

DIGITAL MARKETING:A REVIEW

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ABSTRACT

The research is emphasising on digital marketing often adopted by the marketers of the brands to look after the needs of the customers in the market. The issue of fake news has been highlighted where this news is usually spread by the potential competitors for the purpose of manipulating customer decisions and behaviours on online purchasing. The findings of the paper have discussed certain factors associated with customer behaviours involved with using the digital tools.

Keywords: *Digital Marketing, e-commerce, content, brands, consumers and others.*

Introduction

The research paper is about digital marketing which helps in establishing relationships between the customers and the brand through using the internet and other tools of digital communication. Social media, web-based advertising and others are some evolving marketing channels that develop the relationship between customers and also brands. There are around 3.484 billion users in social media in 2019 involved in deriving information regarding a brand (Talwar *et al.* 2020). However, there is an issue associated with fake news being circulated on social media in connection with brands. There are big brands such as Starbucks, Pepsi, New Balance and others who have been the victims of fake news and thus, it has somehow affected their brand image, brand competitiveness, loyalty and others.

Literature Review

Business Strategy of digital marketing

Digital marketing follows a certain strategy where content marketing strategy revolves around creation of valuable and consistent content for attracting and retaining the audience. Olson *et al.* (2021) opined that content is being improved through the assistance of search engine optimisation (SEO) where the website content needs to rank higher in the pages of search engines. Email marketing is another aspect of digital marketing that includes sending of the emails to the customers in a timely manner. However, data-driven personalisation is about segmenting the potential customers while the decisions associated with marketing have been formulated in accordance with information derived on those customers. Usage of marketing technology revolves around using software and also technology tools that have been utilised by the marketers to either automate or rather “streamline marketing processes” for collecting and evaluating the essential data. Search and social advertisements (ads) are about placing the ads for affirming its appearance on the higher position of the search listings or on the sidebars within the result page.

Pros and Cons with digital marketing

The accurate results can be seen by the marketers through the help of digital marketing within its real time. Desai (2019) opined that it is complex to determine how many customers or people have been involved in flipping the page and have also noticed the advertisements. However, it is digital marketing that will help a company to reach its customers and provide

those customers the opportunity to reach the company's products and services. The company will be able to personalise its products and services in accordance with the customer requirements. There are certain setbacks of using digital marketing where digital marketing is seen to be extremely dependent on the usability of the internet. Due to poor connection received through the internet, there are many customers who will not be able to avail the communication tools on digital marketing.

There is a high competition of products and services in the competitive market where most of the companies have been utilising the same strategies on digital marketing. Desai (2019) argued that due to the increase in social media advertisements, there are many customers who do not trust the company and are not involved in buying goods and services from that specific brand. It has been reported that Amazon, one of the leading e-commerce websites has eventually blamed the social media for the failure of the removal of the fake news from the company websites. There are around 200m fake reviews found by the company and have also been seen by the company's potential customers (Hern, 2021). The brand may lose out these customers in the market. A customer will always make decisions on purchasing the product and services in accordance with the presentation of that product through digital marketing strategies.

Methodology

Primary data have been collected from a structured questionnaire within the framework of secondary collection method where the researcher has been involved in circulating those 130 questionnaires. It has been further found that the research study has been focusing on those specific individuals who have been involved in utilizing and spending time on services within online marketing. Initially, there have been around 130 questionnaires considered while it has been reduced down to around 100 questionnaires assumed to be absolutely fit for the purpose of analysis. The researchers have assumed a convenient sampling technique. Convenient sampling method is about reaching those people who can be contacted and reached easily by the researcher to obtain information on this research topic (Stangieret *al.* 2022). The questions have been made according to single and multiple choices however, the data have been tested on "Statistical Package for Social Sciences (SPSS) ver. 15.0".

Findings and Discussion

Impact of digital marketing strategies on growing consumerism

Digital marketing strategies have contributed significantly to the development of a large customer-base irrespective of geographical, cultural and language barriers due to the wide reach of these strategies. Multiple factors influence consumers towards digital marketing that ultimately contribute to the growth of a business. As per the words of Durai and King (2019), marketing factors related to physiological, psychological, functionality, marketing and services impact the expectation of consumers. The purchasing process is enriched by effective digital marketing, enabling the consumers to develop an understanding of the products and build personal opinions regarding the brand image.

Consumer Expectation Factors		Functionality Factors	Marketing Factors	Service Factors
Physiological Factors	Psychological Factors			
Selection of Product	Disclosure of personal data security	Search Function	Price of the product	Ease of Returns
Purchases can be made 24/7	Credibility of the website	Ease of Navigation	Good Sales and Promotional Efforts	Delivery of goods in good condition
Product Classification	Customer Reviews	Website Visibility		
Product Information	On-time delivery	Website Features		
Payment Security	Popularity of the website			
Visual Content	Attitude and performance of delivery men			

Figure 2: Factors influencing consumers

(Source: Durai and King, 2019)

On the other hand, the utilisation of multiple digital marketing channels impacts the decision-making process among consumers. According to Kurdi *et al.* (2022), buying decisions among consumers are mediated by the use of social media platforms, online marketing tools and email marketing. In essence, specific digital marketing strategies help to enhance brand awareness and attract consumers based on search patterns and personalised advertisements. Furthermore, dynamic changes in the market regarding customer demands are managed with the appropriate positioning of unique products on various social media platforms. As stated by El Junusi (2020), during the covid-19 pandemic, changes within the social norms developed digital marketing as a potent tool for attracting customers. growing accessibility to the internet and social media platforms have also impacted the growth of consumerism. Social trends are one of the supporting factors that increased consumerism in recent years.

Digital marketing impacts the perception of consumers reflected through their online behaviour. The decision-making process is aided by personalised advertisement content that focuses on specific demographic segments among customers. Among millennial and Gen-Z consumers, following social media trends is popularised which is utilised by digital marketing strategies for gaining online engagement and building a wider community of loyal customers.

Innovative digital marketing strategies:

Innovative strategies are implemented by organisations to attract the maximum number of customers within a short time frame. Advanced technology is also utilised to evaluate consumer

data, current online engagement, market trends and so on to propose effective digital marketing strategies. According to Li *et al.* (2021), various strategies are applied for social commerce, social content, monitoring and CRM strategy implementation. Diversifying the content presented to the consumers is specifically designed to be relevant and unique. As the e-commerce industry is growing rapidly, the majority of businesses are incorporating innovative digital marketing strategies for communicating with consumers.

On the other hand, digital marketing strategies are exhibiting Innovation and creativity due to the advancement of technological features available across all types of social media. As articulated by Ansari *et al.* (2019), examining the relationship between brand image, social media content and consumer decision-making, it is indicated that social media content exhibits a moderately positive relationship with the purchase decisions of consumers whereas brand awareness has a weak relationship with the decision-making process. Advancements of innovative features presented in social media platforms are also supportive of the current trends of innovation witnessed for digital marketing strategies.

Discussion

Digital media marketing strategies are highly beneficial for gaining a wider customer base. The innovative features introduced in various social media platforms also contribute to the growth of digital media marketing. Consumerism is also significantly impacted by digital media marketing based on various factors such as physiological, psychological and so on. The growth of social media as a potent platform for communication and Information sharing contributes significantly to the enhancement of online customer engagement. Therefore, it can be stated that, in the era of digitalization, digital media marketing techniques are proficient for sharing unique and innovative content with customers, influencing their decision-making processes.

Conclusion

The research paper has discussed different tactics or strategies of digital marketing adopted by the brands in the competitive market. There are different advantages and disadvantages of using digital marketing that have been discussed within the scope of the research where people living in remote places have not been able to access the internet and also the digital marketing tools to form connections with the brands and know about the various products and services. There are different factors that have also been discussed where the physiological factors have been revolving around product classification, product information and other relevant areas. The functionality factors have also been addressed such as search function, website visibility and others.

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