

5. Digital Marketing and Consumer Behaviour

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Abstract

Digital India is a Dream Project of our Nation, which is working at its best so far. For making Digital India, Digital Marketing is an Economic activity which provides opportunity to all, from a small scale homemade product to big bang company products, to compete on the same platform. The term digital marketing has grown its popularity over time. It is an umbrella term for the marketing of product or services using digital technologies mainly on the Internet but also including mobile phones, display advertising and any other digital medium. The study focuses on the growing importance of Digital marketing over traditional marketing, benefits of digital marketing to the consumers and problem faced by consumer while doing online purchases.

Keywords: Digital Marketing, Consumer Behaviour, Internet, Technology

1. Introduction

"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten." -Bill Gates

Digital India is a Dream Project of our Nation and in this 21st century India is moving towards achieving the vision of Digital India, where every Indian is digitally empowered and every information is digitally available. For making Digital India, Digital Marketing is an Economic activity which provides opportunity to all, from a small scale home made product to big bang company products, to compete on the same platform. Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

In Present era, Manufacturers are using digital marketing as tools to attract more & more untapped customers in urban area and rural area both. The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are

increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

2. Research Methodology

This study is based on descriptive analysis, where the data is based on the references from some secondary data available which can be used to draw the conclusion regarding Digital marketing and consumer behavior.

3. Objectives

- A) To study the consumer Behaviour in digital Marketing.
- B) To study the Common Problems faced by Consumers while Shopping Online

4. Benefits of Digital Marketing over Traditional Marketing

Traditional marketing has its own advantages but there is no doubt that internet marketing has set a revolution ablaze. It has some clear winning benefits over traditional marketing and some of those are mentioned below.

a) Low Cost

While newspaper, television and other such media ads cost a lot, advertising through the internet is quite affordable. This in turn means greater fraction of the budget to enhance business.

b) Real Time Result

Digital marketing has an edge over traditional marketing since it is able to give quick results, while the latter keeps you waiting for long before showing any results. With online marketing you can measure and view everything from number of visitors, conversion rate, busiest period of the day and bounce rate too with ease.

c) Brand Development

When the question of brand image arises among digital marketing vs traditional marketing, digital marketing has an added advantage. Due to the limitation of space and low frequency of advertisements as is the case with conventional marketing, it loses at the hands of the online marketing. Instead of a small column in a newspaper, you can own an entire website and showcase your ads or promote your brand whenever you want with the help of a social media page or your blog, unlike traditional marketing. This helps to build an image of your brand consistently.

d) Non-intrusive

People do not purchase a newspaper to look at the ads or watch a television to be interrupted by commercials, hence usually advertisements featured through such media go ignored. However, with online ads, one has the power to choose to see an ad or not, participate in a social media discussion group or read or ignore a marketing email. Besides, you can also target

a specific audience for these ads which. All of this makes these ads more wanted and far more likely to generate leads. Hence by being non-intrusive and non-annoying as opposed to the traditional marketing, digital marketing has more potential to give desirable results.

e) Greater Exposure

Any traditional form of marketing device, be it television commercials or a newspaper ad, can only cover a certain area or population sector of a region. As opposed to this, an online advertisement has the ability to reach out to a widespread population, even the whole of world.

f) Quicker Publicity

Owing to real time results with digital marketing, you get instant publicity and even if you do not, you can instantly know which of your ad isn't working. The debate for traditional vs. Digital marketing is out of question here since the former falls way behind in this regard due to lack of such a scope. On the other hand, the latter works like a chain reaction giving you newer audience and earning you a newer customer with every passing nanosecond.

g) Works for Every Stage or Field

Digital marketing vs traditional marketing battle often falls in the winning hands of online marketing arena with certain benefits you cannot ignore with the former. Digital marketing allows even small businesses with a handful of staff members to expand their brand presence and manage advertising and marketing front, which of course cannot be held true with traditional marketing methods which renders the small businesses and start ups at disadvantage.

h) Easy Analytics

With digital marketing measuring your marketing efforts becomes very easy and quick. You can instantly see which strategy is working and which isn't through Google Analytics, besides other aspects too such as general trend, inbound traffic, conversion rate, interested audience, bounce rate and profit. This all makes the digital marketing vs traditional marketing debate, highly unfair by putting the former on the winning side by a wide margin.

5. The benefits provided by Digital Marketing to consumers

- a. **Easy payment of Tax:** The Tax calculation and its payment are made easy with the help of different applications. Provided which are secure and less time consuming.
- b. **Just a Click away Banking:** Banking transactions are of great concern for every individual –as “money matters”, thus to bring banking a click away is a very important facility which turned to be true through Digitalization which is best executed with the core banking facility. The selling and purchasing is no longer a time taking activity.

- c. **Secure Marketing:** The secure marketing is the need of not only the consumer, but also the seller, thus providing the secure transaction with high configuration of firewall is of great concern.
- d. **Easy promotions:** Promotion of the products is now no longer completely dependent on face to face interaction, printed adds, and pamphlets etc. The Digital Marketing provides easy and efficient promotional platform with different channels like social marketing, mobile marketing and also an era of online marketing.
- e. **Ubiquity:-** “Mobile phones” – everybody is like becoming addicted towards mobile phones. Thus the most reachable resource for reaching the end user, with all formal proceedings made electronic.
- f. **Data collection and analysis:** The Data is said to be an Asset for every organization, the toughest task for a beginner or entrepreneur. Data Warehousing and Data Mining made easy by the Digitalization Process, which thus helps in predicting and forecasting the sales and other Marketing activities.
- g. **Sharing of Data:** The Data is getting centralized for reach ability, thus the need of data analysis for Digital Marketing is being fulfilled.
- h. **Fast transactions:** As the Reachability is increasing through Digitalization, also increasing the competition in the market. Digital Marketing provides the benefit of fast transaction and immediate accessibility of the product with number of options and price tags.
- i. **Investments Made Easy:** Digital Marketing benefits the investment by providing the feature of analysis of data, comparative study and new possibilities in future endeavor.
- j. **Opportunity of Employment to all:** Digital Marketing benefits Employment through the “work from home concept” introduced for all category of people (students, house wife, retired personals etc.).

6. **Insight useful for understanding the Consumer Behaviour**

Digital marketing has touched new heights with boom in smart phones and tabs, so much so that the ones who were not even close to this field are now willing to use this for their brand promotion. This era has almost everybody with a social media account and the ones without such an account are literally looked down upon for business purposes. So, the query that arises is of studying the consumer behaviour in digital marketing.

The following are some insights that might be useful for understanding the consumer behaviour in Digital Marketing:

- a) **Consumers set their own benchmarks**

With the emergence of digital marketing, it is not an easy task anymore to woo the consumers. What looks good to them is what really convinces them to go ahead with the purchase. They will make comparisons of your brand with your competitors and will go for the one that suits them the best in terms of all the elements. To match the consumer-set standards, every brand has to make sure to be on their toes and everyone has maintained its presence on the social media platforms.

b) Word of Mouth

Word of mouth has been considered as one of the most powerful marketing tools, especially in the traditional marketing, where people used to take reviews from other people having knowledge or experience about the particular product or service. In digital marketing, word of mouth is done in terms of reviews of experts and users, ratings, testimonials etc. To make a decision about a particular product or service, they will first do a research on Google, will review the sites and give a read about the brand.

c) Reduced Consumer Tolerance

Consumers expect an immediate reaction to their actions. They want a response to their queries clear and fast. It takes just a single viral post or tweet for a consumer to build or destroy a company's or brand's rapport. There are many platforms like Facebook, Twitter etc in digital marketing that consumers use to share their experiences with the brand. According to human psychology, consumers are more attracted towards the negative news/reviews and there are very few consumers who actually share positive reviews/posts. This issue of negative feedback is many times even misused by the competitors. To handle this situation, every brand should follow Online Reputation Management (ORM) Strategy, where you make interactions with the consumers to convert their negative image to the positive.

d) Consumers Are Always Experimenting

In the past era, consumers had trust issues before going for any new product or service and would trust only on the feedback provided by the experienced consumers. Era has changed and so the mindset of the consumers. Consumers are now welcoming new products with fresh and good quality features This experimenting behavior of the consumers made way for many start-up companies like Uber, Oyo, Ola, Olx etc. Thanks to digital marketing for creating awareness and having easy access to these services.

e) Consumers Becoming Switchers

Consumers in the past era trusted one particular brand in a particular industry. For example, in the mobile industry, Nokia was the only brand consumers always trusted, but now, it is nowhere seen. What make consumers switch for a new product? It is when the product

competitors come out with better product features and better marketing strategies. With so many options available in the market, it becomes difficult for the consumers to become loyal and switching becomes easy.

f) Social Media Platforms

It is the consumers that decide which social media platform the brand must use to expand its business. If the mass consumers are on Face book, Snap chat, Twitter, Instagram, LinkedIn etc., it becomes mandatory for the brands to have their presence on these platforms if they want to be close to their prospects and a step ahead of their competitors, by interacting with their consumers and creating a buzz of their brand among them.

Most Common Problems faced by Consumers while Shopping Online

Online shopping has changed the way of shopping but there are lot of problems faced by consumers in online shopping such as fake products, hidden costs etc. Though online shopping is convenient but there are issues faced by consumers.

a) Issues relating to product quality

The most common problem faced by customers in online shopping is that there is no guarantee of a product's quality. With most e-commerce websites acting as aggregators for sellers to sell their products, more fraudulent sellers are registering on these websites and selling low-quality or faux products in the name of original and branded products. Sub-par products are sold by these sellers to fool customers and increase their sales thus increasing problems of online shopping.

Quality-checks are seldom performed on these products as the magnitude of online sales has increased, especially during online sale days. Sellers sometimes refuse to replace the faulty product or refund the consumer's money, leaving the latter with a low-quality product and money down the drain. The best consumer court lawyers can help you in filing a complaint with the appropriate consumer court at district, state or national level.

b) Logistics-related problems

Another problem faced in online shopping is issues with delivery and logistics. Products are often lost or damaged while in transit, and order tracking systems are unable to accurately locate the product. People choose the same-day, one-day or two-day delivery, paying extra money to get their product delivered.

However, these products often do not get delivered within the stipulated time and consumers have to wait for days before they finally receive their product. Similar challenges are faced by consumers when it comes to returning the product. In such cases, The top consumer court lawyers can assist you in filing a complaint with the appropriate consumer court.

c) Payment issues

There are lot of online shopping problems faced nowadays. Many consumers become victims to online payment issues. Even though there are several payment methods like Net Banking, Credit or Debit Card payments and even Cash-on-delivery, there are payment failures due to website's server error, payment gateway error or issues with One Time Password (OTP). Technical glitches often deduct the payment from buyer's account or card, but the website does not receive the payment. Consumers have to file a complaint with the website's customer care to get a refund, but they have to wait for 10-15 days for any action to be taken. Consumers can also contact famous consumer court lawyers to take a legal action.

d) Hidden costs

Issues with online shopping have been increasing at a rapid rate. E-commerce marketplaces often charge hidden costs after the purchase is finalized by the consumer. Websites hide tax charges, additional shipping and handling charges from consumers till purchases are finalised. Websites also add an option for consumers to buy products of a particular amount to waive off the shipping charges, however, sellers add additional charges even on purchases worth more than the set amount. A consumer complaint can be filed in such case, with the help of a consumer protection lawyer.

e) Ambiguous Website Policies

Many shopping websites have no website policies at all or have unclear and confusing user, return and refund policy. Vague stipulations leave consumers confused about refund and return of products and product description problems in ecommerce. With no policies defined, sellers often reject a consumer's claim to return the product or refund the money. Some websites are also unclear with regards to warranty and guarantee on products and buyers often end up purchasing faulty products with no product warranty or replacement option. Good consumer court lawyers can help you in filing a complaint with the appropriate consumer court at district, state or national level.

8 Solutions to reduce the problems

- a) To overcome the problem regarding quality of product check the reviews of customer who have purchased online from respective website.
- b) Read carefully all instructions regarding product delivery terms and conditions of transportation and logistics
- c) To avoid the hidden cost check the E-Bills before confirming the order.
- d) Always choose official website for avoiding the problem of ambiguous website

8 Conclusion

The study reveals that in this cut throat competitive era the use of digital marketing is essential for success in business and to retain the target audience. The consumers are giving more preference to online purchases due to growing impact of digital marketing but still consumers face some problems while doing online purchases but it can be reduced by some solutions.

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