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## **Consumers' Attitude and Perception About Digital Marketing**

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### **ABSTRACT**

The identification of customer needs in relation to goods and services is a key component of contemporary marketing efforts. This is done by purchasing goods from suppliers through the transfer of ownership. Finding out what customers want, when they want, where they want, and for what price is the process that is ultimately aimed at achieving customer happiness. Production, product, sales, marketing, and societal marketing are the five main facets of marketing. Consumers' engagement with brands has changed as a result of digital media. A 21st-century consumer contributes significantly to any economy. As a result of their demand, producers would have no need to produce, earning them the title of "King of the Market." Traditional marketing techniques and structures are becoming outmoded as a result of the swiftly changing marketing economics. The conventional marketing approaches are not viable. Marketers were forced to choose digital marketing as a more sustainable alternative to any conventional time-consuming technique. This study has discussed several types of digital marketing, their efficacy, and how they affect a company's sales.

Keywords: Digital Marketing, Promotion, Customer needs, Contemporary marketing efforts, Internet marketing

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### **INTRODUCTION**

One sort of marketing that is frequently employed to advertise goods or services and connect with consumers through digital means is digital marketing. Internet marketing is just one aspect of digital marketing, which also includes offline channels. Mobile devices (including SMS and MMS), social media marketing, display advertising, search engine marketing, and numerous other digital media platforms are all included. Consumers can obtain information through digital media at any time and from any location. Digital marketing is a powerful tool for reaching targeted customers with pertinent marketing messages and promotional offers.

Customers get access to information through digital media whenever and whenever they want. With the use of digital media, customers may follow what the media, friends, peers, etc. are saying about brands in addition to what the firm itself says. Finally, the study on customer attitudes toward digital marketing may be useful to the researchers.

The term "digital marketing" refers to a broad range of service, product, and brand marketing strategies that primarily make use of the Internet as a primary promotional medium in addition to mobile devices, traditional TV, and radio. Customers can share their digital images with pals online with the aid of Canon iImage Gateway. Lancôme, a company owned by L'Oréal, uses email newsletters to stay in touch with clients and aims to increase their brand loyalty (Merisavo et al., 2004). To increase the rate of re-subscription, magazine publishers can engage and direct their readers toward the Internet through emails and SMS messages (Merisavo et al., 2004).

Different people utilise the concept of digital marketing in various ways. It is frequently used as a synonym for "internet or online marketing," "e-marketing," "e-commerce," and "e-business." Despite the fact that these terms are connected, there is a difference between them all (Rowan, 2002). Internet marketing is the practise of promoting products and services online while using a live, real-time internet connection (Hanson and Kalyanam, 2007). E-business is a more general word that refers to the use of technology in internal business operations and third-party transactions. It entails e-commerce, which stands for its commercial aspect, and e-marketing, which covers its promotional aspect. E-marketing involves promoting products or services through electronic or media and utilises the internet and digital technologies (Hoge, 1993).

Digital marketing differs from internet marketing in that it includes channels other than those that require a real-time internet connection, such as digital TVs, billboards, SMS, mobile apps, MMS (Multimedia Message Service), call-back and on-hold mobile ring tones, e-books, and games with a digital platform that can function even when not connected to the internet (Scharl, Dickinger, and Murphy, 2005; Pandey and Shukla, 2010; Gayatri and Rekha, 2017). It utilises digital tools, platforms, and channels, whether they are online or offline.

Additionally, as new age ideas like wearable technology and augmented reality arise, digital marketing is expanding its horizons beyond the internet (Merisavo et al. 2008; Yasmin et al. 2015). Internet marketing is thus a part of digital marketing, as can be claimed.

Due to its simple integration and interoperability with several digital devices, such smartphones, tablets, watches, TVs, and many more, the internet continues to be at the centre of digital marketing (Smith, 2011). The Internet, which is arguably the most significant invention of the 20th century, has

altered the marketing landscape. It has become a tool for connection building, sales, distribution, and multi-channel marketing. Products are now positioned, advertised, distributed, and bought online. The conventional marketing mix strategy has also been changed by the internet. It allows the marketer to sell a wider range of products that are mass-customized. The internet makes it simple for shoppers to compare prices of various products. Internet has added a new, quick, and simple avenue of distribution. As dialogues have replaced commercial messages and consumers have taken on the role of storytellers, a paradigm change in promotion has occurred. Today, marketers use a variety of marketing strategies, including SEO\* (Search Engine Optimization), SEM\* (Search Engine Marketing), affiliate marketing\*, PPC\* (Pay-per-click), and others, to carry out their digital marketing strategies.

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## ADVANTAGES OF DIGITAL MARKETING

### *24/7 Retail*

There is no set period when a buyer can make an online purchase because internet is available 24/7.

### *Easy to Compare to Others*

The biggest benefit for the customer is that they may compare products or services from many providers in an efficient and cost-effective manner because so many businesses are attempting to advertise their goods or services using digital marketing. Customers can learn more about the goods or services without having to go to numerous retail locations.

### *Keep Updates on Products or Services*

Utilizing digital marketing technologies, customers can keep up with company news. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their goods or services.

### *Share Information About the Goods or Services*

Viewers have the opportunity to share the product or service's content with others thanks to digital marketing. One can readily transfer and obtain information on the features of the product or services via digital media to other people.

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## CONCLUSION

Customers perceive social media platforms like Facebook and Instagram as having greater influence. Since the majority of strategies are created with the consumers in mind, this knowledge may be the most beneficial for business organisations as they design or adjust their strategies because the role of the customer is crucial to the development of any company or business organisation. The majority of people in the globe spend the most of their time online due to the prevalence of the Internet and ongoing advancements in technology. The telecom industry has been crucial to this constant shift. R-Jio and other telecom firms are essential to this ongoing transition. The development of the Internet is being fueled by a variety of causes, including 4G services and technological developments. People are favouring online activities including online banking, online shopping, video streaming, gaming, using food and travel services, getting an education, etc. The corporate sector is reorienting its business strategy toward digitization as the world sits online.

Even for consumers with a rudimentary understanding of the internet, the online purchasing procedure has become more convenient and easier thanks to digital marketing strategies. Nowadays, Wi-Fi alternatives make it easy to browse the internet in all significant public locations and even in some forms of transportation. India, a rapidly developing emerging Asian market, displays positive predictions for the e-commerce sector. The number of specialised websites for each distinct category of products is growing like a weed on the internet. Although it was first voluntary, using the internet has now become a part of everyday life everywhere.

The speed at which communications are made and the speed with which responses are received adds credibility to internet usage. An individual who is accustomed to browsing finds it extremely difficult to picture a world without the internet. Online shopping evolved from browsing, emailing, chatting, and conversing to include both amusement and practicality. Online consumers are prevalent throughout all demographic groups, not only the younger age. Once on the website, the thorough, step-by-step instructions make the process much easier.

Digital marketing has become a crucial component of many organisations' marketing plans. Due to its simplicity and affordability, digital marketing is now accessible to even small business owners. Many restrictions, including those on company size, geographic scope, accessibility, promotions, etc., may be overcome by it. There is a very effective and affordable option for him or her to sell their goods or services. Both physical and internet tools could be used by the business for marketing purposes. Businesses might fare better if digital marketing is applied correctly. Companies should employ more creative methods as well as plans that take into account the many accessible media if they want to increase incentives. Businesses should look for the best way to increase digital marketing performance in the best possible way.

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