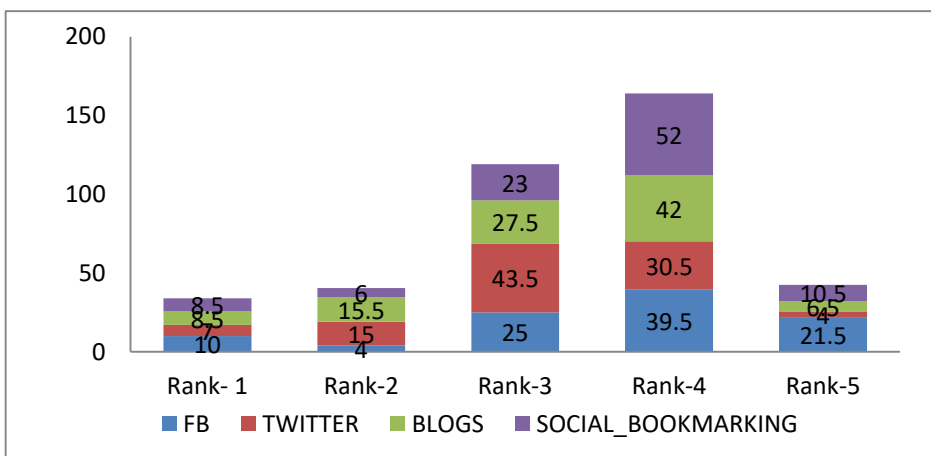


Figure 3: % of rank preference

Table 2: Cross Tab between demographic variable and use of different digital media channels

USE: (IN %)		Social media		Email		Blogging		Search Engine Optimization		Pay Per Click		Websites		Digital Video		Paid Advertisement		Display Ads	
		Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	N
<b>GENDER</b>	<b>Male</b>	100	0	100	0	99	1	75	25	67	33	95	5	82	18	78	22	77	23
	<b>Female</b>	100	0	100	0	89	11	79	21	69	31	85	15	85	15	81	19	81	19
<b>AGE</b>	<b>Below 25 yr</b>	100	0	100	0	92	8	77	23	67	33	87	13	78	22	72	28	72	28
	<b>26-35 yr</b>	100	0	100	0	99	1	75	25	70	30	94	6	86	14	83	17	82	18
	<b>35-45 yr</b>	100	0	100	0	81	19	86	14	62	38	81	19	81	19	81	19	81	19
<b>EDUCATION</b>	<b>School level</b>	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0	100	0
	<b>Under graduate</b>	100	0	100	0	100	0	71	29	63	37	92	8	82	18	74	26	74	26
	<b>Post graduate</b>	100	0	100	0	97	3	79	21	72	28	95	5	87	13	84	16	83	17
	<b>Professionals</b>	100	0	100	0	73	27	64	36	45	55	59	41	59	41	59	41	59	41



In order to understand the preference of the users towards different social media, one way ANOVA and independent sample t-test were conducted on the basis of age, education and gender. In the test different digital channels were considered. The time spent on different media channels was subjected to the test.

**Table 3: ANOVA (Usage of Digital Channel in a day, grouping variable: Digital Media Channels)**

		Sum of Squares	Df	Mean Square	F	Sig.
Social_media	Between Groups	19.053	2	9.526	12.113	.000
	Within Groups	154.927	197	.786		
	Total	173.980	199			
Blogs	Between Groups	.391	2	.196	.996	.372
	Within Groups	35.175	179	.197		
	Total	35.566	181			
SERP_Organic_search	Between Groups	.179	2	.090	1.026	.360
	Within Groups	16.488	189	.087		
	Total	16.667	191			
Digital_Video	Between Groups	.876	2	.438	.948	.390
	Within Groups	87.328	189	.462		
	Total	88.203	191			
Email marketing	Between Groups	.220	2	.110	.793	.454
	Within Groups	26.947	194	.139		
	Total	27.168	196			
Online_paid_Advertisements	Between Groups	1.573	2	.786	4.112	.018
	Within Groups	35.570	186	.191		
	Total	37.143	188			
Websites	Between Groups	.052	2	.026	2.545	.081
	Within Groups	1.927	189	.010		
	Total	1.979	191			

In terms of age, the p value of ANOVA for average time spent on social media and online paid advertisement is 0.000 and 0.018 respectively ( $< 0.05$ ) which indicated that there is a significant difference in the average time spent in the social media and online paid advertisement among the different age groups. Thus null hypothesis is rejected for these two digital media channel. However, in case of other digital media channels the p values is  $> 0.05$  which leads to failure of rejection of the null hypothesis. Further, on the basis of ANOVA result, age group wise comparison was done using post hoc test with Tukey HSD test.

Table 4: Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
How_much_time_do_you_spend_using_digital_media_Social_media	Below 25 yr	26-35 yr	.10350	.14041	.742	-.2281	.4351
		35-45 yr	1.06429*	.22485	.000	.5333	1.5953
	26-35 yr	Below 25 yr	-.10350	.14041	.742	-.4351	.2281
		35-45 yr	.96078*	.20990	.000	.4651	1.4565
	35-45 yr	Below 25 yr	-1.06429*	.22485	.000	-1.5953	-.5333
		26-35 yr	-.96078*	.20990	.000	-1.4565	-.4651
Online_paid_Advertisements	Below 25 yr	26-35 yr	.17251*	.07224	.047	.0018	.3432
		35-45 yr	.27778*	.11246	.038	.0121	.5435
	26-35 yr	Below 25 yr	-.17251*	.07224	.047	-.3432	-.0018
		35-45 yr	.10526	.10385	.569	-.1401	.3506
	35-45 yr	Below 25 yr	-.27778*	.11246	.038	-.5435	-.0121
		26-35 yr	-.10526	.10385	.569	-.3506	.1401

\*. The mean difference is significant at the 0.05 level.

The test indicates that the time spent on social media by users of 35 yrs -45 yrs differs significantly from other two age groups with p-value of 0.000 (<0.05) in each case. On the other hand, The test indicates that the time spent on online paid advertisement by users of Below 25 yr differs significantly from other two age groups with p-value of .047 and .038 (<0.05).

One way Anova has been conducted using education also. Significant difference has been observed only in case of websites (p value 0.037<0.05). In the post hoc test using Tukey HSD test it has been observed that time spent by undergraduates differs significantly from time spent by post graduates (p value 0.023 < 0.05).

The digital media preference for different digital media channels has been studied on the basis of gender using independent t-test. The differences in time spent in different digital media by male and females are not found to be statistically significant.

According to literature, digital marketing have positive impact on consumer shopping behaviour, traditional marketing soon have to be shifted to digital advertising. Digital advertising and marketing provide opportunity to the customers to have a look on the facts of the product furnished by using the employer and can capable of do assessment accordingly, so that they are able to enjoy right to choice and can place order at any time 24\*7 at any place. Customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase behaviour. Hence, to understand whether all the digital channels provide similar influence on the users, the second hypothesis is test. ANOVA is conducted with the demographic variables of education, age and gender.

**Table 5: ANOVA (Grouping variable : Education)**

		Sum of Squares	Df	Mean Square	F	Sig.
Advertisement/Blogs/Facebook reviews or pages on social media influence you to try new products/brands/services.	Between Groups	.947	2	.473	1.772	.017
	Within Groups	52.608	197	.267		
	Total	53.555	199			
Digital media increased the knowledge regarding different products and services	Between Groups	.643	2	.321	1.449	.023
	Within Groups	43.712	197	.222		
	Total	44.355	199			
Opinion towards triggering of need for product/service by different digital media channels	Between Groups	.172	2	.086	.240	.787
	Within Groups	70.583	197	.358		
	Total	70.755	199			

**Table 6: ANOVA (Grouping variable : Age)**

		Sum of Squares	df	Mean Square	F	Sig.
Advertisement/Blogs/Facebook reviews or pages on social media influence you to try new products/brands/services.	Between Groups	1.722	3	.574	2.170	.039
	Within Groups	51.833	196	.264		
	Total	53.555	199			
Digital media increased the knowledge regarding different products and services	Between Groups	.051	3	.017	.076	.037
	Within Groups	44.304	196	.226		
	Total	44.355	199			
opinion towards triggering of need for product/service by different digital media channels	Between Groups	.686	3	.229	.640	.590
	Within Groups	70.069	196	.357		
	Total	70.755	199			

In terms of education, the p value of ANOVA for Advertisement/Blogs/Facebook reviews or pages on social media influence you to try new products/brands/services and digital media increased the knowledge regarding different products and services is 0.017 and 0.023 respectively ( $<0.05$ ) which indicated that there is a significant difference in the opinion among the different age groups. Thus null hypothesis is rejected for these hypotheses (2a & 2b). However, in case of towards triggering of need for product/service by different digital media channels the p values is  $> 0.780$  which leads to failure of rejection of the null hypothesis. In terms of age, the p value of ANOVA for Advertisement/Blogs/Facebook reviews or pages on social media influence you to try new products/brands/services and digital media increased the knowledge regarding different products and services is 0.039 and 0.037 respectively ( $<0.05$ ) which indicated that there is a significant difference in the opinion among the different age groups. Thus null hypothesis is rejected for this hypothesis (2a & 2b). However, in case of towards triggering of need for product/service by different digital media channels the p values is  $> 0.590$  which leads to failure of rejection of the null hypothesis.

#### 4.2 DISCUSSION

It has been observed that email marketing appears to be a great part of online marketing tools, where it is the direct manner of permitting the communicate between consumer and dealer. The relationship among client and seller in online marketing or email marketing is just not equal as in tradition; for that, the marketers want to assemble a way of communicate that is liberal in conveying the message with appealing and associated content. It has been observed in the study that the users choice of digital



channels differ from one another. However, from the perspectives of Moustakas et al. (Moustakas et al., 2006) email advertising and marketing has ended up a fantastically effective manner of conveying a message for constructing brand sustainability (Siau & Shen, 2003) (Cao et al., 2018). The same has been found true in the study. The most commonplace use of email marketing is for B2B businesses, and the motive behind this strategy is that it saves printing expenses, is enormously interactive, and is has an massive wide variety of users. It facilitates in creating logo awareness and enhancing and strengthening marker family members and helps the commercial enterprise in efficiently launching its product (Leppäniemi & Karjaluoto, 2005) (Rajagopal, 2011).

Social media has revolutionized marketing practices like advertising and promotion. (Hanna, 2011). It has also encouraged consumer behavior from data seek to post purchase conduct about a product or accompany (Mangold, 2009). Consumers move thru and lower back between the tiers and get stimulated by using each offline and on line factors at each stage. Consumer conduct on-line is suffering from a wide variety of things like: Personal, Psychological and Social & Cultural. Personal characteristics encompass age, gender, occupation, status, schooling and lifestyle. Similar results have been observed in the study. Young individuals have greater interest toward new technologies in comparison to older people and easily undertake them. Moreover, cross-purchasing is more extreme in this group. (Vasquez, 2009) Both gender organizations are the use of the internet however as stated by using Rodgers and Harris, the men make greater online purchases. But in today's world, this gap is reducing and an growing range of ladies buy on-line (Hernández et al., 2011). However the same was not observed in the present study. Moreover, people with lower profits find the web platform riskier for purchases as compared to those with higher incomes. Online consumers are usually now not that educated as it's miles taken into consideration an clean activity Online consumers psychologically deal with themselves, get inspired to look for price or buy on-line. Perception performs a big role and consumers assess the safety and first-rate of the website of the product. Personality drives them to websites that nice fits to their personal preferences. Attitude is the only marketer is greater fascinated as it may be modified easily.

#### 4.3 Managerial Implication & Conclusion

The brand managers, marketing managers, advertisers, and digital media managers should adopt the online media channels as the first line of advertisement and sales promotion due to cost-effectiveness, global reach, real-time interactivity to the consumers and customers, high response rate, instant feedback, and excellent customer relationship. The brand managers and the digital media managers should get the comprehensive customers data from the cellular companies or they make them a partner in the business to launch more effective online advertising campaigns to capture the largest customers' pool. The brand managers and digital media managers should allocate more emphasis to the design of an advertisement, effective and quality content of the advertisement, while they devise and craft the online advertisement. Social media marketers must recognize what interactive digital advertising and virtual brand communities can do, not only for a brand but for users and potential consumers. As marketing venues in social media, advertising and brand community provide different communication platforms for users who create and maintain social networks online. With their various needs for online social capital and psychological well-being, users behave differently toward advertising and the brand community. Need for bonding social capital relates to positive responses to advertising but negatively to attitudinal, intentional responses to brand community. The brand managers, marketing managers, advertisers, and digital media managers ought to adopt the web media channels because the first line of advertisement and sales promotion due to cost-effectiveness, worldwide reach, real-time interactivity to the clients and clients, high response rate, on the spot feedback, and excellent customer relationship. The brand managers and the digital media managers ought to get the comprehensive clients data from the cellular companies or they make them to a partner within the enterprise to launch greater effective on line advertising and marketing campaigns to capture the largest consumers' pool. The brand managers and digital media managers have to allocate extra emphasis to the design of an commercial, effective and great content of the advertisement, while they devise and craft the online commercial. Social media marketers must understand what interactive digital advertising and virtual brand communities can do, not only for a brand but for users and potential consumers.. As advertising venues in social media, advertising and brand community provide different communication exchanges for users who create and preserve social networks online. With their diverse desires for online social capital and psychological well-being, users behave in a different way toward advertising and marketing and the brand community. Need for bonding social capital relates to positive responses to advertising but negatively to attitudinal, intentional responses to brand community.

Digital media channels provide ample opportunities to the marketers to communicate, influence and convert users to customers. But provided the growing competition and proliferation of new media channels it is imperative for the marketers to look into the finer details that will help save incorrect investment and bring better profitability. Consumers tend to use digital channels irrespective of conservation but meagre awareness of a media might not turn into trust and prolonged interest. The study helps to understand that digital media preferred by a group of users might not be preferred in the same way by others. Also, the influence created by different digital channels is not perceived in the same manner. This study provides avenues for the future researches to explore the reasons for such deviations. The reasons, which lead to selection of particular channel over the other, need to be studied. The present study has limitation in terms of sample size and geographic scope. Limited demographic variables have been tested. So the results obtained might not be fit for generalisation.

#### V. ACKNOWLEDGMENT

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