

Major No :- MKT/9

**“The Digital Revolution In Marketing And Its Impact On Consumer Buying
Behavior”**



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Abstract

The maximum and best use of digital marketing channels for building customer bonding and connections and long term loyalty has as of late picked up much attention. In this study, it shows how brand correspondence, complaint management system, and interaction can help advertisers support customer connections. This research shows that how clients picked up power over the brands by staying up to date with information. It additionally shows the components that are working behind to make the clients faithful to the brand and have a positive image of a brand. It likewise examines about how traditional marketing differs from digital one and the progressions brought by digital platforms in the advertising world today. Finally, it shows what customers want companies too appreciate their customer feedback and make them part of the whole process and keeps them the center of their business idea. We live in a highly competitive and advanced world now where the use and reach of internet has made man aware of everything happening anywhere in the world and thus changed the tradition marketing to digital strategies. The reach of digital marketing is far ahead of traditional one with lower costs and more opportunity to expand business worldwide.

Abstract: Marketing strategy in a nutshell maps an idea which forms the base of sustaining business keeping in mind the long-term benefits and competition in market. Marketing strategy is an idea which grows from the seed of value proposition enabling the company a step further over its competitors in terms of brand development and profit making. Its effects over the companies worldwide have been astonishing, especially over public-centric domains like automobiles, beverages etc. A soft drink giant, Coca Cola, is one such example which market aggressors since has been 1886. Coke as a brand in itself tries to substitute the entire soft drink markets. The main idea behind their marketing is they read people's mind across geographical boundaries. They started tying up with various food chains that have widespread not only in India but a world as a whole. The report puts light on the financial growth of the company due to these strategies. How the company is able to maintain the edge over its peers. The unique feature of their strategy is they tend to change their tag lines; this ensures that the target audience is interested in the product and they feel that the company is doing some innovation. The report also tries to forecast some of the future strategies that may be adopted by them and impact in their growth.