

DIGITAL MARKETING-A VIRTUAL SUPPRESSION OF TRADITIONAL MARKETING

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Abstract:

The digital revolution has shaken marketing fundamentally, offering clients greater worth transparency and occasionally even the chance to set the price. The introduction of "online purchasers" is the single most significant change in digital marketing. People are altered by technology. Digital technology is altering how customers interact with markets and products. Customers themselves are being reprogrammed in addition to our systems. The study of digital marketing and its impact on customers is the main topic of the current paper.

Keywords: Digital Revolution, Digital Marketing, online buyers

Importance of digital marketing:

Digital marketing is crucial for brand creation, brand promotion, and brand management. It includes any marketing initiatives that make use of electronic devices or the internet. To engage with present and potential customers, businesses use digital channels including search engines, social media, email, and their websites. The primary benefit of digital marketing is the cost-effective and measurable way in which a specific audience can be addressed. Brand loyalty will rise, and online sales will increase, among other benefits of digital marketing.

The design of digital marketing and advertising makes it simple to calculate return on investment (ROI). This is a significant accomplishment in in of itself because before the advent of the internet, it was unclear how many people advertising actually reached or what these people looked like.

A shift in marketing is under way as a result of the growth of the web and the internet, as well as the explosion of smartphones, tablets, laptops, and digital technology. Digital marketing is on the rise and will continue to soar.

Digital Marketing Strategies:

- 1) **Search Engine Optimization (SEO):** SEO is the act of influencing a website's or web page's online exposure in a web search engine's unpaid results, which are frequently referred to as "natural," "organic," or "earned" results. SEO comes in two flavours: organic and paid advertising. Because search engine algorithms are continuously evolving, SEO is a crucial component of a successful online business. The algorithms used by search engines have changed throughout time. Prior to its oversaturation, the Internet simply extracted the webpage's relevant information while still providing a

high rank. These days, user experience, website design, and quality are all factors considered by algorithms. 2017 (Zhang & Cabage)

- 2) **Email marketing:** Email marketing is the practise of promoting goods and/or services via email. It also entails the use of email to establish connections with possible clients or customers. When done right, email marketing enables firms to inform clients and cater marketing messages specifically to them.
- 3) **Social Media Marketing:** Social media marketing (SMM) is the practise of promoting a business's goods and services using social media websites and networks. Social media marketing offers businesses a method to connect with potential consumers, interact with current ones, and promote the culture, mission, or tone they want to project. Social media marketing, sometimes referred to as "digital marketing" and "e-marketing," has been specifically designed with data analytics tools that enable marketers to monitor the effectiveness of their initiatives. (Investopedia, unknown) Facebook, Twitter, Google+, Pinterest, and Instagram are the most popular social networking platforms. For example, WhatsApp, WeChat, Snapchat, LinkedIn, YouTube, and Foursquare.
- 4) **Mobile marketing** is a multi-channel, digital marketing strategy that uses websites, emails, SMS and MMS, social media, and applications to connect with a target audience using their smartphones, tablets, and/or other mobile devices. Mobile is changing how consumers interact with brands. The capabilities of a mobile device now match those of a desktop computer. Anything can be done on a small mobile screen, including opening emails, viewing websites, and reading information.
- 5) **Online affiliate marketing:** Affiliate marketing is the practise of generating revenue by promoting the goods of other people (or businesses). An advertiser will pay a blogger, website owner, or platform to promote their goods or services on their blog, website, or platform as part of an affiliate marketing campaign. Pay-per-click, pay-per-lead, and pay-per-sale are the three primary categories of affiliate advertisements.
- 6) **Pay-per-Click Marketing** Advertisers can pay a fee using this digital marketing technique each time one of their advertisements is clicked. Website traffic is directed using this model. One of the most often used types of PPC is search engine marketing. In the event that a user searches for a keyword associated with their product or service, it enables marketers to compete for ad placement in the sponsored links of a search engine. For instance, if a business places a bid on the keyword "PPC software," its advertisement may appear right at the top of the Google search results.
- 7) **Display Marketing** With the help of words, logos, animations, films, pictures, and other visuals, brands can visually communicate marketing messages or advertisements. Display advertising gives marketers a wide variety of inventive ad concepts, including various sizes and formats, images, and videos, which inevitably means more chances to draw in potential clients.

Consumer Behaviour

Consumers consume useful things and purchase goods in accordance with their requirements, preferences, and purchasing power. These commodities could be consumer goods, industrial goods, specialty goods, or durable goods.

Consumer behaviour, as described by Kotler & Keller (2012), is the study of how people, organisations, and groups choose, purchase, and use goods, services, experiences, or concepts to meet their needs and desires.

Consumer buying behaviour refers to the decision-making processes and actions that customers engage in when purchasing and consuming items, according to Rami (2012). Consumer behaviour is defined as the selection, purchase, and consumption of goods and services for the fulfilment of their wants. The consumer's decision-making process, buying habits, purchasing behaviour, brands he chooses to buy, and where he shops are all influenced by a variety of elements, specificities, and traits, the speaker continued. Each and every one of these criteria contributes to a purchase decision. Consumer behaviour is influenced by the consumer's culture, subculture, socioeconomic class, membership organisations, family, personality, psychological aspects, etc. Consumers occasionally engage in minimal decision-making, with contextual clues dictating their choices.

According to studies, there are three ways to look at consumer purchasing behaviour: as it is made, as it is experienced, and as it is influenced by behaviour. (Mowen, 1988).

Impact of Dm on Consumer Buying Behaviour

Consumers are shifting due to digital technologies. Consumers who once relied on their relatives and friends for product suggestions increasingly read online reviews, check websites for features and costs, and discuss their alternatives on social networking sites. In addition to empowering customers, this information flow also enables marketing teams to participate in the dialogue that consumers are having as they actively research product categories and weigh options. In fact, customers today demand marketers to assist them in making logical judgements. They simply don't want to feel pressured into buying anything, but they also want marketers to interact with them rather than impose their will. Several marketers view this as a fresh take on buzz marketing, and creating a soapbox for productive dialogue with consumers.

Conclusion

In India, the internet revolution is not a recent development. Due to the internet's quick development, the prevalence of clients, and social media, digital marketing has grown at an unequalled rate. Digital marketing has expanded greatly as a result of the quick uptake of online platforms and social media. In fact, organisations from all walks of life are using it increasingly these days. The study's findings support the assertion that internet marketing has a large influence on customer behaviour.

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