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“IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR”



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Abstract

As the market has become competitive and advancement in technology keeps on growing tremendously with the internet, traditional marketing strategies have shifted towards digital marketing strategies. The digital marketing space is wide enough to cater to the highly competitive market. It implements a business model that uses the best digital technologies that help in the reduction of cost and exponentially expand businesses globally. Digital marketing is making a great impact on businesses and their expansion. This is due to the customers being more comfortable with shopping online since they find digital marketing a lot safer than traditional marketing. Digital marketing is an opportunity for customers to get the information they need about any service or product provided by the company and make the necessary comparisons. This enables the customers to enjoy the right decision and place their orders at any time of the day at any place. This upgrade in technology and an increase in the use of the internet has led to an increase in the interconnectivity of consumers each day. Hence, it has resulted in consumer behavior change, and the organization has to find an understanding of this newly developed behavior of consumers. Even businesses are taking interest and investing a lot more on online marketing. Therefore, it is crucial to understand the consumer behavioral factors that make an impact on the effectiveness of e-marketing. There have been several types of research on the identified issues, and some of these researches are concluded by focusing on the customer's angle. This research is focused on the analysis of the impact of digital marketing on consumer buying behavior.

The objective of this research paper is to get an understanding of the different concepts of digital marketing. The research critically analyzes different patterns in the customer's behavior. The result of the study shows that there is a positive impact of digital marketing on consumer buying behavior. Hence, traditional marketing processes are likely to be shifted to digital marketing strategies soon.

Keywords: Digital marketing, email marketing, mobile marketing, social media marketing, consumer behavior, buying decision.

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