



Effects of Digital Marketing on Consumer Behavior

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ABSTRACT:

The purpose of this research paper is to examine digital marketing channels. Analyzing how digital channels affect consumers' purchasing decisions in the contemporary market is helpful. The impact of digital marketing on customer behavior was investigated by questionnaires, online surveys, and interviews.

Introduction:

Every technological advancement and discovery made throughout human history has improved society. Even though humans had been printing for at least 5,000 years, Johannes Gutenberg's development of the printing press in the 1500s permanently altered consumer behavior. The modest newspaper gave manufacturers the ability to reach thousands of individuals. Newspaper advertisements were used at the time by manufacturers to sway and alter consumer behavior. The fact that newspapers are still able to influence consumer behavior simply serves to highlight their efficacy. When commercial radio first came into being in the 1910s and 1920s, the same thing happened. Even though they were a government monopoly at the time, radio stations found businesses willing to pay to have their commercials broadcast. Similarly, TV required swaying viewers to

Literature Review:

Digital marketing is a type of advertising that uses digital technologies, such computers and smartphones, and the internet to reach consumers. Sales optimization is more than just running sponsored Instagram ads; it's a series of actions that engage buyers throughout the whole purchasing process. Email, social media, online and mobile advertising, and multimedia messaging are all considered digital. More people join the over 60% of the world's population who use the internet every day. For this reason, businesses are currently cutting traditional marketing spending while boosting their digital marketing expenses by double digits. A significant component of digital marketing is data. By tracking a customer's journey in real time, marketers can gather useful data with marketing analytics.

Types of digital marketing:

1. Search engine optimization (SEO) and search engine marketing (SEM)

Search engine optimization (SEO) is a technique that seeks to improve the ranking of online material on search engines such as Google or Bing.

For good reason, search engine optimization (SEO) has become the watchword in marketing for the past ten years: over 90% of online experiences start with a straightforward Google or Bing search.

SEO enhances a business's online visibility and supports social media marketers by attracting high-quality website visitors with a high conversion rate.

2. Content marketing

[Content marketing](#) connects with target audiences through original content, such as blogs, articles, and newsletters.

A variety of content formats are included in content marketing. Popular content kinds on the internet include blogs, videos, social networking posts, e-books, brochures, infographics, case studies, and templates. Making material that your audience wants to view and hoping to influence their future purchases is the foundation of a successful content marketing plan.

3. Email marketing

Marketers send out timely emails to large groups of people who have signed up for their contact list to inform potential customers of sales, discounts, and product launches. You may sell your goods and services, create connections, encourage client loyalty, and get insightful feedback from your clients by using email marketing. Building an email list, producing interesting email marketing content that speaks to your target audience or customers, coming up with catchy subject lines, and planning the ideal moment to send out an email blast are all crucial.

4. Pay-per-click (PPC) advertising

PPC, or pay-per-click, marketing is one of the most popular forms of online advertising. With this particular advertising technique, you just pay for the clicks your ad receives. When it comes to SERP ads, PPC falls under SEM; however, it can also refer to display advertising on other websites and affiliate marketing (more on that later). Typical examples of PPC advertising include:

- Banner ads that flank web content on the sides or top of the page
- Social media ads that appear in the feeds of targeted audiences
- Ads that appear when a specific keyword is searched on a search engine, such as Google

5. Social media marketing

As the name suggests, social media marketing (SMM) is the process of using social media content to promote your brand. Over the past ten years, social media networks have taken center stage in the digital media landscape, drawing in millions or maybe billions of users worldwide. They become an important source of traffic as a result.

Whether through computers, mobile devices, or mobile apps, social media offers the opportunity to reach a wide—and targeted—audience of possible consumers.

Examples of social media marketing include:

- Videos posted onto social media as a part of a larger campaign, such as this [80s-themed music](#) video produced by peanut company Planters for the holidays
- Pictures posted on Instagram that reflect a brand's identity, such as Patagonia's nature-filled [Instagram](#) account

Objectives of the study:

- To evaluate how social media marketing affects consumer perception and purchasing patterns
- To examine how YouTube marketing affects consumer perception and purchasing decisions
- To evaluate how search engine optimization affects consumer perception and purchasing patterns
- To evaluate how search engine marketing affects consumer perception and purchasing patterns
- To examine how email marketing affects consumers' perceptions and purchasing decisions

Research Methodology:

The descriptive kind of study that served as the foundation for this project comprises

Broad research inquiries

Looking for pertinent website(s) and topics

Gathering pertinent information;

Theoretical and conceptual work;

Writing up findings and conclusions

Data collection

Primary data:

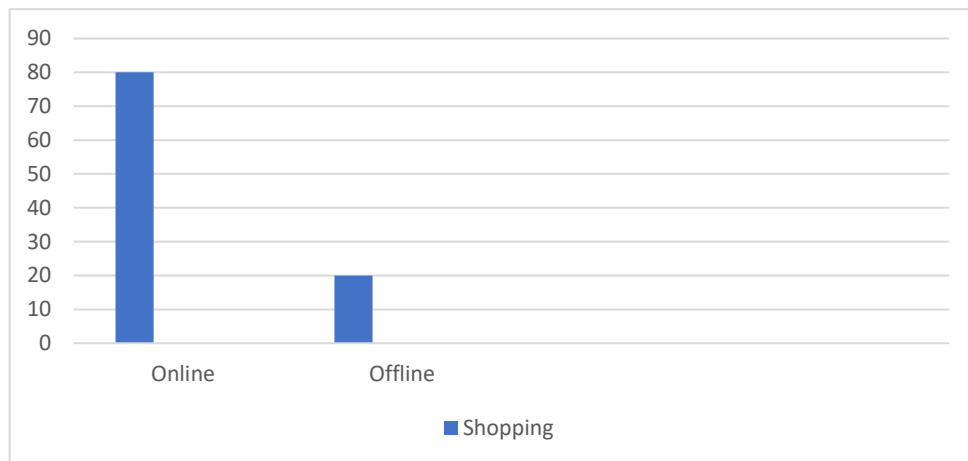
Using call social media networks like LinkedIn What Sup and Google Forms, I have gathered the primary data. The impact of digital marketing on customer behavior was investigated by questionnaires, online surveys, and interviews.

Secondary data:

Their records, journals, appraisal form specimens, etc. provided me with secondary data. Additionally, I learned a basic bit about digital marketing via articles, publications, newspapers, the internet, etc.

Data analysis & interpretation:

Q1. Do you like to shop online or offline



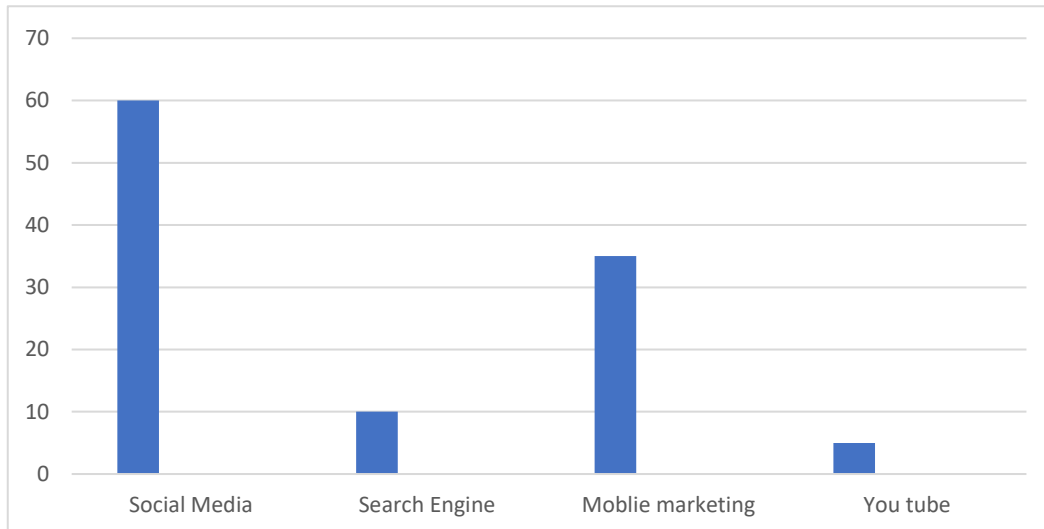
According to Graph1 80 % of the respondents likes to shop online and 20% of the respondents like to shop offline.

Q2. Why do you like to shop online



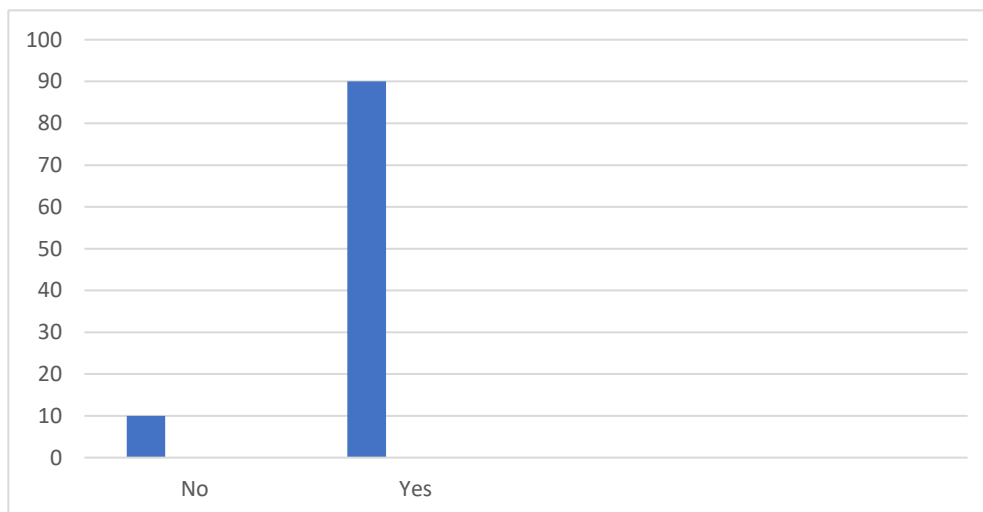
According to pie 40% of the respondents do online shopping as it is fixable,20% of the respondents do online shopping for offers, rewards and discount.

Q3. Which digital marketing channels do you use to shop.



According to the Graph 3: 60% of the respondents use social media platforms to shop,40 % of the respondents use mobile marketing,15% of the respondents use search engine,5% of the respondents use YouTube.

Q4. Do you think digital marketing channels help to shop easily?



According to the graph:4 90 % of the respondents agree that digital marketing channels helps to shop and 10 % of the respondents did not agree.

Findings:

The majority of those surveyed prefer to shop online.

The majority of those surveyed shop online because it can be fixed.

The majority of those surveyed make use of social networking sites.

The majority of respondents concur that shopping is made easier by digital marketing platforms.

Recommendations:

It is possible to do research that considers the additional variables associated with digital marketing and other media. The study's findings made it easier to distinguish between various digital marketing channels. Businesses may contact their target audience, improve sales, and establish their brand image by utilizing digital media.

Conclusion:

By this research we were able to assess the impact of social media marketing on consumer perception and purchase behavior thanks to this research. to investigate the impact of YouTube marketing on consumer perception and purchase behavior. To assess the impact of search engine optimization on consumer behavior and perception to assess the impact of search engine marketing on consumer behavior and perception. To investigate the ways in which email marketing influences consumers' perceptions and decisions to buy

Reference:

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Google.com