Impact of Digital Marketing on Consumer Decision Making
Mannu Garg¹ Ashima Bansal² Kirti Singla³
¹,²,³Assistant Professor ³MBA Student

Abstract— Digital Marketing- A new era of marketing in 21st century. With the passage of time it is noted that companies are shifting from traditional market to the digital marketing and digital market has captured a wider area of market in the urban areas. Digital marketing provides more readily available information to the consumers which makes it a safer option than the traditional one. Though it is a highly competitive area but it uses digital technologies which reduces cost and help expanding business globally. With advancement in technology and remarkable up trend in using the internet, digital marketing can help companies in understanding the behaviour of the user. This research study depicts the impact of digital marketing on consumer decision making. Data has been collected from multiple sources of evidence, including various books, websites & journals. The paper describes the role of digital marketing in this modern world and concludes that it is an important tool in consumer decision making which additionally improves the organizational productivity and helps in capturing wider area of the market. Therefore digital marketing can be considered to have a positive impact on consumer decision making, enabling the vanishing of traditional market from the competitive world.

Keywords: Digital Marketing, Social Network, Ecommerce, Online Retail, Start Up and Internet

I. INTRODUCTION

Digital Marketing also known as online marketing or it can also be referred as internet marketing. Digital Marketing is not only important for capturing wide area for marketing but it also equally important for the customers as it provide ample opportunities to talk directly with company officials and the customers who are using the products they are going to purchase. With the passage of time and advancement in the technology and the usage of internet there is shift of the traditional marketing strategies to digital marketing strategies. Digital marketing is a platform where consumer gets wide variety of products not only within their particular geographical boundaries but from all over the entire world .So in the era of digital marketing the world is considered to have no boundaries. The term digital marketing has become very common over period of time.

Digital marketing helps the marketers to merchandise their products and services on the web portals according to the demands of the customers. Consumers considers digital marketing a helpful tool as it helps them in resolving their queries, providing more accurate and precise information and solving their problems in stipulated time.

The concept of the digital marketing has not only impacted the consumer purchase decision but it has helped the organizations who are implementing it. Overall the expenses of the firms has declined who are following the concept of digital marketing and resulting in capturing larger market base.

II. RELATIONSHIP BETWEEN CONSUMER DECISION MAKING AND DIGITAL MARKETING

Consumer Decision Making Process involves number of steps as mentioned below-
1) Need Recognition
2) Information Search
3) Evaluation of Alternatives
4) Purchase Decision
5) Post purchase Decision

A positive post purchase decision results in repetitive purchase and positive word of mouth which automatically results in attracting more prospects towards the products.

These days within the era of digital promoting, the method of client deciding has modified on the far side all recognition. User behaviour has been efficient and today’s business model may be an abundant briefer one than within the past. Now, once a client decides they have a product, they’ll surf the web like a shot, notice specifically what they have just about instantly and build a snap getting call. Researching on-line takes a matter of minutes or hours instead of days trawling around stores and line of work suppliers. Reviews can easily be accessed at the consumer’s fingertips and products demos are often viewed like a shot before buying any product. This accessibility has a significant impact on the quality business model. It now not follows a linear and ancient path. It’s become a moving target that has digital promoting right at its heart.

III. REVIEW OF LITERATURE:

Vinerean, Cetina, Dumitrescu and Tichindelean (2013) did this exploratory research based on primary data using university students in Romania to know how to attract with different types of audience on social media marketing platforms (based on their online behavioural aspects), so as to boost the effect of online marketing strategy. A linear model was defined to find out how different predictors related to online users and social networking sites, have a positive impact on audiences” perceptions of online advertisement.

Clark and Melancon (2013) in this study investigated whether investment in social media actually helps in building and maintaining meaningful relationship with customers (in relationship marketing perspective). Traditional mass media marketing communications appears to be on the decay in its effectiveness, because customers...
have a tendency of avoiding such bombardment of plethora of marketing messages (advertisement being a paid media).

Bacile et al. (2014) in their ethnographic study (an ethnographic study on the net) dealt with the phenomena that, social media has emerged as a common and converging platform for both marketers to pitch integrated marketing communication contents, and consumers to put service encounters related contents. All these are publicly accessible simultaneously. It works like a double-edged sword in the sense that, consumers” co-produced contents can become positive or negative for the firm

Belanger (2014), that showed the evidence of technology competence (pertaining to TOE framework) being one of the potential antecedents for positive influence on perceived sales, marketing, internal operations, and customer service (pertaining to RBV theory).

Kunz and Hackworth (2011) carried out the study to examine the use of social media marketing by top retailers. Eighteen top retailers were studied on five social media networks for eighteen running weeks, with the objective of determining their level of participation on each of the social media network and investigate how successful retailers employ social media network in their marketing communication strategy

IV. OBJECTIVES:
- To study the factors that arise the need of digital marketing in the present era.
- To know the impact of digital marketing on consumers decision making.
- To analyse the effect of digital marketing on companies sale

V. RESEARCH METHODOLOGY
This study is descriptive in nature. Both the sources of data have been used for collecting the data. For this purpose the observation method was used as primary source of data and secondary data were collected from various research publications, journals-online and printed, magazines, books, newspapers, government reports and websites.

VI. NEED OF DIGITAL MARKETING
As the world in which we are living is full of technology and without the use of that technology no can add any competitive advantage to their business. So it has become a necessity for each organization to be a part of digital marketing.

The orthodox advertisement has been replaced by the digital marketing. In order to survive in this competitive world digital marketing has become the need of hour.

It helps the organization to attract the customers towards themselves resulting in increased customer traffic at their portals. Brand awareness can also be created easily by using the digital marketing.

Not only for large organization but it is a useful tool for the small businesses to compete with a small advertising budget and to be a part of race.

VII. TRADITIONAL VS DIGITAL MARKETING
Marketing refers to all those activities that a company do to promote the buying or selling of their product or service. Now a days marketing has become a wider term and has completely changed its meaning. Earlier the marketing ends with the selling of the goods but now it starts with the marketing research and ends with customer satisfaction.

Marketing can be done by both the ways that is either traditional or Digital. Once the company has started manufacturing the product its next aim is to make the consumer aware about it and create brand awareness about it.

Traditional ways of marketing refers to use of orthodox medium like television and newspapers, pamphlets to make awareness about the product where as digital marketing is that form of marketing that takes place online. It includes various platforms like social media websites, blogs, pop-ups, emails and business networking sites.

VIII. IMPORTANCE OF DIGITAL MARKETING
1) Consumer Convenience- In earlier time, consumer has to explore the local market to search the information if they want to buy any product. Now without spending much time they can easily explore and may find the product according to their desires. Therefore digital marketing has significantly marked a positive impact on consumer decision making.

2) Less Cost-The expenses incurred in setting the offline stores are much more as compared to the online stores therefore the cost of the products offered by the online stores is much lesser than offline ones. Therefore consumer prefer to buy the products through online mediums.

3) Customization of products- Through digital market the customer’s needs and desires are easily known to the companies so they provide them accordingly and consumers feel more satisfied

4) Customer Satisfaction- Customers are more satisfied through the digital marketing mode as their queries are resolved quickly hence it automatically results in more customer retention

5) More Choices Available-Consumer can easily make the comparisons and there are ample number of choices available to the customer which help the consumer to make the decision as per their satisfaction.

IX. HOW DIGITAL MARKETING AFFECTS CONSUMER DECISION MAKING PROCESS
The development of digital marketing has entirely altered the market scenario. It has granted many corporates with number of options to promote their brands at global level. However, the impact of digital marketing is not only limited to businesses only; but also affected the consumer decision making also

Below are the mentioned points that depicts how the digital marketing has affected the consumer behavior-
1) Consumers begin to give a try to recent products launched in the market-
Earlier customers opposed to try the products launched in the market. But due to to digital marketing the extensive knowledge reached to the many people and they started welcoming new products and services. This empirical behaviour has developed the way for the success of many start-ups like Uber, Ola, OLX, etc.

2) Changing Consumer Behavior -
The tremendous change in consumer behaviour is that now consumers expect a more uniform and customized experience. They are not devoted consumers. Rather, they shift towards various options available in the market. Not only the quality products but also the post-purchase experience has become very much essential to the customers. This change in attitude has come in with companies vigorously and digitally marketing their exclusively consumer needs in order to fit according to the changing preference and to attract a modern audience

3) Increased Customer Involvement-
With social media platforms and consumer forums, customers today have the capability to make and impair the brands. Word of mouth is still one of the main factor that can regulates other behaviour. This process is further build by the likes and comments on social media

4) Digital presence helps in Building the trust
Automatically the digital presence of any firm or organization help to building the trust with the customers and that trust help the consumers to take any decision without any fear.

5) Evaluation of Alternatives-
As there are many options available in the market, the one which is having the digital presence on the platform will automatically be more preferred by the customers as those which are not present.

X. FINDINGS

Through accessing various websites and sources it has been observed that the digital marketing plays an essential role in motivating the consumers to buy that product, thus resulting in increase in overall preference list of the consumers. It can also be concluded that many factors leads to consumer decision making process like other option available in the market, price of the product etc.

Also there is direct link in between the digital marketing and consumer decision making. If any organization is digitally present then it will automatically lead to the more positive outcomes from the customers and overall contributing more to the organizational goals.

This also depicts that there is a direct impact on the demand of the product which will automatically improve the sale of an organization or company.

At last it can be summarized that “The secret to marketing success is not secret at all; Digital Marketing is all that matters.

RECOMMENDATIONS

1) Organizations need to analyze the accessibility of the digital facilities, before launching any product in online.

2) Organizations should conduct pre market analysis to know the need of the consumers especially in digital marketing.

3) Proper awareness programs should be conducted to create awareness about the digital marketing

4) As most of the studies show that the customers are risk averse and therefore they need to be taught how to control the risk associated with digital marketing.

XI. CONCLUSION

The research paper helps to arrive at a conclusion through the study that digital marketing plays an important role in consumer decision making process. However, to attract the customers one of the important aspects is digital marketing i.e. proper digital strategies should be formulated. The results also showed that if the digital marketing is managed properly it will directly affect the consumer behavior which automatically results in change in decision making process. It is important for organizations to properly launch the effective digital marketing policies that will help them to attract the customer and capture more market base. As rightly said that customer is the king of the market, and therefore need to be properly managed in order to have positive image of the company. It is therefore said that modern marketing is an issue that is critical and vital for the running and management of the organization. There is a significant relationship between digital marketing and targeted audience, and in a similar manner, there is a significant relationship between digital marketing and brand loyalty, therefore it is necessary to have effective digital marketing policies in order to retain customers. Conclusively, there is a relationship—between digital marketing and consumer decision making process, which implies that customer preference depend on planning, implementation and control of effective digital marketing.

ACKNOWLEDGEMENT

I am deeply indebted to and would also like to express my sincere thanks to our Director Sir and Management of Seth Jai Parkash Mukand Lal Institute of Engineering and Technology, Radaur for providing me research-oriented environment which set the ball rolling for my research work. They had been a source of inspiration through their constant guidance; personal interest; encouragement and help. I convey my sincere thanks to them. I am also grateful to them for reposing confidence in my abilities and giving me the freedom to work on my research. Last but not the least I would express my gratitude to all the members of JMIE from whom I got all the necessary help whenever required.

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