

# DIGITAL MARKETING: NEW SCENARIOS FOR BUSINESS GROWTH

## Abstract

Digital marketing is increasing at a rapid speed. Several agencies are using digital advertising and marketing for aggressive leads. The most part as decisive function is performed by the internet in digital marketing. Widespread incorporation of the Internet for both business and private use has generated many new channels for marketing and marketing activities. This article mainly focuses on the demanding situations and the increase of digital marketing inside the present scenario. The examination undertaken intends to discover the phenomenon related to digital marketing. It is focused on the examination of the function of digital advertising and marketing to understand consumer behaviour insights. And the way its influences customer behaviour with cutting-edge technology. Also, to understand the challenges & possibilities of an increase in digital advertising and marketing and its advantages.

**Keywords:** Digital Marketing, Digital Advertising, Marketing, Consumer Behaviour Insights.

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## I. INTRODUCTION

It is the usage of channels to attain the desired target marketplace through some of the following channels social media, websites, multimedia marketing, and online search engine commercial, E-marketing interactive marketing. It refers to any marketing methods performed through digital devices which utilize some form of a PC, together with online marketing and marketing efforts carried out on the internet. Inside the technique of accomplishing digital marketing, an enterprise might leverage websites, engines like Google, blogs, social media, video, email and similar channels to reach clients.

Unlike traditional marketing that's static and regularly referred to as “one-way” communication—digital marketing is an ever-converting, dynamic system. Said in any other case, Customers cannot interact with an enterprise via a billboard or print advert, while digital marketing offers an avenue for two-way communication between an enterprise and its real or potential Customers. There are several channels for engaging in digital marketing, which include:

- 1. Search Engine Optimization (SEO):** is the exercise of enhancing ratings within major search engines like Google to grow online traffic.
- 2. Search Engine Marketing (SEM):** enables paid online marketing to boost website visibility inside search engines like Google and Yahoo. SEM is often used on the side of SEO.
- 3. Pay-Per-Click (PPC):** is a web method for marketing in which a business most effectively pays for its commercials while someone clicks on them.
- 4. Social Media Marketing (SMM):** is an exercise of the use of social media channels to promote business services or products. Social media influencers, often called influencer marketing, are frequent in SMM.
- 5. E-mail Marketing:** allows companies to ship branded, promotional content material at once to potential Customers via email. The usage of computerized newsletters is not unusual in this context.
- 6. Affiliate Marketing:** is a performance-primarily based exercise that permits sales sharing and pay-per-sale (PPS) reimbursement within a common network.
- 7. Content Marketing:** refers to publishing and distributing textual content, video or audio substances to Customers online. Blogs, videos and podcasts are common methods for agencies to interact in content marketing.

The present study focuses on the role of digital marketing to understand consumer behaviour insights, the impact of digital marketing on Customer conduct within the modern generation, the advantages of digital marketing, and the challenges of growth in digital marketing and also highlights the scope of digital marketing.

## II. OBJECTIVES OF THE STUDY

- To study the role of digital marketing to understand consumer behaviour insights.
- To study the impact of digital marketing on client conduct within the modern generation.
- To identify the blessings of digital marketing.
- To apprehend the challenges & possibilities of growth in digital marketing.

## III. REVIEW OF LITERATURE

1. **Chaudhuri, P. (2020):** determined that digital advertising has a high-quality impact on consumer buying conduct, conventional marketing soon needs to be shifted to digital marketing. Digital marketing offers a possibility for customers to take a look at the information of the product furnished via the use of the corporation and may able to assess that reason so that you can experience the proper pick and may vicinity an order at any time 24\*7 at any location. Customers are aware of digital marketing and they prefer to shop for electronic and shopping goods via digital channels in their purchase behaviour. Digital media channels offer enough possibilities for marketers to speak, affect, and convert users into customers.
2. **Dastane, O. (2020):** said that digital marketing has an instantaneous and positive effect on buying goals. Digital marketing is consequently essential to generate buy intentions due to the fact consumers from all walks of existence are technologically superior and educated to apply modern gadgets, along with smart phones, computers, tablets, and digital devices, which have grown to be a part of their lives. The everyday use of those devices offers Customers a good stage of belief and a journey to try new strategies for online shopping, mainly due to the fact there are many methods to bridge them to products and services using a successful digital marketing approach.
3. **Durmaz, Y., & Efendioglu, I. H. (2016):** found that increasing prices of technological developments, tablets, smartphones, and other digital devices have turned out to be not unusual everyday items. Correspondingly, those who use social networks and e-mails had been using digital media for buying. Engines like Google make web surfing less difficult for human beings. Moreover, the method of decision-making in buying has become tons much less hard for promotional motion pictures and comments about the goods to help customers determine. The most vital distinction between digital and traditional marketing is that the information is used well in digitalmarketing.SEM and SEO are the 2 maximum vital bases for digital marketing. Even though organising search engine optimization infrastructure takes a long term, it's far greater permanent and can pay interest to reputation management and brand notion.
4. **Girshwyn Reddy (2016):** found out that Customers have an embracing notion of digital marketing and their uptake of the trend is at the growth. It became also set up that those customers have a numerous set of traits that are encouraged with the aid of the evolving trend of digital marketing and marketing. Customers at the moment are greater connected with firms than ever earlier. Due to the upward push of the net and web 2.0 retail companies' market on a wide variety of digital systems. Yet while companies in particular force their marketing tasks via digital platforms, it should be noted that conventional

marketing still performs a position in their marketing techniques. Customer access to digital is turning into less difficult and extra convenient, so customers now decide which channels they want to be communicated on instead of corporations deciding for them.

5. **Kaushik, R., & Prativindhya (2019):** recommends the usage of digital marketing for selling electronic goods. The rise in internet connection and mobile telephones is supporting digital marketing publicity and connection. A maximum of the shopping is stimulated by way of digital marketing is completed online because both exist at the identical platform, in view that online retailing is growing; the acceptance of digital marketing is also developing at a speedy velocity. The influence of digital marketing and marketing is properly furnished with empirical evidence on this look. Search engine marketing and marketing draws customer who searches for information online regarding whatever. The products or offerings aren't without delay supplied for sale through digital marketing, alternatively, a solution, assistance, or assistance is offered.
6. **Omar, A. M., & Atteya, N. (2020):** indicated that electronic mail has a relatively advantageous effect on customer selections on two levels (post-purchase and information research), and hurts consumer decisions in the purchase decision stage. The outcomes imply that mobile as a digital marketing channel hurts the Customer buying selection through all of the levels of consumer decision through all the stages of the consumer buying decision process. Also, re-targeting has a high impact on consumer decisions in the evaluation stage; then, information research needs recognition, purchase decision, and post-purchase. This Customer already knows the product and is trying to find extra statistics to evaluate the product and its extraordinary options to complete the degrees of the buying choice process.
7. **Sivasankaran, S. (2017):** exhibits from his study that India is the fifth biggest state in terms of YouTube customers. On average, Indians spend around 14 hours a week online, which overshadowed television. The Indian online marketing marketplace is developed at 50% consistent with 12 months and it turned into reported to pass one thousand crores in 2020. India has almost 950 mobile subscribers and a minimum of 50 million subscribers have internet-enabled cellular phones. The number of websites in India is greater than ninety million even as that of Facebook profiles is extra than 500 million. Every day over eight million inbounds and 12 billion outbound messages are despatched via WhatsApp. The study exhibits that most of the youngsters of the prevailing technology have gotten entry to the digital media but they lack the attention about its most appropriate utilization.

#### IV. DIGITAL MARKETING AND CUSTOMER BEHAVIOUR

There are some key strategies to leverage digital marketing for expertise and influencing customer behaviour:

1. **Put into Analytics:** Records analytics is an effective device for know-how consumer behaviour. Through studying information from diverse digital marketing channels, agencies can gain insights into Customer preferences, shopping patterns, and engagement degrees. This information can assist discover traits and goal-specific consumer segments, and tailor marketing campaigns to satisfy their needs.

2. **Personalize the Consumer Requirements:** Digital marketing lets companies create personalized reports for Customers. Through leveraging customer information and alternatives, brands can supply cantered content material, suggestions, and gives that resonate with individual Customers.
3. **Make Use of Social Media:** Social media systems offer a wealth of facts about consumer sentiment, reviews, and preferences. Manufacturers can leverage social media listening equipment to display conversations, record brand mentions, and gain insights into consumer perceptions.
4. **Engage Influencers:** Influencer marketing has grown to be a famous strategy for brands to attain and influence Customers. Through partnering with influencers who have a strong online presence and a dedicated following, companies can tap into their impact and credibility to sell their products or services.
5. **Leverage Consumer-Generated Content:** Consumer-generated content material, consisting of Customer critiques, testimonials, and social media posts, can drastically impact Customer behaviour. Agencies can inspire customers to share their stories and remarks, after which leverage this content in their marketing efforts.
6. **Live Agile and Adapt:** Customer behaviour is constantly evolving, and groups need to stay agile and adapt to these modifications. Through monitoring enterprise developments, consumer insights, and rising technology, businesses can proactively regulate their digital marketing and marketing strategies to align with patron expectancies.

## V. DIGITAL MARKETING AND MODERN GENERATION

The impact of digital marketing on Customer behaviour and the way groups can leverage insights to create effective online marketing and marketing techniques are accompanied.

1. **Consumer Conduct in the Digital Age:** Customer behaviour refers to the styles and tactics through which individuals make decisions about purchasing products or services and it has drastically changed due to digital media.
2. **Power of online research:** Customers have smooth get admission to the net; Customers now have a wealth of information at their fingertips. They can study products, examine prices, read critiques, and gather insights from other Customers' stories.
3. **Digital Word-of-Mouth:** Within the digital age, customers now rely heavily on online tips from peers, influencers, and different Customers to manually their buying choices.
4. **Customer Experimentation:** The digital age has opened up a world of possibilities and accelerated opposition. Customers are now extra willing to experiment with new manufacturers and merchandise that offer higher features, prices, or reviews.
5. **Prompt Responses:** Digital marketing enables brands to interact directly with their customers through diverse channels together with social media, e-mail, and live chat.

Brands that are responsive and provide timely assistance can -enhance Customer pride, build trust, and impact customer behaviour.

## VI. THE CHALLENGES OF DIGITAL MARKETING

Growing a digital marketing and marketing strategy may be a frightening task for organizations. Without a strategic digital marketing plan aligned with the general commercial enterprise goals, groups may also battle to draw and preserve Customers inside their destinies. The challenges are given underneath:

1. **Lack of a Digital Marketing Approach:** One of the most considerable demanding situations organizations faces is the absence of a nicely-defined digital marketing method. Without a clear plan in the vicinity, it will become hard to allocate sources correctly and measure the success of digital marketing efforts.
2. **Inadequate Awareness of the Target Audience:** Understanding the target audience is important for the achievement of any marketing and marketing campaign. Without deep know-how of who the target audience is and what their needs and choices are, corporations may struggle to create relevant and tasty content.
3. **Restrained Budget and Resources:** Budget constraints can pose a widespread assignment for corporations with digital marketing. Allocating resources effectively and maximizing the return on funding can be a complicated project.
4. **Keeping with Technology and Trend:** The digital panorama is continuously evolving, with new technologies and traits rising regularly. It's far essential to adapt to these modifications to stay aggressive.
5. **Measuring and Analysing Effects:** Measuring the effectiveness of digital marketing efforts and studying the outcomes is important for optimizing techniques and enhancing performance. But, many businesses conflict with tracking and studying the proper metrics.
6. **Content Material Introduction and Distribution:** Growing top-notch and tasty content material is essential for attracting and keeping Customers. However, agencies regularly warfare with content creation and distribution.
7. **Building a Sturdy Online Presence:** Setting up a robust online presence is important for agencies to gain visibility and credibility within the digital panorama. However, building an internet presence takes time and effort.
8. **Integration with Traditional Marketing and Marketing:** At the same time, digital marketing has ended up more and more important, and corporations ought to no longer overlook conventional marketing techniques. Integrating digital marketing with conventional marketing can create a holistic marketing approach that reaches a broader target market.
9. **Adapting to Mobile Marketing:** With the large use of smart phones, mobile marketing has turned out to be an important component of digital marketing and marketing

techniques. Businesses that fail to conform to mobile marketing might also leave out on reaching a massive component of their target market.

## VII. BLESSINGS OF THE DIGITAL MARKETING

Digital marketing can assist businesses to attain the following blessings:

1. **International Reach:** The internet is to be had by Customers across the globe. This lets businesses to the marketplace and sells to customers who live in a different state or country, disposing of many traditional limitations to entry.
2. **Low Price of Access:** To gain the global attain of digital marketing through traditional channels, there could be a serious price tag connected. Then again, certain aspects of digital marketing and marketing may be executed with small funding of time and assets.
3. **Measurable ROI:** To maximise earnings, businesses must carefully evaluate return on investment (ROI). Digital marketing presents real-time visibility into the effectiveness of every campaign, permitting commercial enterprise leaders to make nicely-knowledgeable selections to force revenue and growth income.
4. **Improved Connections:** Digital marketing permits businesses to target very unique demographics of potential Customers. With the aid of engaging Customers in a selected geography, enterprise or social channel, agencies have a much better chance of accomplishing their goal demographic.
5. **Instantaneous Connection:** Modern-day Customers usually search online and examine opinions before creating a purchase. Businesses with developed SEO, SEM and PPC techniques can connect immediately with Customers.
6. **Relationship Building:** The upward push of social media has become it right into a dominant communications platform for plenty of consumer demographics. Furthermore, Customers increasingly need to engage with corporations on their terms and their desired platforms.

## VIII. GROWTH OPPORTUNITIES IN DIGITAL MARKETING

While digital marketing gives its honest proportion of challenges, it also offers several opportunities for businesses to grow and thrive within the digital panorama. Allows explore a number of these possibilities and how corporations can leverage them to their gain.

1. **Focused Marketing:** Digital marketing lets businesses goal unique audiences based totally on demographics, pursuits, and online behaviour. By turning in personalized and relevant content material, businesses can increase engagement and conversions.
2. **Increased Attain and Visibility:** Digital marketing permits groups to attain a worldwide audience, regardless of their geographical vicinity. Through leveraging online channels including search engines and social media structures, agencies can increase their attain and grow brand visibility.

3. **Cost-Effective Marketing:** Compared to standard marketing strategies, digital marketing and marketing tends to be greater price-effective. Companies can reach a larger target audience at a fraction of the cost by way of leveraging online marketing structures and content material marketing strategies.
4. **Real-Time Information and Analytics:** Digital marketing offers businesses real-time data and analytics, letting them track and measure the effectiveness of their marketing efforts. This records-pushed method allows organizations to make statistics-sponsored choices and optimize their techniques for better outcomes.
5. **More Customer Engagement:** Digital marketing gives numerous channels for agencies to interact with their customers, such as social media, e-mail marketing, and live chat. By actively attracting customers and responding to their queries and comments, companies can build more potent relationships and foster Customer loyalty.

## IX. CONCLUSION

The impact of digital marketing on consumer behaviour cannot be overstated. The digital age has converted the way Customers study, made shopping decisions and engaged with manufacturers. Companies that understand and adapt to these adjustments can leverage digital marketing strategies to steer consumer behaviour, build brand loyalty, and drive sales. Through imposing information analytics, personalization, social media listening, influencer marketing, optimizing the patron journey, leveraging consumer-generated content, and staying agile, companies can live ahead of the curve and efficaciously interact with their target audience within the modern era.

Digital marketing has emerged as a critical device for groups in the latest digital technology. While it affords its truthful proportion of challenges, businesses that develop a strategic digital marketing plan and embody the possibilities it gives can function themselves for achievement. By knowledge of their target audience, allocating assets efficiently, and staying up to date with present-day traits and technologies, corporations can harness the strength of digital marketing and marketing to gather and preserve customers, pressure commercial enterprises to increase, and live ahead of the competition.

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