

A Study on the Perspective of Consumers Towards Digital Marketing

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Abstract: With the widespread of Internet in today's world, digital marketing has become a new way of approaching customers. It is a new way of understanding how customers behave when exposed to digital marketing and traditional marketing. Digital marketing targets only specific segment of customers. There is a possibility of change in the mindset of a customer when they are exposed to digital advertisements. There is a rise in expectations among them when positive results are ensured. Therefore, leading to unnecessary purchases that arises because of the Hype that is created through virtual media.

But consumers get convinced that the product is a requirement in their life and end up getting disappointed when the requirement is not met. This creates a negative impact about the product or service and the brand itself at times. Consumers also get bombarded with a lot of messages and emails about the product or the brand every day that creates an irritation in them at times forcing them to purchase because of the attractive discounts and offers.

This study is based on the perspective of the customers towards digital marketing, it focuses on the perspective that the consumers have when they are exposed to digital marketing and how it affects their purchasing behaviour. This study aims at understanding the mindset of a consumer when exposed to digital advertisements. Therefore, through this study one can understand what the digital platform promises and whether the reality matches the given hype or not. The method used in the study is a convenience sampling method. Both primary and secondary data were collected in this research. The primary data was collected through questionnaires that was sent via google forms and the secondary data was collected from various research journals and research articles that were available on the internet. The target sample size was 100 but we got great positive response of more than 100 participants.

Keywords: Digital Marketing, Marketing, Perspective, Consumer

1. Introduction

Digital marketing is basically marketing products and services through a digital platform using digital technologies. Digital marketing is mostly done through the internet. Devices like mobile phones have a lot of social media apps where marketing is digitally being promoted to individuals. With the help of internet, advertisements are also displayed digitally through other digital mediums. People who use technology to either to buy or sell a product or service are known as digital consumers. People who even use the internet to read an article fall under this category. This is popularly known as digital consumerism.

A. Types of digital marketing

- Search Engine Marketing
- Pay-Per-Click Advertising.
- Social Media Marketing.
- Content Marketing.
- Influencer Marketing.
- Email Marketing.
- Radio Marketing
- Television marketing

B. Hype that the consumers are exposed to on the digital platform

People tend to fall for the hype that is given through digital marketing. The mindset of a consumer tends to get influenced when they get exposed to digital advertisements, creating a diverse change in their purchasing behavior. Now a day's people watch more ads on their mobile phones than elsewhere. These ads create and build expectations among them; these virtual ads are colorful and convincing, ensuring definite results. Because of the multiple number of ads that the consumers are exposed to on the internet, they tend to make unnecessary purchases thinking that they need those products or services in order to complete them.

C. Reality of consumer behaviour towards digital marketing

Digital marketing allows consumers to feel empowered. When a consumer is exposed to the virtual world everything becomes accessible, this gives them the sense of confidence to do anything that they want to. An important factor that changes the behaviour of a consumer is that "they buy what they see". Mobile phones are what make digital marketing a key player and an average digital consumer is expected to spend 1/3rd of his/her life scrolling through mobile screens. People tend to make purchases online based on other people's reviews. This can influence their loyalty towards other brands. Since shopping becomes more personalized consumers get a chance to compare the products before purchasing rather than testing or experiencing it for themselves. The behavioural pattern and the purchase decision of the consumer changes when the product or service disappoints them.

2. Literature review

- Afrina Yasmin, Sadia Tasneem, Kaniz Fatema, (2015), Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, this article focuses and examines the effect of digital marketing on the firms' sales. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing.
- Marko Merisavo, (2013), The Effects of Digital Marketing on Customer Relationships, explained the view of digital channels in marketing from a customer relationship perspective. Brand communication can be frequent and personalized, and different options for a dialogue exist. The benefits of dialogue include learning from and about customers, revealing their needs and interests, and being able to provide them with better and more personal service. From a customer perspective, the Internet has given power to get up-to-date information, to compare products and services more easily, and to get in touch with marketers.

3. Research gap

Research on digital marketing awareness have been performed by many researchers and has been claimed to be an important aspect in today's marketing. The research is being done to Identify whether the consumers of today are aware of the concept of digital marketing or not. This research is conducted from a consumer's perspective i.e. the Indian digital consumer of today. The whole purpose of this research paper is to identify and understand the perspective of consumers towards digital marketing and digitally advertised products and to analyse how aware are today's consumers.

4. Statement of problem

The concept of digital marketing has been growing. Digital marketing is in trend for quite some time but still the level of awareness among consumers regarding digital marketing is low. It is high time to find out how serious are the consumers concerned about themselves and what measures have been taken by them. Therefore, this study is done to find out how efficiently are the consumers getting affected by the use of digital media.

5. Benefits of the study

This research study proposes to understand the concept of digital marketing from the consumer's perspective. The study is an analysis of how far the consumers in India are aware and affected by digital marketing done by companies. The research is conducted with probing questions on digital media, strategies, knowledge, and perception of consumers towards digital marketing.

6. Objectives of the research

- The objective of the study is to analyse and understand whether the consumers are aware of the concept of digital marketing.
- The secondary objective of the study is to understand the impact that digital marketing has on its consumers.

7. Methodology

The research design of the paper is descriptive. A mixed-method approach was adopted. Primary and Secondary data were conducted in order to conduct this research. The primary data was collected through questionnaires which was in the form of convenience sampling method, that was sent via google forms and the secondary data was collected from various research journals and research articles that were available on the internet. Therefore, the gathered information and data was analysed and processed, based on the obtained response, solutions were suggested. The target sample size on which the study was conducted and analysed is 100.

8. Scope

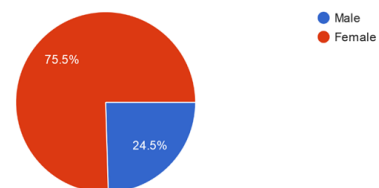
A study on the awareness of digital marketing among consumers was conducted in order to find out the awareness and opinions of the consumers towards the concept of digital marketing. The key players of this study were the digital consumers who are exposed to digital media.

9. Limitations of the study

- *Biased Responses:*
Bias can be a major issue regarding any research. Respondents of the survey may not have any interest in the research. Others may participate in questionnaire just because of influence. These biases can lead to inaccuracies in the data.
- *Focused only on digital consumers:*
The entire study was limited and focused only on the digital consumers who are exposed to digital medias like phones, televisions, social medias like Facebook, Instagram etc.

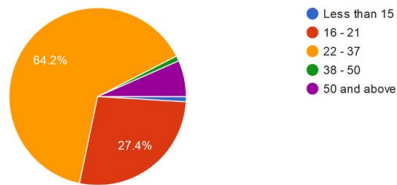
10. Interpretation and analysis

Gender:



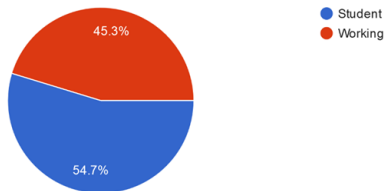
This pie-chart depicts the gender wise respondents of the survey questionnaire of the research. It is quite clear from the chart that around 75.5% of the entire respondents were the female respondents out beating the male respondents that is only 24.5%.

Age:



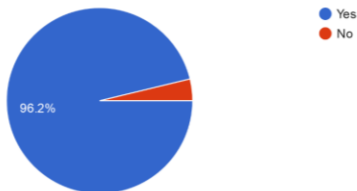
The above pie-chart is the Age wise respondent for the survey questionnaire of the research. It depicts that majority number of respondents of the survey are between 22 - 37 years of age with 64.2% of the total respondents followed by 16 – 21 years of age with 27.4%.

Status:



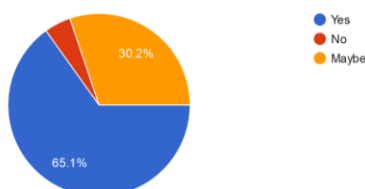
The above pie-chart shows the status of the respondents of the survey questionnaire for the research. The pie-chart depicts that 54.7% of the total respondents in the survey are students and the rest 45.3% of the respondents are working.

Awareness on digital marketing:



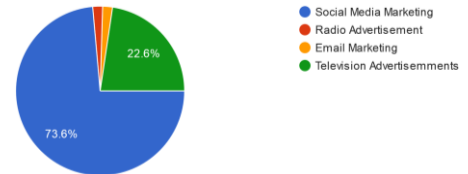
The above pie-chart shows the percentage of respondents who are aware of digital marketing. It depicts that 96.2% of the entire respondents are aware of digital marketing whereas the rest are not aware about it.

Digital marketing influence:



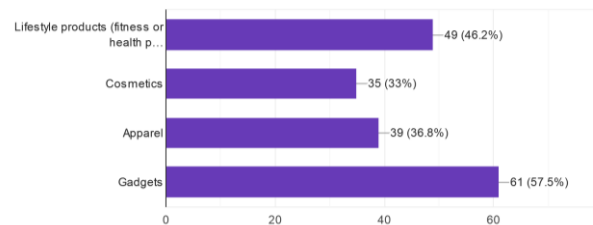
The above pie-chart shows the percentage of respondents who are influenced by digital marketing. It depicts that 65.1% of the total respondents have said that they get influenced by digital marketing whereas 30.2% are still doubtful.

Influential factor:



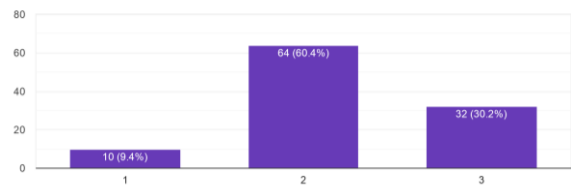
The above pie-chart states that 70.3% of the total respondents get influenced by social media marketing followed by 22.6% of the total respondents who are influenced by traditional television advertisements.

Purchase influence:



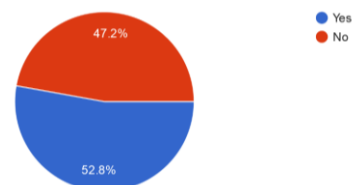
The above bar graph shows that 57.5% of the total respondents get influenced to purchase gadgets followed by 46.2% of the total respondents who have chosen lifestyle products such as fitness and health.

Frequency of purchase:



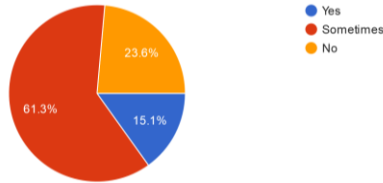
The above bar graph depicts that 60.4% of the total respondents do not easily get influenced to purchase through digital marketing.

Advertisement assurance:



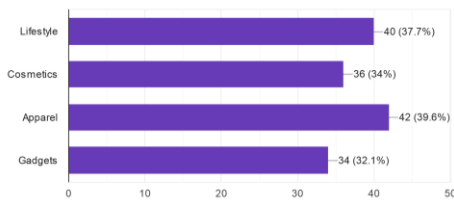
The above pie-chart shows that 52.8% of the total respondents think that the product does what the advertisement promises. The rest 47.2% think that the product doesn't fulfil what the advertisement promises.

Unnecessary purchases made after watching digital advertisements:



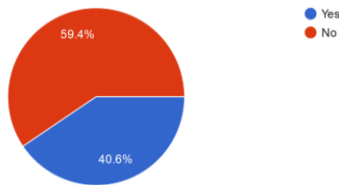
The above pie-chart shows that 61.3% of the total respondents sometimes make unnecessary purchases just by watching digital advertisements followed by 23.6% who have said that they do not make unnecessary purchases.

Segment of commodities that disappoint the expectations that is created:



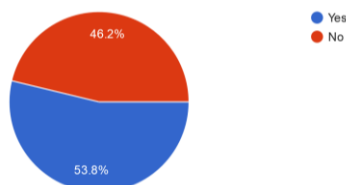
The above bar graph depicts that 39.6% of the total respondents get disappointed with the apparel segment followed by the second highest which are lifestyle products.

Companies following ethical policies:



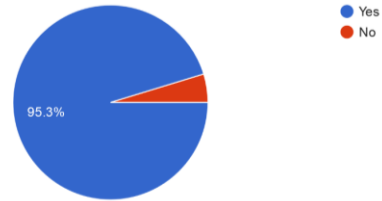
The above pie-chart depicts that 59.4% of the total respondents think that companies do not follow ethical policies to keep up their promises.

Company's responsibility to correct their false promises:



The above pie-chart depicts that 53.8% of the total respondents think that companies take responsibilities to correct their false promises that are created through digital marketing.

Impact of digital marketing:



The above pie-chart shows that 95.3% of the respondents think that digital marketing has created an impact on the society.

11. Findings

1. Through this survey it has been found that, majority of the respondents were females, and few were males, this shows that more females are digital consumers and are aware of digital marketing.
2. Majority of the respondents belong to the age group of 22 - 37 therefore showing that the people who belong to this age group are more exposed to digital marketing than the others.
3. Maximum number of respondents were students; this shows that students are more of digital consumers.
4. Majority of the respondents were aware of digital marketing which shows that there is digital consumerism prevailing.
5. Majority of the digital consumers have accepted that digital marketing highly influences them.
6. Majority of the respondents have said that social media marketing influences them the most which shows that people now a days are busy in socializing themselves digitally.
7. Majority of the respondents have said that they get influenced to purchase gadget items followed by lifestyle products which shows that they give more importance to technology and fitness.
8. Majority of the respondents have said that digital marketing does not really influence them in their purchase behaviour which shows that digital consumers do not easily get influenced.
9. The majority of the respondents have stated that the product fulfils its purpose as promised in the advertisement but they have also said that the companies do not follow ethical policies to keep up to those promise. This shows that companies are only sales and profit oriented.
10. Majority of the respondents have said that sometimes they tend to make unnecessary purchases just by watching digital advertisements which shows that

their purchase decision can be influenced.

11. Majority of the respondents have said that the expectations in the segment of apparel products have high rate of disappointment but also have stated that the companies take responsibility to correct their false promises that was created through the digital medium which shows that the company have started giving importance to customer satisfaction rather than just making profit.
12. A majority of the respondents feel that digital marketing has created an impact on the society which shows that there is an increase in digital consumerism.

12. Suggestions and recommendations

1. Not all segments of age group among the consumers were aware about the concept of digital marketing and therefore effective and transparent communication must be arranged for all the age groups to be equally aware about the concept.
2. The companies must come up with appropriate marketing strategies to influence a customer's purchase behaviour.
3. The companies must come up with ethical policies and practices that will increase the level of customer satisfaction and brand loyalty.
4. Companies must come up with efficient digital marketing strategies reaching out to their target

audience rather than focusing on general audience thereby increasing the products.

5. Companies must take responsibilities to correct their false promises that are created through digital marketing which will decrease the disappointment levels among its consumers.

13. Conclusion

Digital marketing should make sure that it does not neglect the economic aspect of marketing and should keep improving along with the advancement of technology. Digital marketing along with technology should create multiple opportunities for consumers to become digitally empowered and independent thereby being able to face unpredictable challenges. In the current era, buyers expect knowledge that offers potential solution to all the problems that are related to the products that they have purchased. Digital marketing must provide a platform for its consumers to increase their purchase level rather than dealing with false disappointments.

References

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