

“Research Paper on a Study on Digital Marketing and Its Impact on Costumer Behavior”

Prof. Kalokhe Deepali Vishwanath
Mobile No. 7219304850
deepalikalokhe90@gmail.com

Department of Commerce
Annasaheb Awate College, Manchar,
Tal-Ambegaon Dist. Pune

Abstract: Digital marketing is that the avenue of transmission which is employed by the marketers to endorse the products and therefore the services towards the marketplace. The supreme purpose of the digital marketing cares with consumers and allows the purchasers to intermingle with the merchandise by yirtue of digital media. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to urge the clear picture about this study.

Keywords: digital marketing, Awareness, Consistent, Interact

1. Introduction

Digital marketing is usually mentioned as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the web , but also including mobile phones, display advertising, and any other digital medium. Digital marketing campaigns are getting more prevalent also as efficient, as digital platforms are increasingly.

2. Objectives

1. To study the Digital Marketing
2. To study difference between Traditional Marketing and Digital Marketing
3. To study the impact of Digital marketing on consumers behavior
4. To study the awareness of Digital Marketing.

3. Research Methodology

Use Primary Data: The research is done through observation and collection of data through questionnaires. and Secondary data is collected from journals, books and magazines to develop the theory.

•Sample Size: The sample size is determined as 50 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

4. Digital marketing

Digital marketing encompasses all marketing efforts that use an device or the web . Businesses leverage digital channels like search engines, social media, email, and other websites to attach with current and prospective customers.

IMPORTANCE OF DIGITAL MARKETING:

- **Growth opportunities for small business:**

One of the most important advantage of digital marketing is one can select any method for marketing as per the budget and can easily reach large number of audience at less cost. In traditional marketing launching any new product in the market is itself is very difficult task.

- **Convenience for the customers:**

Without setting local outlet marketer can easily market the product on the internet this eliminates the barriers of distance. Now without any spending on distributer channels in different country one can easily export business globally

- **Less cost:**

Marketing product through retail outlet costs very high a compare to plug product on the web . One should not have spent on maintenances of stores and on displaying products on the shops, as one can order as per the demand of the product.

- **Personalization of the customers:**

Through digital market customer needs are fulfilled effectively and efficiently, having faster and easy interaction with the customer apart from this it increases customer satisfaction for the product as they can easily make comparison between the products and make purchase decision accordingly.

- **Build good relationship with the customers:**

Internet helps to build good relationship between customers and marketer as it increases the customer retention level. It builds a good communication with the customer from the point they purchase the product to the feedback related to the product and also solve the queries if the customers have any.

- **Instant Comparison between the products:**

Customers can easily do comparison between the products then accordingly make purchase decision. Online marketing allow customers to form free choices of the merchandise and therefore the then take decision as per the satisfaction.

Table 4:
Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety and Best quality of Products	10	20%
It is Easy to Search for What You Want	15	30%
Lower Prices	5	10%
Various Modes of Payments	10	20%
It can Save Time	4	8%
easy to return things	6	12%
Others	0	0%
Total	50	100%

6. Findings

- Digital marketing have a greater future in the present market.
- Consumers are satisfied through purchasing digital marketing.
- Digital marketing is better than faster of Traditional Marketing.
- People find it safe mode of online purchase.
- Awareness about online shopping is 100% among the respondents.
- Most numbers of respondents that is 20% feels that online shopping have best quality and variety products; 30% feel It is Easy to Search for What You Want, others feel that they can have a products with lower price, a variety mode of payments etc.

7. Suggestions

- 1)Improve technical advancement in promotion of digital marketing.
- 2)Collect and implement the feedback provided by the buyer within the right way.
- 3)Provide a transparent and good service to the buyer before and after purchase.

5) To provide full description about the products to the online shoppers.

8. Conclusion

To know the psychology of the consumers. Ever changing buying behavior of the consumers in the digitalized world should be understood properly to make the business sustainable. People should be made more aware regarding the advantages of digitalized marketing. More efforts should be laid down to make digital marketing safe so that there is an increase in the market size. The digitalization has brought positive change in behavior of consumers. Consumers are buying, payments at any time anywhere.