

## **Navigating Digital Marketing: Insights into Consumer Behaviour and Preferences**

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**Abstract :** This study investigates Consumer Behaviour and Preferences related to digital marketing, highlighting the challenges and opportunities businesses face in a rapidly evolving landscape. As technology and customer demands change, understanding customer reactions to digital marketing tactics is essential for optimizing effectiveness and enhancing return on investment. The research, conducted in Solan district, Himachal Pradesh, involved a sample of 50 social media users, utilizing primary data collected through structured questionnaires. Key findings reveal high levels of comfort with online shopping and social media's role in brand awareness, yet moderate satisfaction with products and concerns over excessive advertising. The study suggests actionable improvements, including enhancing online platforms, improving product quality, and refining customer service to foster better user experiences and engagement. Overall, while consumers appreciate digital marketing's benefits, there remains significant room for improvement in meeting their needs and expectations.

**Keywords:** Consumer Behaviour, Digital Marketing,

### **1.1 INTRODUCTION**

Over the past century, companies have made significant efforts to outpace their rivals through globalization and branding. Various strategies have been adopted to adapt to competition and differentiate themselves in the market. Meeting customer needs has become increasingly challenging due to rising consumer demands. Additionally, the rapid advancements in technology since the beginning of the 21st century have transformed every aspect of our lives, compelling companies to leverage information and communication technologies more extensively.

One key advantage of the Internet is its ability to resolve daily problems quickly and efficiently. Moreover, consumer awareness has evolved with technological advancements, enabling individuals to explore and compare various products and services, particularly through social

media. Companies can now analyze consumer behaviors and preferences more effectively using these platforms.

Organizations that continually optimize their websites are positioned advantageously in the realm of digital marketing. Understanding the search engines consumers use and ensuring visibility on search engine maps have become crucial. Traditional newspaper advertisements have largely been supplanted by online ads.

## **1.2 MARKETING**

The tactics a business uses to promote its goods or services are referred to as marketing, through engaging messaging. The main goal is to deliver independent value to potential and existing customers by providing high-quality content. In the long run, effective marketing showcases product value, enhances brand loyalty, and ultimately boosts sales.

## **1.3 TRADITIONAL MARKETING**

Traditional marketing encompasses all advertising and promotional efforts that existed before the advent of digital media. This category includes methods such as print advertising (for instance, magazines and newspapers), broadcast advertising (including radio and television), direct mail campaigns, billboards, telemarketing, and live events or activations.

## **1.4 DIGITAL MARKETING**

Digital marketing, also referred to as data-driven marketing, involves the promotion of goods



or services through various digital technologies. This primarily occurs on the Internet, but also encompasses digital media like as display ads and mobile devices. Since the 1990s and 2000s, the evolution of The way that companies and brands use technology for marketing has been completely changed by digital marketing. As the

use of digital technology increasing so it become the part of our day to day life and e-marketing leads, with a transition from physical stores to digital devices, the prevalence and effectiveness of digital marketing campaigns continue to rise.

## **1.4.1 TECHNIQUES OF TRADITIONAL MARKETING**

Traditional marketing techniques refer to the methods and strategies commonly used before the rise of digital marketing technologies. These approaches typically involve reaching a broad audience through non-digital means. Some examples of traditional marketing techniques include:

### **DIGITAL MARKETING TACTICS**

Digital marketing encompasses a broad range of techniques and approaches intended to target consumers.

1. **Content Marketing** It focuses on creating superior quality content that hit with the target audience. By delivering valuable information, brands can build trust, foster engagement, and ultimately drive conversions. It's about more than just selling; it's about establishing relationships and providing solutions that meet the audience's needs. This approach not only enhances brand awareness but also cultivates customer loyalty over time.
2. **Display Advertising** Select advertising spaces on targeted websites that align with your audience profile and product offerings to maximize traffic generation. Display advertisements, which can include formats such as banner ads and videos, are widely regarded as one of the most effective methods for enhancing digital branding. Rather than relying solely on text-based communication, focus on creating engaging videos or images that represent your brand effectively. Additionally, invest time in understanding your target audience and select websites they frequent to maximize your advertising impact.
3. **Mobile Marketing** Mobile-centric advertising is the leading trend today. Utilizing formats like in-app messages and videos, mobile advertising serves as one of the most effective methods for promoting your brand. With the global shift towards mobile usage, creating concise and engaging content for mobile users is crucial. Since individuals keep their phones with them at all times, your brand's messaging can have a lasting impact. When designing mobile ads, make sure they are optimized for all screen sizes to ensure clarity and effectively establish your brand in the minds of your target audience.
4. **Marketing Skills Digital**

Digital marketers are essential in assisting the overall marketing team and aligning with the company's strategic goals by executing marketing strategies within the digital realm. As

highlighted by Hobson, their efforts focus on articulating the customer's voice and preferences in their digital interactions with a brand, as observed by Rogers.

## 5. Email Marketing

- According to Rogers, even with the increasing popularity of social media, mobile applications, and various other platforms, email continues to be one of the most efficient marketing methods. It can be seamlessly incorporated into a content marketing strategy, providing value to consumers while progressively transforming an audience into paying customers.
- **Affiliate Marketing** It also known as influencer marketing, has become progressively popular among many businesses looking to engage customers with their brands as a result of the growth of internet marketing.
- **Search Engine Optimization (SEO)** It is a strategy aimed at enhancing the visibility of digital content on search engines like Google and Bing. When conducting a search on Google, one may notice that even simple inquiries can yield millions of results. Nevertheless, it is common for users to concentrate on the top results and seldom navigate to the second page.
- **Social Media** Social media marketing is a branch of digital marketing that engages with customers through platforms like Twitter, Instagram, and Facebook. It is essential in modern digital marketing, utilizing the vast reach of social networks in conjunction with data-driven strategies to effectively target particular demographics. The substantial user population on these platforms renders them especially attractive to marketers. A report published in January 2018 indicated that billions of users are actively engaged on social networking sites.

## 1.2 REVIEW OF LITERATURE

**Munshi (2012)** examined in the report "Digital Marketing in India – Its Scope, Growth and Development," the noteworthy expansion of the Indian digital marketing sector, which is anticipated to pick up speed. The study focuses on how marketing managers evaluate digital marketing tactics and recommends that future research examine managers' and CEOs' perspectives on the significance of digital marketing as well as the possible dangers of technological weariness. The study emphasizes how crucial empirical research is to improving knowledge and optimizing the advantages of digital marketing in India.

**Punj (2012)** explored through a study "Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines," that how online shopping can enable customers to make

higher-quality decisions. However, it remains uncertain whether most consumers are realizing this potential. The study aims to identify how specific features of the online environment influence consumers' decision-making abilities and to propose strategies that could help them make better choices. Using a cross-disciplinary approach that incorporates economics, computing, and psychology, the research examines factors that affect decision quality in digital contexts. This analysis is significant as it addresses the impact of the online environment on consumer decision-making processes.

**Gangeshwer (2013)** through a study has brought into light the conceptual knowledge of e-commerce and factors which are motivating for virtual shopping. 21st century has recorded massive increase in internet usage and e-commerce is playing a very important role in facilitating with new opportunities to large and small concerns. It has brought boom in the market with the speedy processing of everything.

**Shanthi &Desti et.al (2015)** The research on consumers' perceptions of online shopping aimed to identify the types of products purchased online, focusing on a sample of 100 respondents, primarily from the student community. The study found that several factors motivated customers to shop online, including product information, flexibility, price, product range, convenience, and delivery speed.

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**Yasmin, Tasneem et. al (2015)** highlighted the significance of digital marketing, which is the practice of marketers using electronic media to advertise goods or services. Engaging clients and facilitating connection with the business via online platforms are the main objectives of digital marketing. Their study determined the different forms of digital marketing and evaluated their impact on sales as well as their efficacy.

**Kinker & Shukla (2016)** aimed to understand consumer behaviour regarding online purchases of electronic goods in these cities through a research titled "An Analysis of Consumer behaviours in Respect of Online Electronic Purchases of Electronic Devices in Bhopal and Jabalpur". The study, conducted with a sample of 40 respondents, focused on consumer expectations from online stores and identified key factors influencing online purchasing decisions. The main findings revealed that customers prioritize being customer-oriented, time-saving, product quality, competitive pricing, and easy accessibility, allowing them to shop

anytime and anywhere. Additionally, factors such as technology features, guaranteed quality, delivery fees, and promotional discounts also influenced customer attitudes. The research concluded that online shopping perceptions differ between Bhopal and Jabalpur, with a significant percentage of people purchasing electronic products online.

**Kaushik R.(2016)** asserted through a study that digital marketing has significantly grown in India garnering various opinions. Nonetheless, it holds substantial potential for boosting sales if businesses know how to implement it effectively. An effectively designed digital media strategy can boost brand awareness and loyalty, while digital marketing initiatives can lower expenses, drive more inbound traffic, and enhance search engine rankings.

**Suginraj (2017)** through a research paper highlighted the rapid growth of the digital market in India, indicating a swift pace of digitization. Global reports and surveys suggest that digital marketing will continue to expand in the coming years. India's young population is notably proficient in technology, and it is anticipated that global mobile device usage will near 3 billion units. With the growing adoption of smartphones, tablets, and various other mobile devices, the mobile market's potential is expected to expand considerably.

**Kiradoo (2017)** The author of the report "Digital Marketing in India – Its Scope, Growth and Development," highlighted the significant presence of the digital marketing industry in India, which is expected to grow rapidly in the next years. One of the primary objectives of the study was to comprehend the perspectives of marketing managers regarding digital marketing strategies. It also suggests that more empirical research is needed to find out how CEOs and managers view the importance of digital marketing and the potential role that technology may play in this growth, including the potential negative impact that technology fatigue may have on business operations and profits. The study emphasizes the value of conducting empirical research to advance understanding of the benefits of digital marketing in India.

### **1.3 NEED OF THE STUDY**

The need for a study on consumer perceptions and experiences related to digital marketing is driven by the rapid evolution of technology and diverse consumer behaviors. As digital marketing strategies continuously change, understanding how consumers respond to various campaigns and platforms is essential for optimizing effectiveness and enhancing return on investment. Moreover, growing concerns about data privacy and trust necessitate insights into consumer attitudes toward digital practices. By analyzing the digital consumer journey and the



influence of social media, businesses can identify pain points and opportunities for engagement, ultimately leading to improved user experiences and competitive advantages in the marketplace. This study aims to provide valuable insights that inform marketing strategies, foster stronger consumer relationships, and drive business growth.

## **1.4 OBJECTIVES OF THE STUDY**

The study has been carried out with the following objective :

To gather insights into various aspects of consumer perceptions and experiences related to digital marketing.

## **1.5 SOURCES OF DATA**

To meet the objectives, only primary data was utilized. Primary data is original and gathered specifically for a particular purpose. The data was collected using the following methods: a carefully designed questionnaire covering various aspects of the study was created and distributed to relevant individuals.

## **1.6 SAMPLING DESIGN**

The present study relates to the “The Impact of Digital Marketing on Customer Buying Behavior – A Case Study of District Solan.” The study has confined to the Solan district of Himachal Pradesh . A sample of 50 respondents of the social media users has been taken through convenience sampling in order to study the socio-economic profile of youth and to study the the Impact of Digital Marketing on Customer Buying Behavior .While selecting sample utmost care has been ensured that respondents of different gender, age, occupation, background, educational qualifications, Income level are represented.

## **1.7 TOOLS USED FOR DATA ANALYSIS**

Following the gathering of primary information, the data has been methodically organized and presented in tabular form for analysis and interpretation. The analysis and interpretation of this tabulated data have been conducted utilizing various statistical tools employed in this study.

## **1.8 DATA ANALYSIS**

### **1.8.1 Consumer Perceptions and Experiences Related to Digital Marketing**

Consumer perceptions and experiences are pivotal in digital marketing as they directly influence how a brand is perceived, trusted, and chosen by its audience. Positive experiences foster trust and credibility, encouraging repeat purchases and brand loyalty. They also

contribute to a favourable brand image, crucial in competitive markets where differentiation is key.

**Table 1.1 Consumer Perceptions and Experiences Related to Digital Marketing**

Statements	Mean	Standard Deviation	Skewness	Kurtosis
I consent to utilizing online purchasing platforms and understanding their functionality.	3.86	.115	-.111	-.223
To what extent do you find satisfaction with the products you purchase via digital marketing?	3.80	.122	-.365	-.285
Are your inquiries addressed effectively in the realm of social media marketing?	3.78	.006	-.187	-.367
Social media significantly contributes to enhancing brand visibility.	3.84	.167	-1.112	-.456
To what extent do you concur that digital marketing will facilitate the process of identifying your needs more efficiently?	2.24	.222.	-.123	-.201
Numerous advertisements on social media tend to irritate consumers.	3.34	.265	-.543	-.114

**Source:** Data collected through questionnaire

Respondents show a high level of agreement (mean of 3.86) with using online purchase platforms and understanding their operations. This indicates a strong acceptance and comfort with e-commerce, highlighting a significant shift towards digital channels for shopping needs. The distribution's close-to-normal skewness suggests a balanced consensus among respondents.

Respondents express moderate satisfaction (mean of 3.80) with products bought through digital marketing. The slightly left-skewed distribution implies that while most respondents lean towards higher satisfaction, there are varying levels of contentment among consumers. This



indicates room for improvement in ensuring consistency and quality in digital marketing offerings.

There is a notable consensus (mean of 3.78) among respondents that their requests are appropriately addressed in social media marketing. The very low standard deviation reinforces this strong agreement, suggesting that social media platforms are perceived as effective channels for communication and engagement with brands.

Respondents generally agree (mean of 3.84) that social media plays a significant role in increasing brand awareness. However, the slightly negative skewness indicates that while most respondents agree, there is a small minority who may hold contrasting views. This underscores the perceived importance of social media in brand promotion strategies.

There is lower agreement (mean of 2.24) among respondents that digital marketing makes it easier to find one's needs compared to traditional methods. The slightly negatively skewed distribution suggests a tendency towards skepticism or challenges perceived in digital platforms meeting consumer needs effectively. This highlights a gap that businesses could address to enhance user experience and convenience in digital interactions.

Respondents indicate some level of annoyance (mean of 3.34) due to a lot of advertising on social media. The negative skewness suggests a tendency towards higher annoyance among respondents, indicating a need for businesses to optimize advertising strategies to minimize irritation and improve user satisfaction on these platforms.

The survey results indicate generally positive attitudes towards various aspects of digital marketing. Respondents expressed a high level of agreement (3.86 on average) with using online purchase platforms and understanding their functionality, suggesting a comfort and familiarity with online shopping methods. Satisfaction with products bought through digital marketing also garnered positive feedback, averaging at 3.80, though with slightly higher variability (standard deviation of 0.959). Similarly, respondents generally felt that their requests were appropriately addressed in social media marketing (mean of 3.78, standard deviation of 0.910), indicating a perceived effectiveness in communication through these channels. There was strong agreement (mean of 3.84, standard deviation of 0.816) on the role of social media in raising brand awareness, highlighting its perceived importance in marketing strategies. However, respondents were less convinced (mean of 2.24, standard deviation of 0.424) that digital marketing makes it easier to find their needs compared to traditional methods, indicating a potential area for improvement. Lastly, there was a notable consensus

(mean of 1.10, standard deviation of 0.625) that excessive advertising in social media does not cause annoyance. Overall, while respondents generally appreciate the benefits of digital marketing, there are nuances in their perceptions, particularly regarding ease of use and effectiveness in meeting personal needs.

## **1.9 CONCLUSION AND SUGGESTIONS**

### **1.9.1 CONCLUSION**

The data reveals that while consumers generally find online purchase platforms and social media useful for brand awareness, their satisfaction with products and responses to inquiries is moderate. Digital marketing is seen as less effective for easily finding needs, and frequent social media ads can be annoying. Overall, there is a positive but cautious attitude towards digital marketing, with a clear need for improvement in responsiveness and user experience.

### **1.9.2 SUGGESTIONS :**

Based on the data, here are some actionable suggestions for improving digital marketing strategies:

- Improve the design and functionality of online purchase platforms to ensure a smoother and more intuitive shopping experience.
- Focus on improving product quality and better aligning offerings with customer expectations to boost overall satisfaction.
- Invest in faster and more effective customer service on social media to address inquiries and concerns more promptly.
- Continue to leverage social media to build and reinforce brand presence, but balance promotional content with meaningful interactions to engage users more effectively.
- Enhance search functionality and personalize recommendations to help users find what they need more easily through digital marketing.
- Adjust the frequency and targeting of social media ads to avoid overwhelming customers, ensuring that ads are relevant and less intrusive.

Implementing these suggestions can improve user experience, satisfaction, and engagement with digital marketing efforts.

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