

Chapter 2

Role of digital marketing in Shaping Consumer Decision-Making

Shweta Tripathi¹ and Dr. Anjana Rai^{2*}

¹ *Department of Resource Management and Consumer Science, College of Community Science, A.N.D.U.A.T, Kumarganj, Ayodhya.*

² *Assistant Professor, Department of Extension Education and Communication Management, College of Community Science, A.N.D.U.A.T, Kumarganj, Ayodhya.*

**Corresponding Author*

Abstract

The way people look for information, weigh their options, decide what to buy, and communicate with businesses has all changed as a result of digital marketing. Customers now have more access to product information and individualized experiences thanks to the growing usage of the Internet, cellphones, social media, e-commerce platforms, and other digital technology. With a focus on social media marketing, search engine optimization, content marketing, email marketing, influencer marketing, and mobile marketing, this chapter explores how digital marketing influences consumer decision-making. Businesses can reach specific audiences, raise brand awareness, interact with consumers, tailor marketing messages, and gain insightful information through data analytics thanks to digital platforms. Digital marketing initiatives can have an impact on the consumer decision-making process, which includes need identification, information search, alternative evaluation, purchase choice, and post-purchase behavior. Consumer decisions are additionally influenced by online reviews, electronic word-of-mouth, website quality, tailored recommendations, promotional offers, influencer marketing, mobile commerce, trust, privacy, and artificial intelligence. Consumer trust and behavior, however, may be impacted by issues like privacy concerns, security threats, poor reviews, information overload, intense competition, quickly evolving technologies, and advertising weariness. All things considered, digital marketing is now a crucial part of contemporary corporate strategy and has a big impact on how consumers make decisions in the digital sphere.

Keywords: Consumer decisions, Digital marketing, Digital platforms.

Introduction

Due to the quick dissemination of technology and information via the Internet through a variety of channels, including social media, smart-phones, and electronic word-of-mouth, the globe is witnessing tremendous advancements in communications. Technological advancements make the globe seem like a tiny town since these communication channels allow access and connection with consumers. Therefore, the way consumers interact with businesses online has been directly impacted by the expansion of the internet and the rise in social media platforms. As a result, businesses have shifted their promotional focus to digital advertising and social media marketing in order to attract and retain clients in the fiercely competitive online economy. Nearly 28 million internet users between the ages of 7 and 75 use social media. Women make up the majority (51.8% vs. 48.2%), and they are more likely to live in rural areas (36.2%) and have completed secondary or higher education (more than 65% overall). Businesses are using digital platforms and technology more and more to reach specific audiences, increase brand awareness, and improve customer experiences. A vital part of the digital marketing ecosystem, e-commerce has become a powerful force in the world economy. Technological developments, changing customer preferences, and the increasing significance of convenience and personalization have all contributed to the growth of online shopping. A new marketing environment has been brought about by the development of the internet and the widespread use of digital gadgets. In order to engage customers and affect their purchasing decisions, digital marketing encompasses a range of strategies, including social media marketing, search engine optimization (SEO), content marketing, email marketing, and online advertising. A two-way communication channel between companies and customers is made possible by the interactive nature of digital marketing, which makes the customer experience more tailored and interesting. Because customized

marketing messages can more successfully connect with individual tastes and needs, customization plays a significant role in influencing consumer purchasing decisions. The capacity of digital marketing to gather and examine enormous volumes of customer behavior data is one of its main benefits. Businesses may monitor how customers engage with their websites, learn about their preferences, and adjust their marketing tactics by using tools like Google Analytics. Marketers are able to develop highly focused ads that have a substantial influence on customer purchasing decisions because to this data-driven approach. For example, compared to generic, one-size-fits-all emails, tailored email campaigns that cater to the unique interests and demands of customers can result in higher conversion rates.

Concept and Evolution of Digital Marketing

Definition of Digital Marketing: “Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.”

Evolution from Traditional to Digital Marketing

The advancement of technology and digital marketing are inextricably linked. Ray Tomlinson sent the first email in 1971, and his technique created the foundation for file transfers between computers. Computer storage capacity was already large enough to hold enormous amounts of client data in the 1980s. Instead of using limited list brokers, businesses began to use internet strategies like database marketing. These databases changed the buyer-seller relationship by enabling businesses to track client information more efficiently. The manual method was less effective, though. The phrase “digital marketing” was first used in the 1990s. With the introduction of server/client architecture and the rise in usage of personal computers, CRM apps became an important component of marketing technology. Vendors were compelled by intense competition to incorporate other services, such as marketing, sales, and service applications, into their software. With the advent of the Internet, marketers were also able to possess vast amounts of online client data with e-CRM software. Businesses might get customer experience priority and update consumer needs data. As a result, AT&T’s “You Will” campaign became the first clickable banner ad in 1994. During the first four months of its launch, 44% of all viewers clicked on the advertisement. As the number of Internet users increased and the iPhone was introduced in the 2000s, consumers began looking for items and making judgments about their requirements online rather than consulting salespeople. This presented a new challenge for a company’s marketing department. Furthermore, a 2000 poll conducted in the UK revealed that the majority of retailers had not established their own domain address. These issues forced marketers to discover digital strategies for expanding their markets.

The evolution of digital marketing in the 1990s and 2000s has altered how companies and brands use technology for marketing. Digital marketing efforts are becoming more common and effective as individuals utilize digital gadgets instead of going to physical stores and as digital platforms are increasingly integrated into marketing strategies and daily life. The idea of marketing automation was proposed in 2007 to address the aforementioned issue. Businesses were able to segment their consumer base, start multichannel marketing campaigns, and give them personalized information thanks to marketing automation. Nevertheless, it did not adapt to consumer devices quickly enough. The 2000s and 2010s saw a sharp increase in the sophistication of digital marketing due to the availability of gadgets that could access digital media. Digital marketing was continuing expanding, according to data from 2012 and 2013. As social media sites like LinkedIn, Facebook, YouTube, and Twitter grew in popularity in the 2000s, people’s daily lives became increasingly reliant on digital devices. They anticipated a smooth user experience when searching for product information across several channels. The variety of marketing technologies was enhanced by the shift in consumer behavior. The term “worldwide digital marketing” has gained widespread usage, particularly since 2013. Digital media spending increased by 48% in 2010, with an estimated 4.5 trillion internet advertisements served annually. Businesses are using Online Behavioral Advertising (OBA) to customize advertisements for internet users, which accounts for a rising amount of advertising. However, OBA raises concerns about data protection and customer privacy.

Importance of Digital Marketing in modern era

In recent years, digital marketing has grown rapidly and is now a significant component of modern business strategies. Numerous digital platforms, including websites, social media, email, and search engines, give businesses new ways to effectively and accurately connect with and engage with their target consumers. The way that consumers behave has also altered dramatically in this digital age. Customers are using social media channels to compare items, look up information online, and give feedback. Businesses can obtain major competitive advantages by utilizing digital marketing technology and adjusting to these developments. In light of the challenges posed by global competition and the ongoing changes in the market, it is becoming more and more crucial for businesses to incorporate digital marketing into their strategic management strategies. Businesses can improve operational efficiency, increase market share, and provide consistent and more relevant consumer experiences by incorporating digital marketing into their overall strategy.

- **Global reach and accessibility:** By removing geographical restrictions that restrict traditional marketing strategies, digital marketing allows companies to reach a worldwide audience. Businesses can expand their market presence and prospective consumer base by using online platforms to target people worldwide.
- **Cost-Effectiveness:** Digital marketing is frequently less expensive than traditional marketing media like print, radio, and television. Social media, search engines, and email marketing are examples of platforms that provide businesses with inexpensive ways to advertise their goods and services. These platforms are especially helpful for small and medium-sized businesses with tight budgets.
- **Personalization and Targeted Marketing:** Highly targeted campaigns are made possible by digital marketing. By segmenting their audience according to demographics, interests, and behavior, marketers can make sure that the most relevant people see their messaging. Customized content and recommendations are examples of personalization that improves user experience and boosts conversion rates.
- **Measurable Outcome and Analytics:** Real-time performance measurement and analysis is one of the biggest benefits of digital marketing. Social media insights and Google Analytics are two tools that offer useful information on ROI, user engagement, and campaign effectiveness. Businesses can optimize their strategy and make well-informed decisions thanks to this data-driven approach.
- **Increased Customer Engagement:** Direct communication between companies and their clients is made possible by digital marketing

platforms, especially social media. This interaction strengthens bonds, increases brand loyalty, and enables businesses to quickly respond to client comments and issues.

- **24/7 Presence and Convenience:** Digital marketing guarantees that companies can be reachable by clients at all times. Customers can interact with brands, make purchases, and get information whenever it's convenient for them thanks to online platforms that are open around-the-clock, which boosts sales and customer happiness.
- **Adaptability and Agility:** Businesses need to be flexible in order to remain competitive in the ever-changing digital landscape. Rapid adaptation to shifting consumer behavior, market trends, and developing technology is made possible by digital marketing. Based on performance analytics, marketers can swiftly test new tactics, modify campaigns, and change course.
- **Brand Awareness and Visibility:** Companies can improve their brand awareness and visibility through a variety of digital media. Building a strong brand identification and boosting recognition among target audiences are facilitated by content marketing, SEO, and social media presence.
- **Competitive Advantage:** Adopting digital marketing gives you a big advantage over competitors. Businesses that successfully use digital tools and platforms can beat rivals who just use conventional marketing strategies. Businesses can become leaders in their field by utilizing cutting-edge technologies and staying ahead of digital trends.
- **Customer Behavior Insights:** Using data analytics and tracking tools, digital marketing offers insights into customer behavior. Businesses may better satisfy customer needs by customizing their strategies and services based on an understanding of consumer preferences, browsing behaviors, and purchasing patterns.

Consumer Decision-Making Process

Understanding how consumers make purchasing decisions is essential. The decision-making processes that consumers go through before, during, and after making a purchase of products or services in return for money are known as the consumer buying decision process. It facilitates the seller's or marketer's ability to sell their products or services. Marketers may be successful in marketing their products or services if they are able to comprehend consumer behavior in relation to the purchasing decision-making process. The five steps of the customer purchasing decision process include problem identification, information search, alternative evaluation, purchase choice, and post-purchase behavior. It demonstrates how a customer considers a product before making a purchase. The buyer can use all five stages during decision making process towards a product.



Figure 1

- **Need recognition:** This is the initial step in the purchasing decision-making process. Another name for it is "problem recognition." Basic necessities like food, drink, shelter, and air come first. It might also begin with a step beyond necessities. The business should recognize the needs of its customers and concentrate on meeting those needs. Businesses can identify consumer needs through need recognition and develop marketing strategies. For example, when someone is hungry, food is what they want, yet a nice meal can satiate their hunger. Therefore, the organization should concentrate on meeting customer needs. Information search comes next.
- **Information search:** This is the second step in the decision-making process for consumers. When a consumer visits the market to purchase goods or services, the consumer remembers their thoughts about the product. If the previous experience was favorable and the customer was satisfied, the consumer purchases the product and the information search comes to an end. However, if the customer has a bad or unpleasant past experience, they start looking for information on that product. When a customer wants to try a new product, they also look up the product's details. At this point, the customer starts looking for information about the product from various sources. "Consumers can obtain information from any of several sources," according to Kotler. These include public sources (mass media, consumer rating agencies, social media, online searchers, and peer reviews), commercial sources (advertising, salespeople, dealers and manufacturers, web and mobile sites, packaging, displays), and experimental sources (looking at and using the product).
- **Evaluation of alternatives:** This is the third phase of the purchasing decision-making process for consumers. It follows the second step of the purchasing decision-making process, which is the information search. After gathering information about a product or brand, the consumer ranks it before evaluating it. For instance, if a customer wants to purchase a car, they will gather information on the brand and then compare it to other brands. Although it is challenging to comprehend customer behavior, marketers concentrate on some aspects, such as consumers' desire to have their needs and wants met and their desire to gain more from particular businesses.
- **Purchase decision:** This is the fourth step in the decision-making process for consumer purchases. After gathering information from many sources, evaluating it, and choosing where and what to buy, the customer has made the decision to purchase a product. Customers buy the product or brand that they ranked highest during the evaluation process. The environment had an impact on the

purchase decision as well.

- **Post-purchase decision:** The fifth and last step in the consumer purchasing decision-making process is the post-purchase decision. Even after a customer purchases a product, the business continues to operate. Businesses should be aware of how customers behave or perceive their products. The customer may be happy or unhappy with the product after using it. Satisfied customers are more likely to stick with the same product, and they may even persuade others to purchase it. The likelihood of boosting a customer's loyalty to a product is at its highest, and if they do, their chances of sticking with it are at their highest. Sales of the goods will rise if the customer keeps the product, which will fulfill the company's overarching goal of making a profit. The issue emerges if the customer is unhappy with the company's product. There are several reasons why a customer can be unhappy. If the business promised something and failed to provide it, the customer may be unhappy.

Digital Marketing tools Influencing consumer Decisions

• **Social Media Marketing:** Social media has completely changed the structure of consumer behavior and reshaped the field of digital marketing. Customers are increasingly active participants in an ongoing dialogue rather than passive recipients of brand messaging. Instagram, Facebook, TikTok, Twitter (X), LinkedIn, and other platforms have developed into ecosystems where real-time engagement, feedback, influence, and purchase decisions take place. Social media's immediacy, interactivity, and authenticity have revolutionized consumer expectations, decision-making, and brand relationships. Social media enables two-way contact, in contrast to static web ads or TV commercials. Customers have the ability to openly react, remark, share, and even criticize brand content. In contrast to traditional advertising, this interactive dynamic fosters a sense of empowerment. A brand must now be sensitive, conversational, and aware of its followers; it is no more a detached authority. It contributes to raising brand awareness, trust, and emotional ties.

• **Social Media Marketing:** Search engine marketing, or SEM, is a type of Internet marketing that promotes websites by making them more visible in search engine results pages (SERPs), mostly through paid advertising. SEM may include search engine optimization (SEO), which modifies or rewrites website architecture and content to improve pay-per-click (PPC) listings, raise the website's call to action (CTA), and rank higher in search engine results pages.

1. Search Engine Optimization: SEO is the practice of improving websites to rank higher in search engine result pages in order to receive visitors from free, natural, or organic search results. Based on an algorithm-determined ranking, search engines such as Google, Yahoo, Bing, and others display the most pertinent content. One tactic is to switch from the HTTP (Hypertext Transfer Protocol) format to HTTPS (Hypertext Transfer Protocol Secure), which is more secure and provides better search results. Increasing relevant traffic is aided by content optimization for search engines. Relevant keywords, improving a website's title and description, lowering loading times, backlinks, and other strategies are some ways to maximize SEO. There are three types of SEO:

- **On-page SEO:** This type of SEO concentrates on all of the content that is accessible "on the page." To rank better on search engine results pages (SERPs), important keywords must be included. Keywords should be connected to pressing issues or aspirations that consumers may be looking for.
- **Off-page SEO:** Activities that occur "off the page," such as backlinks, which are inbound links. Companies can raise their search engine ranking by networking with other publishers.
- **Technical SEO:** This relates to the website's backend, or the coding of its pages. Technical SEO techniques like image compression, structured data, and CSS file optimization improve the website's loading speed, which is crucial for search engine ranking.

2. Paid inclusion: When a search engine company charges a fee to include a website in their results pages, this is known as paid inclusion. Most search engine firm offer paid inclusion items, also referred to as sponsored listings, either in the main results area or as a distinct advertising area. The price structure serves as a revenue generator as well as a filter against unnecessary submissions. Usually, the cost includes a yearly subscription to a single webpage that is automatically cataloged on a regular basis.

• **Content Marketing:** The purpose of content marketing is to drive lucrative customer action by attracting, acquiring, and engaging a clearly defined target audience through the creation and distribution of relevant and quality information. In order to establish trust and cultivate deep connections with customers, it focuses on delivering interesting and useful information. In contrast to conventional advertising, content marketing promotes dialogue and gives all parties a voice. Content marketers employ a variety of strategies to draw in and keep consumers, including: Websites, blogs, webinars, ebooks, whitepapers, infographics, podcasts, slide shows, email newsletters, Videos.

• **Email Marketing:** Email enables personalized, interactive, and active communication that satisfies the needs of an empowered customer. By sending emails based on consent, involving customers in the communication process, and tailoring emails to the receivers, email marketing may empower consumers. To get the most out of the channel, current email marketing methods must be changed.

- **Promotional:** Designed to increase conversions through product debuts, sales, or invitations to events.
- **Transactional:** Automated updates such as order confirmations, receipts, or password resets.
- **Lifecycle:** Nurturing initiatives that re-engage dormant customers, upsell, or enroll new users.
- **Newsletter:** Educational or brand-focused material designed to foster enduring connections.

• **Influencer Marketing:** With the ultimate goal of improving business performance, online influencer marketing (OIM) is a technique in which a company chooses and rewards online influencers to interact with their social media followers in an effort to use these influencers' special resources to promote the company's products. OIM has become a global phenomenon and a crucial part of brands' marketing strategies as companies increasingly give online influencers—like the Italian fashion influencer Chiara Ferragni, the American car influencer Supercar Blondie, or the Chinese beauty influencer Austin Li—the ability to present and promote their products.

• **Mobile Marketing:** Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, e-mail, SMS and MMS, social media, or mobile applications [1]. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services, appointment reminders and ideas.

- 1. SMS Marketing:** In the early 2000s, SMS (Short Message Service) marketing gained popularity in Europe and some areas of Asia as companies began to gather mobile phone numbers and transmit desired (or undesirable) material. SMS messages are very effective at

reaching receivers rapidly because they have an average 98% open rate and are read within three minutes. In certain regions of the world, SMS marketing has gained legitimacy as a form of advertising in recent years. This is due to the fact that the carriers that oversee their own networks have established standards and best practices for the mobile media sector (including mobile advertising), in contrast to email via the public internet.

2. **Push Notifications:** Apple originally made push notifications available on iPhones in 2009 with the Push Notification Service [20]. In 2010, Google created Android Cloud to Device Messaging, or C2DM, for Android devices. In 2013, Google Cloud Messaging took the position of this service [21]. Google Cloud Messaging, often known as GCM, replaced C2DM with enhanced authentication and delivery, new API endpoints and messaging parameters, and the elimination of API send-rate and message size restrictions. On a mobile device, it appears as a message. It is the transfer of data from a software program to a computer device without the client's or user's request.

Impact of Digital Marketing on Consumer Behavior

By altering how people look for information, assess items, decide what to buy, and engage with businesses, digital marketing has completely changed consumer behavior. Customers now have fast access to product information and more control over their purchasing decisions thanks to the widespread usage of smartphones, high-speed internet, social media platforms, and e-commerce websites. Digital marketing, in contrast to traditional marketing, offers two-way communication, allowing customers to actively interact with brands, share their experiences, and sway other prospective customers.

- **Creating Brand Awareness:** Through email campaigns, social media platforms, online ads, search engines, and content marketing, digital marketing improves brand visibility. Customers are constantly exposed to goods and services through various digital platforms, which improve brand recall and identification. Businesses may build a strong brand image and maintain their competitiveness in the market by maintaining a consistent internet presence. Digital advertising greatly increases customer awareness and influences buying intentions, according to studies.
- **Improving Information Search and Evaluation:** Consumers are increasingly looking for comprehensive information online, comparing options, watching demonstration videos, and reading professional opinions before making a purchase. Customers can make well-informed decisions by using search engines, corporate websites, blogs, and comparison platforms. Having easy access to thorough product information lowers uncertainty and boosts confidence while making purchases.
- **Building Consumer Trust Through Online Reviews:** One of the most important elements influencing consumer purchasing behavior is customer-generated reviews, ratings, and testimonials. While unfavorable reviews may deter potential customers, positive reviews increase trust and perceived product quality. Consumer views and purchasing intentions are greatly influenced by electronic word-of-mouth (e-WOM) disseminated via social media and review sites.
- **Influencing Purchase Intention Through Social Media:** Social media sites like Facebook, Instagram, YouTube, LinkedIn, and X give companies the chance to communicate with customers directly. Customers and brands are emotionally connected through influencer marketing, live product demos, customer interaction, and user-generated content. Before making a purchase, consumers frequently rely on recommendations from peers and influencers.
- **Personalized Marketing and Customer Engagement:** Businesses may now offer tailored ads based on customers' browsing history, interests, and past purchases thanks to developments in data analytics and artificial intelligence. By showcasing products that suit individual preferences, personalized suggestions enhance consumer satisfaction, boost engagement, and promote repeat business.
- **Encouraging Impulse Buying:** Digital marketing techniques that encourage impulsive purchases include countdown timers, discount coupons, flash discounts, limited-time offers, and customized alerts. One-click features and mobile shopping apps further streamline the purchasing process and encourage impulsive purchases.
- **Strengthening Customer Loyalty:** To build enduring relationships with customers, businesses employ loyalty programs, customized email campaigns, special offers, and ongoing social media interaction. Frequent communication and post-purchase assistance boost consumer happiness and promote recurring business, which strengthens brand loyalty.
- **Challenges Affecting Consumer Behaviour:** Digital marketing has a number of drawbacks despite its advantages. Consumer trust can be diminished by privacy concerns, data security difficulties, fraudulent reviews, deceptive advertising, and information overload. Additionally, consumers may become more selective and skeptical of marketing messages as a result of advertisement fatigue brought on by the growing amount of online promotional information.

Factors Affecting Consumer Decision-Making in Digital Environment

The internet world has completely changed how consumers look for information, weigh their options, and decide what to buy. A highly engaged marketplace has been produced by the extensive usage of digital payment methods, social media, mobile applications, and e-commerce platforms. In the digital sphere, a number of technological, psychological, social, and marketing-related elements impact consumer decision-making.

Online Reviews and Ratings

One of the most important variables influencing digital buying decisions is consumer ratings and online reviews. Before making a purchase, consumers frequently read reviews to assess the quality of the product and eliminate ambiguity. While negative reviews deter potential customers, positive ratings boost trust and purchase intention.

Electronic Word-of-Mouth (e-WOM)

Consumer thoughts, suggestions, and experiences expressed via social media, blogs, forums, and review websites are referred to as electronic word-of-mouth. Because it represents actual customer experiences and has a big impact on purchasing decisions, e-WOM is seen as more reliable than traditional advertising.

Website Quality and User Experience

Customer satisfaction is significantly impacted by a website's design, usability, speed of loading, product descriptions, search capabilities, and safe payment methods. A website that is easy to use enhances the buying experience and raises the possibility of making a purchase.

Social Media Marketing

Social media platforms such as Instagram, Facebook, YouTube, LinkedIn, and X enable brands to interact directly with consumers. Product demonstrations, live sessions, influencer collaborations, and user-generated content increase brand awareness, engagement, and purchase intention.

Personalized Marketing

Businesses can use digital technologies to provide customers with tailored ads and product recommendations based on their browsing habits, purchasing patterns, and preferences. By offering pertinent material and enhancing the purchasing experience, personalized marketing raises client satisfaction.

Price Transparency and Promotional Offers

Prices from several internet stores can be readily compared by customers. By raising perceived value, discounts, cashback incentives, coupons, flash sales, free delivery, and loyalty awards promote online shopping.

Trust, Privacy, and Security

One important factor influencing online buying behavior is trust. Customers are more likely to make purchases from websites that offer dependable customer service, transparent privacy policies, and safe payment gateways. Concerns regarding data privacy, fraud, and cybersecurity may discourage online purchases.

Mobile Commerce

The increasing use of smartphones has accelerated mobile commerce. Mobile shopping applications, digital wallets, QR-code payments, and one-click purchasing provide convenience and encourage frequent online shopping.

Influencer Marketing

By posting product reviews, guides, and firsthand accounts, social media influencers mold the opinions of their followers. Influencers are frequently seen by consumers as reliable information sources, particularly when choosing fashion, cosmetics, cuisine, and lifestyle items.

Artificial Intelligence and Recommendation Systems

Businesses can use artificial intelligence to analyze customer behavior and offer chatbots, virtual shopping assistants, personalized product recommendations, and predictive marketing. These technologies boost purchasing decisions and increase customer involvement.

Challenges in Digital Marketing

Audience, sales, and profitability are all increased via digital marketing. However, new technologies provide new difficulties. The obstacles that marketers must overcome are as follows:

Lack of skilled talent:

Success in digital marketing requires the right knowledge and skills. There are two primary skill-related challenges:

- **Hiring issue:** It's challenging to find a candidate with both technical and creative skills. Because sources are not growing at the same rate as positions in digital marketing, there is a marketing skills gap.
- **The issue with team upskilling:** Employees must be passionate and dedicated to learning new skills. In general, people are constantly reluctant to learn new things and accepting change. But technology are moving swiftly. So, consistently training for integrating new abilities and changing behavior of the team is a huge issue for marketers.

Rapid changes:

The world of the internet is evolving quickly. Because marketing methods are always changing, investments in them become outdated more quickly. High maintenance expenses are a result of an environment that is always changing. Additionally, to increase awareness, it is necessary to constantly adapt to changes in platforms and tools. To survive, one must buy, update, and integrate the appropriate software and stay current with the application, search engines, etc. that the audience uses.

Requires a lot of hard work:

Although digital marketing looks appealing, it takes a lot of time and effort to be successful. For example, creating useful content, creating a visually appealing website, interacting with leads on various social media platforms and websites, controlling digital advertising platforms to

stay at the top, etc. It's crucial to update or remove out-of-date content on time. Additionally, the emphasis is gradually changing from keywords to key phrases. Therefore, instead of only concentrating on popular keywords, businesses now need to write about themes in order to rank highly in search results. For all of these tasks to be completed effectively, sufficient personnel and concentration are needed.

Needs thick skin to fight negative reactions:

Digital marketing is a clear and open way to get unanticipated brand exposure. Social media and review websites might display unfavorable comments or critiques. In an online setting, negative word-of-mouth spreads faster than positive. Negative remarks or content can damage a brand's reputation. Furthermore, a poor response might seriously harm a brand's reputation. Trolls have the ability to ruin a brand's reputation. Additionally, one needs to be on guard to prevent competitors from using the marketing campaign or criticisms against them.

High competition:

Growing both domestically and globally creates intense rivalry in the internet sector. In order to differentiate themselves from competition, businesses need to attract global target consumers. The key to success is to arrange and optimize the message and website for various countries. Businesses must contend with billions of websites, information, videos, advertisements, etc., even in local markets.

Noisier space:

The noise level in the internet is rising daily. The identical product is sold by thousands of companies. There is a million-billion-dollar amount of content on nearly every subject, company, and item. Visitors' attention spans are decreasing and the average bounce rate is rising. The audience is looking for a speedy fix for their issues. Maintaining relevance is essential to ensuring ongoing involvement in such a crowded field.

Security vulnerabilities:

The largest obstacle to internet-dependent digital marketing is the possibility of a cyber attack. Distributed denial-of-service (DDoS), phishing, data breaches, identity theft, malware, and more are examples of various attacks. These attacks have an impact on the companies' infrastructure systems and the trust of their customers. It is crucial to utilize extra software, such as firewalls, virtual private networks (VPNs), HTTPS encryption, etc., to protect private and sensitive data.

Annoying:

Everything in excess is harmful. When a customer visits any website, they are typically inundated with content, advertisements, blogs, webinars, etc. Some digital technologies, such as retargeting ads, pop-up ads, and video commercials, are really bothersome. On every website or social media platform they visit, they continue to follow the audience. Getting sporadic commercial emails every day is another issue. According to CXM (2019)¹², 52% of respondents to the London-based tech company Ogury's The Reality Report of 287,000 mobile consumers concur that invasive or irrelevant messages make them think poorly of the app or website.

Conclusion

The way consumers look for information, weigh their options, and decide what to buy has completely changed as a result of digital marketing. Customers now have access to a wealth of information and individualized purchasing experiences in a dynamic and interactive marketplace thanks to the combination of digital technologies, social media platforms, e-commerce websites, mobile applications, and artificial intelligence. In contrast to traditional marketing, digital marketing allows for two-way contact, which helps companies forge closer bonds with customers through interaction, feedback, and tailored offers. To sum up, digital marketing is becoming a crucial part of contemporary business strategy and a significant influence on consumer choice. To create successful marketing strategies, increase customer engagement, and gain a lasting competitive edge in an increasingly digital world, marketers, researchers, and legislators must have a solid understanding of digital consumer behavior.

References

- [1] Antczak, B., 2024. The influence of digital marketing and social media marketing on consumer buying behavior. *Journal of modern science*, 56(2), pp.310-335.
- [2] Babatunde, S.O., Okeleke, P.A. and Ijomah, T.I., 2022. The role of digital marketing in shaping modern economies: an analysis of e-commerce growth and consumer behavior. *International Journal of Management & Entrepreneurship Research*, 4(12), pp.675-691.
- [3] Wilson, G., Johnson, O. and Brown, W., 2024. The influence of digital marketing on consumer purchasing decisions. https://www.researchgate.net/publication/333709419_Digital_Marketing_A_Review https://www.researchgate.net/publication/389026417_Digital_Marketing_Strategies_Challenges_and_Opportunities_in_the_Digital_Technology
- [4] Qazzafi, S.H.E.I.K.H., 2019. Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), pp.130-134.
- [5] Duralia, O., 2024. The impact of digital marketing on consumer behaviour. *Studies in Business and Economics*, 19(2), pp.96-109. https://en.wikipedia.org/wiki/Search_engine_marketing <https://www.sciencedirect.com/topics/computer-science/content-marketing>.

- [6] Hartemo, M., 2016. Email marketing in the era of the empowered consumer. *Journal of Research in Interactive Marketing*, 10(3), pp.212-230. https://en.wikipedia.org/wiki/Mobile_marketing.
- [7] Basu, P. and Naskar, M. (2023) 'The impact of digital marketing on consumer behavior: A comprehensive review', *International Journal of Applied Science and Engineering*, 11(2), pp. 99–107.
- [8] du Plessis, C. (2022) 'A scoping review of the effect of content marketing on online consumer behavior', *SAGE Open*, 12(2), pp. 1–17.
- [9] Theodorakopoulos, L. (2024) 'Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review', *Human Behavior and Emerging Technologies*, Article 3641502.
- [10] Pappu, S., Kotni, V.V.D.P., Prasanna, I.L. and Krishna, S.V.S.S.P. (2025) 'Digital marketing influence research in consumer behavior: A systematic literature review using TCCM and future research agenda', *Indian Journal of Marketing*.
- [11] Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*. 8th edn. Harlow: Pearson.
- [12] Kotler, P., Keller, K.L. and Chernev, A. (2022) *Marketing Management*. 16th edn. Harlow: Pearson.
- [13] du Plessis, C. (2022) 'A scoping review of the effect of content marketing on online consumer behavior', *SAGE Open*, 12(2), pp. 1–17.
- [14] Theodorakopoulos, L. (2024) 'Leveraging big data analytics for understanding consumer behavior in digital marketing: A systematic review', *Human Behavior and Emerging Technologies*, Article 3641502.
- [15] Pappu, S., Kotni, V.V.D.P., Prasanna, I.L. and Krishna, S.V.S.S.P. (2025) 'Digital marketing influence research in consumer behavior: A systematic literature review using TCCM and future research agenda', *Indian Journal of Marketing*.
- [16] Gupta, N., 2020. Digital marketing: Trends, opportunities, and challenges. *Asian Journal of Management*, 11(4), pp.434-440. <https://consumerbehaviourmarketing.home.blog/2019/03/25/consumer-decision-making-process/>