

# Impact of Digital marketing on Consumer's Behavior

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## Abstract:

Digital marketing is the fastest way of e-Commerce. It really plays an important role in modern commerce system. This Marketing strategy help us to buy or sell the product or services by sitting at one place. You can reach out maximum audience or customer with the help of digital marketing and you can do that fast. This system makes our business faster and accurate. Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one. This paper made an attempt to highlight the importance of digital marketing in the new era.

This research paper concentrates on the magnitude of digital promotion for both customers and marketers. Digital marketing, termed as 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.

Now a day, the concept of digital marketing increases days in companies to promote their products and services. While marketers with positive experiences would tend to believe that digital marketing works. This paper studies and

establishes the power of digital marketing in India.

**Key words: Digital Marketing, E-Commerce**

## Introduction:

Digital marketing is promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is a subcategory of marketing which uses digital technology to place and sell products. This is the media that consumers have access to information any time and any place they want it.

A great deal of attention has been focused on the tremendous opportunities digital marketing presents, with little attention on the real challenges companies are facing going digital. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value. A business on the Internet can gain value in the form of time, attention and advocacy from the consumer. For the user, value can be added in the form of entertainment, enlightenment and utility; content marketing is one powerful way to create value. Digital marketing strategy builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A digital marketing strategy should be constantly iterating and evolving. Since the Internet allows for near-instantaneous feedback and data

gathering, digital marketers should constantly be optimizing and improving their online marketing efforts. Such changes, including the internet, have forced today's marketing executive to becoming more market driven in their strategic decision making, requiring a formalized means of acquiring accurate and timely information about customers, products and the marketplace and the overall environment. Internet marketing involves the usage of the Internet to market and sell goods or services. Internet marketing utilizes the power of electronic commerce to sell and market products. Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce. With the outburst of internet growth, internet marketing has started becoming very popular.

It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing.

### **Advantages of Digital marketing:**

Now a day in daily routine life people are searching easy way of marketing. Digital marketing gave this easy option to the consumer. Customers know how to visit company's website, examine with reference to the products and make online purchase and even

online payment as well afford feedback. Consumers get complete information related to the products or services on the website. They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Due to competition in market prices are transparent in the digital marketing. People find it safe mode of online purchase. The easy way of payment i.e cash on delivery or online payment both options are available for the customer.

### **Conclusion:**

Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority

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