Digital Marketing And Buying Behaviour Of Consumers In Modern World: A Critical Review

[1]Tharu Jossy and [2]Reena R.

Abstract

At the onset of the new century, we found ourselves at the inception of the IT State Revolution. The advancement of the Internet has greatly facilitated this change. The Internet rapidly transforms the way individuals behave. Undoubtedly, advertising will be impacted by this as well. The Internet is widely acknowledged as the most efficient promotional platform due to its lack of geographical limitations. Once more, the advancement of the Internet and its subsequent adoption have raised skepticism regarding conventional advertising methods. Advertisers want to market their products on the internet, and as a result, attract clients through mobile applications. We aim to examine the influence of the Internet on advertisements from the viewpoints of both consumers and advertisers, as advertising dynamics are susceptible to rapid transformations with the increasing popularity of the Internet. Undoubtedly, online advertising is experiencing a greater rate of growth compared to traditional advertising methods. Businesses are reallocating cash from traditional offline advertising channels as they increasingly see the genuine value of their products and services in online promotions. The market share of Internet advertising is steadily increasing, whereas the market share of traditional advertising media remains stagnant or decreasing. This study examines the findings of past research on the influence of digital marketing on customer purchasing behavior.

Introduction

The term "digital marketing" is employed in a specific manner. It is commonly employed to signify "e-business," "internet or online marketing," or "electronic marketing." Although there are linkages between various terminologies, each term has its distinct meaning (Deighton & Sorrell, 1996). Internet-based advertising of goods and services relies on a live, real-time Wi-Fi connection. E-business is a broad term that encompasses the utilization of technology in internal operations and interactions with external entities. In addition, it includes e-marketing, which refers to its business, as well as e-commerce marketing (Confos& Davis, 201[1]6). Online marketing, often known as electronic marketing, utilizes the Internet and other digital technologies to promote goods and services through digital channels. E-marketing refers to the use of technology to carry out the marketing process, which involves developing, interacting with, and providing value to consumers, as well as preserving customer interactions (Chaffey & Smith, 2017). E-commerce refers to the online exchange of electronic media, including financial transactions, and serves as the commercial aspect of an organization (Bolos et al, 2016).

The term "digital" can be defined as a constrained and volatile means of data transmission. Digital refers to a continuous process of transmitting data, as opposed to "analog." According to Bala and Verma (2018), when a digital media carries out the task of marketing, the marketing activity is transformed into a digital form. Digital marketing

[1] Assistant Professor, Dept. of Commerce, De Paul Institute of Science & Technology, Angamaly, Ernakulam, Kerala.
[2]Associate Professor, Head of the Department, Dept. of Commerce Business Application, Sri Krishna Arts & Science College, Coimbatore, Tamil Nadu.

refers to the utilization of one or many digital or electronic platforms for the purpose of promoting and advertising items and services. Digital marketing is the implementation of diverse promotional strategies and methods to customers using a range of digital technology. Digital marketing refers to the use of various media channels to establish personal relationships between a firm and its clients or potential customers (Apuke, 2017). In this article, the term "input" refers to the digital codes used by platforms, instruments, applications, procedures, and tools. Digital media encompasses content-driven platforms that heavily depend on Internet technology, such as websites, social networking sites (sometimes referred to as social networking sites), online communities, and search engines (Fellows & Liu, 2015).

Digital marketing includes a wide range of channels, including real-time internet access platforms, digital outdoor advertising, digital television, SMS, tablets, smartphone applications, online messaging platforms, call-back and on-hold mobile ring tones, e-books, and computer-playable games (Grubor & Jakša, 2018). Digital marketing differs from internet marketing in several aspects. Irrespective of the categories of gadgets, it utilizes digital channels, platforms, and devices. Furthermore, innovative concepts such as wearable technology and virtual reality expand the scope of digital marketing beyond the confines of the internet. Internet marketing can be seen as a component of digital marketing (Hanlon, 2019).

Digital marketing and its application in digital world

Online marketing through digital media has such a significant influence that it might be considered a separate phenomenon. The value for social networking site advertisers is further raised by the arrival of 4 G technology, which allows speech, data, video, and the rising demand for smart phones and other mobile devices conceivable (Yasmin,2015). Several social network websites are used by social media marketing to connect effectively. It consists of open forums, open panels, and big social networking sites. To accomplish marketing goals through social media marketing, events must exchange material, photographs, and videos (Wang, et al., 2019). The sharing of knowledge, ideas, and experiences is a sign of customers' active participation. In other circumstances, advertising don't specifically target consumers, and they assume that given the information they know, all advertisements are worthless. People don't believe these postings or the authors of them since anybody may publish something on social networking networks (Tanha, 2018). Customers in this situation don't often erase social media posts, but instead avoid advertising on these sites because of the media's poor reputation and low level of advertising confidence. They consider the content to be spam and refuse to provide marketers access to their personal data because they believe it to be misleading. This platform benefits from marketing efforts much like traditional media because it makes use of numerous devices (Scharl, et al., 2005). The following diagram shows flow of technologies in digital field to the customers.

Source: Scienceworld.com
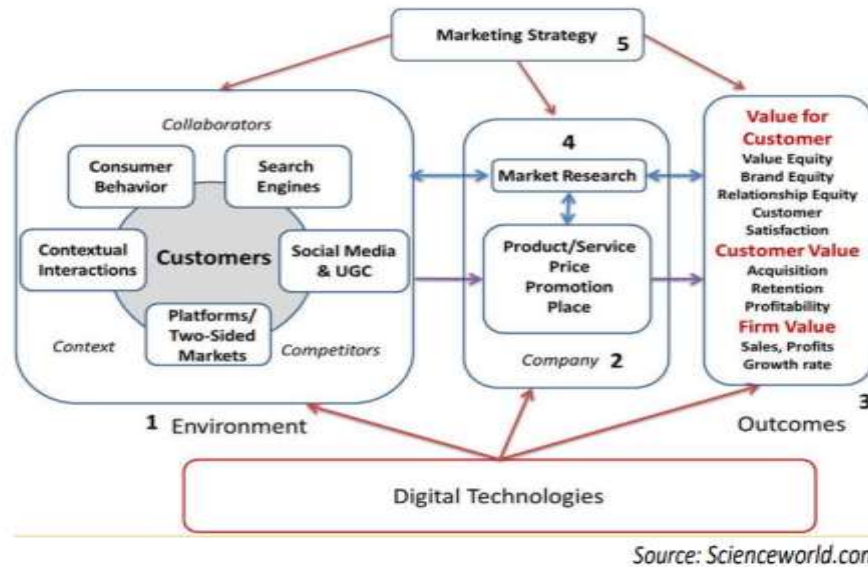
Digital marketing is a marketing approach that employs electronic means and interactive technology, such as online communities, mobile communications, and messaging, to establish a link between customers and producers (Ryan & Jones, 2009). The realm of digital marketing has experienced significant progressions over time and is currently extensively utilized by marketers to promote and vend products and services. By developing online contacts with wide audiences, it improves the operational efficiency of businesses (Rowan, 2002). Furthermore, digital marketing has become an essential element of the economy, as it is widely used by all enterprises operating in the commercial sector. Digital marketing comprises a range of strategies and techniques, including website marketing, search engine marketing, social media marketing, content marketing, email marketing, mobile marketing, and banner marketing, aimed at promoting products and services to marketers (Quinto & Simkin, 2017).

Website marketing is an essential tactic utilized by firms to advertise their items. It entails developing a personal or professional/company website to establish one's online presence in the digital platform/marketplace. Through the establishment of a website, a brand can acquire numerous benefits such as search engine marketing, online public relations, online partnerships, offline communication, viral marketing, email marketing, and an interactive platform. Website marketing is an invaluable tool for overcoming geographical constraints and broadening a business's outreach to a diverse array of consumers. Website advertising is a cost-effective alternative to traditional advertising tactics since it provides easy and efficient access to a large consumer base (Peffers, et al., 2007). Websites also tell members about recent market developments and advancements by email, enabling visitors to receive up-to-date information upon each visit. Search engine marketing (SEM) is a very effective digital marketing method used by brands to increase website traffic and produce potential customers. It performs essential functions by employing Search Engine Optimization (SEO) and Paid Search Advertising (PSA). SEO involves implementing strategies that improve the visibility and positioning of items and companies on popular search engines such as Google Search and Yahoo. Paid Search Ad (PSA) is regarded as a powerful marketing strategy utilized by marketers to get a larger volume of visitors to their advertisements. Marketers employ Google Adwords and Pay Per Click (PPC) as a means of advertising products on Google and other networks (Patrutiu-Baltes, 2016).

Social Media Marketing (SMM) is a digital marketing strategy employed by advertisers to enhance market visibility and foster engagement with consumers (Moctezuma & Rajagopal, 2016). Social media marketing is utilizing various social media sites, such as Facebook, Twitter, Google+, Instagram, Pinterest, YouTube, LinkedIn, and Snapchat, to

develop direct engagement with consumers. Various brands, like Boohoo, PlayStation, The Royal Academy, Depop, and Chipotle, employ social marketing tactics to enhance their market visibility. Boohoo utilizes a social media platform like Instagram to advertise its products and enhance consumer interaction. The brand has launched the "BoohooInTheHouse" campaign on Instagram to advocate for the concept of being at home during the Covid-19 pandemic lockdown. As a result, by utilizing social media marketing, Booho achieved a significant 45% increase in market share and revenue in the first quarter of 2020 (Mackenzie & Knipe, 2022). In addition, Sony's PlayStation employs a social media marketing strategy to increase its market presence and promote more customer engagement with the brand. The Twitter account of PlayStation has an impressive 18.7 million followers. Due to increased social media awareness and the growing adoption of social media by customers, the number of PlayStation followers had a significant increase of 12 million between 2014 and 2019. By leveraging social media platforms, the organization experienced a phenomenal 376% increase in its follower count. This was achieved by the utilization of attractive game trailers and live streaming events (Lamb, et al., 2021).

Digital marketers employ affiliate marketing to increase income and establish a strong presence in online marketing platforms. Affiliate marketing broadens the scope of potential customers and strengthens the reputation of the business. It is widely known as the most effective and cost-effective form of digital marketing. Advertisers are only charged for leads that lead to conversions, without incurring any extra expenses for the whole marketing campaign (Kannan, 2017). Affiliate marketing enables rapid growth in both sales and website visitors. Email marketing allows marketers to customize the message based on client demographics, region, and lead status. As a result, marketers can efficiently focus on specific demographics and effectively persuade them to become consumers. Moreover, it aids in improving brand awareness by advertising items and brands through postal communication (Jayasuriya, et al., 2017). Email marketing enables the gathering of accurate metrics and the dissemination of relevant information regarding the rates of email opens and subscriber retention. Mobile marketing is highly effective in digital marketing because of the increasing prevalence of mobile phone usage among clients for digital connectivity. Marketers are enhancing websites to ensure mobile compatibility for efficient consumer engagement through mobile devices. Mobile marketing provides users with simple access and allows marketers to leverage the benefits of viral advertising (Grubor & Jakša, 2018). Mobile marketing empowers marketers to efficiently reach consumers irrespective of their geographical location or the time of day. Furthermore, it allows for the formation of direct communication with consumers and permits swift transactions in a cost-efficient manner. Integrating video marketing with website or social media marketing results in an increase in audience traffic and engagement levels. A film that is both innovative and instructive fulfills the objective of conveying relevant product information, enhancing the brand's standing, and attracting prospective clients to the website (Dell, et al., 2014).

Brands benefit from digital marketing as it allows them to promote their products and services to large audiences, without being limited by time or geography. Social media, along with other digital marketing technologies, allows brands to interact with consumers and collect feedback, both positive and negative (Bolos, et al., 2016). Digital marketing is a cost-effective strategy in comparison to traditional methods, as it enables businesses to access a large consumer base without incurring extra costs. Traditional marketing include the use of print media, radio, and television for advertising purposes (Holliman & Rowley, 2014). However, these conventional approaches result in higher expenses when compared to digital alternatives, which require low investments for advertising and promotion, due to the developments in websites, blogs, and videos. Digital marketing delivers an acceptable return on investments by producing more leads through the utilization of email and social

media marketing (Jenyo&Soyoye, 2015). Moreover, it promotes brand enhancement by utilizing high-quality blogs and articles to advertise the website. Furthermore, the brand's increasing interaction with customers on social media platforms helps to cultivate a positive company image, as positive feedback from consumers enhances customer value. As a result, the consumer develops a high regard for both the company and its products. Amazon employs several digital marketing strategies, utilizing prominent social media platforms like Facebook, Instagram, Twitter, Pinterest, and Twitch, to bolster its market visibility and generate a greater volume of visitors. For example, Amazon's Twitter account uses compelling content to improve customer interaction, leading to a significant growth in the number of followers, surpassing 3 million individuals (Malik, et al, 2013). In contrast, the Facebook account of Amazon, which is mostly used for advertising products and disseminating company news, has experienced an increase in its follower count to 23.3 million. Therefore, it can be stated that digital marketing has become a powerful means of cultivating customer relationships, promoting products, and enhancing brand value in the highly competitive market. Brands employ digital marketing strategies such as social media marketing, content marketing, search engine optimization, and websites to effectively reduce costs compared to traditional advertising approaches. As a result, the business incurs lower costs in terms of outsourced services, advertising, operations, administration, and interface design (Hennig, et al., 2004). Brands derive substantial advantages from utilizing digital marketing tools and strategies, since they effectively amplify brand awareness. The use of websites, blogs, social media platforms, and online communities to promote items allows for the distribution of relevant information to consumers, thereby addressing any worries they may have when deciding to make a purchase. Hence, digital marketing facilitates consumers' access to extensive information regarding a product, encompassing its design, specifications, user feedback, reviews, and quality. This data enables consumers to make better-informed choices when buying a product (Hooda & Aggarwal, 2012). Digital marketing enables more efficient tracking of online conversions in comparison to traditional alternatives. A specialized digital marketing tool, tailored for social media platforms, empowers businesses to consistently engage in personalized interactions with consumers. As a result, a robust connection is formed between the company and consumers, causing people to favor buying products from a familiar brand rather than experimenting with a new and unfamiliar one. Hence, the development of trust and a positive relationship with customers enables the creation of a strong client base comprising loyal consumers (Ioanăs& Stoica, 2014).Businesses can effectively reach specific target groups by utilizing digital marketing strategies that allow them to define relevant criteria such as age, gender, and location demographics.The platform also provides e-commerce functionality, enabling clients to simply select and buy a wide range of products and services from any location at any time.The delivery of impeccable and prompt customer services improves consumer involvement and results in increased conversion rates.Hence, it can be affirmed that digital marketing offers significant benefits to brands by reducing costs, increasing customer reach, raising product visibility, and enhancing brand reputation in a competitive environment (Jarvenpaa, et al., 2000).The user's text is empty.

Digital media advertisement

Marketers acquire communication strategies for effectively utilizing social media and reaching a wide range of audience. Publicity is just one approach, as any organization has the potential to engage in social groups. It is increasingly common for businesses to consider having a Facebook profile as a necessity (Barhemmati, 2015). Even small-scale enterprises can utilize Twitter to garner publicity for their products and hosted events. Doors and windows of small businesses display signs indicating "Follow Me on Twitter". Upon clicking the advertisement, customers are often sent to a website that provides extensive information about the product and maybe offers a chance to make a purchase. The commercial films also incorporate interactive functionalities such as zooming in or out, as well as the ability to pause, replay, and fast-forward. Social media platforms provide

access to expert insights, as well as the perspectives of individuals who hold favorable or unfavorable ideas about the organization. Additionally, users can receive notifications or warnings related to the company. These websites might be utilized to address inquiries and acquire promotional offers. Moreover, the utilization of computers and mobile devices to connect with these social networks is becoming increasingly essential (Corniani, 2006).

Mobile marketing is a highly effective electronic communication tool. The extensive adoption of mobile phones and the marketers' ability to customize messages based on demographics and client behavior highlight the attractiveness of mobile marketing as a communication medium. Mobile marketing is a set of actions that allow organizations to effectively communicate with and engage their target consumers using mobile devices in relevant and interactive ways. The increasing prevalence of cellular phones and smartphones has facilitated individuals' ability to connect to the Internet and engage in online transactions. The system employed SMS and MMS to deliver communications to consumers, particularly through a push-based method (Giamanco & Gregoire, 2012). The widespread increase in internet interactions initiated by users has resulted in a new model for mobile marketing. The inclusion of mobile televisions and other media can successfully fascinate clients for the entire duration of the day, guaranteeing their uninterrupted involvement with a company. Intelligent devices and their users employ technology. In addition, the utilization of mobile devices for business communication facilitates a bidirectional exchange, enabling customers to instantly react to messages and solicit information at predefined intervals. Consequently, QR codes are readily accessible, enabling users to locate a certain website simply scanning a barcode. Localization-based marketing is an emerging technique that enables smartphone users to obtain information specific to their GPS-detected location (Kaptyukhin, et al., 2013).

People utilize web services mostly due to their inherent demand for information. The concept being addressed is the degree to which the media provide relevant and beneficial information to consumers in a marketing context. Acquiring knowledge about mobile advertising can enhance the perceived worth of mobile advertising, hence promoting a positive perception of mobile advertising. Having a favorable perspective on mobile advertising motivates individuals to engage with informative promotional messaging for digital services. The perception of mobile adverts is shaped by their distinct characteristics. Besides providing entertainment and facilitating social interactions, it is important to have a broad understanding of mobile marketing due to its significant influence on digital marketing (Charan, 2012).

Digital marketing is crucial for brand to achieve success

In the current era of technology, the deliberate development and advertising of digital marketing have become crucial strategies for organizations to efficiently reach out to clients, comprehend their requirements, and implement suitable measures to achieve their objectives. Digital marketing is a methodical approach that entails examining and managing audience engagements across various digital platforms (such as Facebook, Instagram, Google, YouTube) and devices (such as mobile phones, laptops) using digital data and technology to guarantee customer contentment (Fusilier &Durlabhji, 2005). Creating an appropriate marketing strategy poses a substantial challenge. Primarily, a strategist must design their marketing plan. The guidance will assist the organization and its team members in establishing their aims and uncovering their distinct identity. Furthermore, it is advantageous to determine their intended audience and, ultimately, to aid in discovering and analyzing rivals in order to make well-informed choices. A marketing strategy is considered successful when it efficiently meets client demands and generates profits for the business (Gross, 2014). In light of the growing incorporation of technology into our everyday routines, businesses must modify their strategies to successfully promote and advertise through technological channels. Thus, digital marketing is a platform that efficiently attracts and retains customers online with the aim of expanding the business. An

effective and suitable online marketing strategy is essential for improving the performance of both small and large enterprises. A digital marketing strategy is a well-thought-out plan that details the actions required to accomplish particular objectives in digital marketing, such as enhancing brand recognition, optimizing conversion rates or lead generation, and maximizing return on investment (Hassan, et al., 2015).

Social media and marketing

Recently, social media has become a major and noticeable phenomenon. In the 21st century, a plethora of possibilities have arisen for businesses and individuals to augment existing communication ways. Consequently, there has been a substantial and abrupt surge in social networking. Social media amplifies brand exposure and boosts website traffic. Social media platforms also enable the development of loyal followers and the creation of potential clients (Bright & Daugherty, 2012). An extensive presence on social media allows a brand to develop strong partnerships, save marketing costs, and increase profits. The emergence of social media and social networking platforms has fundamentally transformed the ways in which firms and brands communicate their distinctive selling propositions. Currently, companies have the capacity to participate in direct and casual communication with customers and stakeholders, utilizing a more personalized approach. Social events in the contemporary day, such as business conferences, cocktail gatherings, and corporate lunches, have experienced a digital revolution through the utilization of electronic platforms such as Facebook, LinkedIn, Twitter, Instagram, Snapchat, and YouTube. These technical wonders have created a fresh opportunity for social interaction, enabling individuals to connect, interact, and form friendships by sharing photos, messages, videos, and personal information. Social media has enabled the creation of affordable content, facilitated networking and communication, and encouraged compatibility among its users. Social media differs from computer-mediated interactions in three main ways: improved accessibility due to the transition from desktop to the internet, heightened collaboration allowing consumers to contribute to value creation, and a shift in power from organizations to consumers. This technology revolution has also transformed the manner in which various companies operate their business and promote to increase client awareness. Social media marketing has fundamentally transformed and firmly entrenched itself in the commercial domain. The influence of globalization has also modified customers' buying patterns in their daily routines, as demonstrated by Bagozzi and Yi (1988). Research findings indicate that a significant majority of customers, specifically 85%, have the expectation that companies should utilize social media platforms as a method of engaging in communication with consumers. The significance of social media as a means of communication is steadily growing. Moreover, it promotes worldwide cooperation by enabling individuals from various geographical places to communicate digitally, cultivating a community that fosters the swift exchange of ideas, coordination, and integration in a more effortless manner than ever. Most firms nowadays follow the modern concept of Integrated Marketing Communication (IMC) to effectively engage and connect with their target audience. IMC strategies are utilized to consolidate and harmonize diverse promotional efforts, including direct marketing, personal selling, advertising, publicity, public relations, and promotion. The purpose of this integration is to accomplish business goals and convey customer-centric messages. Organizations employ Integrated Marketing Communication (IMC) approaches to establish their objectives with the aim of attaining their long-term performance goals. The marketing mix plays a pivotal role in establishing the promotional channels that a firm will employ, such as social media, based on its configuration. Presently, social media enables a two-way connection between clients and firms (Armstrong & Hagel, 2000).

With the assistance of social media, several companies are progressively allocating resources to enhance their consumer relationships and bolster brand awareness. This was accomplished by creating brand pages and brand communities on social media platforms, which facilitated direct customer communication, commenting, and posting (Chaffey &

Smith, 2017). These actions promoted the formation of an emotional bond and cultivated customer loyalty towards the particular firm. The brand enhancement method elicited a powerful emotional connection to the brand, resulting in the formation of brand association, brand affinity, brand loyalty, and brand decision-making. These events provided an opportunity for all the organizations to authentically showcase their identity to clients. Consumers embraced these brands as a means of expressing and defining their individuality, incorporating them into their own identity (Hanlon, 2019).

Social media platforms have enabled customers to openly communicate their favorable and unfavorable experiences, as well as disseminate their brand narratives across various social media channels. This placed a substantial responsibility on the company to guarantee compliance with their branding rules while providing their services and building an emotional bond. This phenomenon facilitates the creation of positive verbal recommendations and improves the awareness and attractiveness of a brand (Moreno, et al., 2016). Social media allows organizations to interact with their customers quickly and inexpensively, promoting brand development and marketing compared to traditional marketing techniques. It served as a platform for firms of all sizes to advertise their brand and engage with consumers. This posed a unique challenge to develop creative and innovative tactics to engage and retain the customer's attention. Dell achieved a revenue of $1 million with their utilization of Twitter, a concise message-oriented social media network, for their sales alert. Before the emergence of internet social media, organizations would generate messages through their representatives and transmit them to consumers who may have actively engaged in the communication process. The advent of social media has fundamentally changed conventional marketing methods, converting them into a sophisticated digital format. Therefore, social media has enabled the establishment of a brand that can effectively target a worldwide audience without being constrained by geographical boundaries, an accomplishment that was unattainable through conventional marketing techniques (Hudson, et al., 2015).

Consumer attitude towards online advertising

A fundamental concept in the entire area of social psychology, theories, and methodologies related to interpretation and treatments, attitude has predominantly emerged from the work of social psychologists and psychometricians. An attitude is commonly perceived as comprising three interrelated components: cognitive (related to consciousness, cognition, and knowledge), emotional (pertaining to assessment, desire, and preference), and conative (involving real activities, such as intent, checks, and buying). When evaluating the level of good or cheerful emotions linked to an object, the focus is usually on the emotional aspect. This entire taste factor is supposed to build on the cognitive aspect (convictions and brand knowledge) and motivate an effort (Peffers, 2007). There have been assertions that individuals regularly form broad opinions about things without first giving them a cognitive examination, and that these opinions are founded entirely on sentiments and emotions rather than any rational convictions or benefit-based assessments. Research indicates a correlation between attitudes and buying behavior. When customers get more "direct" information about a brand, they have more confidence in their decisions and are more inclined to depend on it. In general, learning about a marketing brand is not so simple (Quinton & Simkin, 2017). Yet repeated media exposure will enhance the quantity of consumer information about the brand, boosting consumer confidence and its influence on behaviour. The most quantitative physical qualities, such as temperature, colour, size, weight, thickness, scent intensity, etc., may be determined at specific dimensions. In contrast, pseudo physical features refer to physical qualities that are difficult to quantify, such as flavour, fragrancy, gloss, etc. Psychological advantages, also known as advantages that advance the wellbeing of the client or customer, are typically categorised as pseudo-physical advantages (Moctezuma & Rajagopal, 2016).

A publicity viewer's attitude towards advertising is based on the emotions that are evoked by advertisements, their mood, their attitude towards all advertisements in general, their attitude towards advertisers in general, their perception of the execution properties of the advertisement, and their perception of advertisements (Wang, et al., 2019). Consumers either love or dislike exposure, and the brand is influenced by or connected to this mindset. As a result, there is a clear causal link between attitudes about advertising and behaviours towards a brand. Consumer perception of the advertisement (thoughts and feelings) have an impact on the conduct of marketers, which in turn has an impact on consumers' intentions to buy or not buy the brand. Comprehending the impact of advertising on a brand's attitude is essential for discerning the specific attitude that customers develop towards advertising. The advertisement will cultivate a favorable perception of itself if it evokes a pleasant mood and employs advantageous techniques in its creation (Tanha, 2018). It is important to bear in mind that individuals may appreciate exposure for many motives, such as pleasure, perceived usefulness, or a combination of both. Advertisements can be categorized into two distinct types: logical advertisements, which are based on advertising principles, and emotional advertisements, which aim to evoke an emotional response. Cognitive attitudes of consumers towards imitation, endorsement, and presentation result from the cognitive processing of such remarkable elements in advertisements. With the meticulous analysis of special aspects including endorsement, colour, title display, and presentation, people develop emotional behaviours towards advertising. These two factors could have differing effects on consumer perceptions (Grubor & Jakša 2018). Publicity has the power to evoke strong feelings like love, nostalgia, and joy without the viewer even being aware of the special characteristics. While a number of recent studies on internet user attitudes regarding certain forms of internet advertising have shed light on these views, it would be helpful to give a larger sample and a general overview of internet advertising. The significance of commercials depended on consumers' expectations of pleasure, education, and irritation. Culture, informational level, and frustration are factors that influence how customers perceive advertisements and, consequently, how they see advertisements. The idea that cognitive (informative) and influencing (irritation and entertaining) factors influence how people evaluate internet advertisements suitable for some attitudes, such as the three-party attitude notion (Rowan, 2002). The tripartite hypothesis proposes that behavioural experience, a third dimension, may support consumerist views. Both attitude towards commercials and the value of advertisements are substantially correlated with faithfulness. As a result, consumers who are considering making a purchase may be drawn to Internet advertisements (Hanlon, 2019).

Researchers now have the opportunity to examine the impact that advertising for goods and services plays in light of the expansion of globalisation, particularly in terms of customer perceptions. The posture of consumers towards internet publicity refers to their viewpoints. The direct human effect on internet ads is the tone and content of the advertisements. Advertisers now have the option to restructure their traditional media and utilise the Internet as a communications and marketing tool thanks to the increase in internet users (Bala & Verma, 2018). Internet advertising enables users to keep an eye on commercial material. Understanding consumer attitudes is crucial because they affect their interest in, receptivity to, and ability to access individual advertising. Also, the majority of works evaluated how consumers felt about online services, internet use, and online buying. Customers' responses to internet advertising are a mirror of human behaviour. The customer's attitude towards internet advertising might vary depending on a variety of consumer factors and attributes. The sensation refers to a person's emotional state, such as enthusiasm, happiness, or displeasure. A person can perceive things by their sense of sight, smell, hearing, or touch. The activity or response of a person to internal or external stimuli is referred to as behaviour (Fellows & Liu, 2015). People's reactions to information or products might be good or bad depending on their tastes and level of distaste. The main objective of advertising is to cultivate a favorable perception among consumers towards

both the commercials themselves and the items or services being promoted. However, the most reliable measure of successful advertising is the positive reaction from customers towards online ads. The impact of publicity encompasses positive emotions such as friendship, hope, love, joy, and happiness. However, consumers' cognitive capacity can also trigger negative or unpleasant sensations such as sentiments of protection and ignorance (Hanlon, 2019).

There has been research done on the influence of banner adverts on purchasing decisions. Moreover, social media like Facebook, LinkedIn, YouTube, and Twitter are driving the growth of connection. Due to the fast expansion of social networking, many advertisers anticipate discovering novel methods to leverage these network sites to bring their advertisements to life (Deighton & Sorrell, 1996). Social interaction, comfort, readily available knowledge, entertainment, and communication all contribute to the expansion of social networking. Consumer attitudes can be changed by publicity elements such reputation, expectation, empathy, comfort, annoyance, anger, anguish, and discretion. The perception of the customer is that internet advertising is dependable, convincing, and trustworthy (Bolos, et al., 2016).

Behaviour of consumer towards advertisements

Consumption mentality refers to the behavior of individuals engaging in the process of acquiring, utilizing, and discarding things and services. Buyer behavior is shaped by cultural, socioeconomic, personal, and psychological factors. Most of these elements are outside the power and influence of marketers, and therefore cannot be altered. However, they should not be disregarded while attempting to understand the intricate behavior of customers (Rowan, 2002). Consumer behavior is the examination of how individuals, groups, and organizations select, obtain, utilize, and discard things in order to fulfill their requirements. Consumer behavior encompasses the mental and behavioral processes that individuals use to evaluate, choose, buy, use, evaluate, and dispose of goods and services in order to fulfill their wants and preferences. The primary goal of the marketer is to attract forward-thinking consumers and shape their perspectives, deliberate purchasing decisions, and buying patterns. In order to protect the interests of their clients, they allocate a significant amount of funds towards their products. In order to precisely develop buyer profiles and identify the specific target audience, marketers must collect a sufficient amount of market data. Consumer behavior analysis entails the study of customers' cognitive processes and physical actions as they make decisions and utilize products and services to fulfill certain desires and needs (Wang, et al., 2019).

The primary objective of consumer behavior research is to enhance the comprehensibility of customers' conduct. Specifically, the social, economic, and psychological aspects are meant to be assessed. The management may determine the optimal marketing mix (Patrutiu-Baltes, 2016). Consumer behavior analysis regards the consumer as an autonomous entity in the marketing process, impervious to manipulation, who evaluates the product or service based on its emotional and physical attributes. Within the domain of marketing, the term "customer" extends beyond the mere act of purchasing. Additionally, it encompasses more extensive buying tendencies, encompassing activities that take place before to and subsequent to the actual purchase. Before making a purchase, one must thoroughly understand their desires or requirements and actively search for and evaluate products and companies that can meet those demands. Upon acquiring costly and sporadically obtained goods, it is necessary to assess the product and address any apprehensions linked to the purchase. These factors influence the act of buying and buying again, and might affect the marketer to different extents (Mackenzie & Knipe, 2022).

Clients are valuable assets for the business, thus it will spend money not just on buying consumers but also on the "proper" customers. The selection of psychological characteristics and advertising techniques is aimed at persuading clients to buy the

advertised products and, specifically, to encourage them to make a purchase. The current market consists of a utility and broad item portfolio that none of them can recall or purchase. The primary goals of promoting certain goods or services are to grab consumers' attention and track how advertisements affect their behaviour (Dell, et al., 2014). Consumer advertising behaviour is irrational and totally based on the recipient's satisfaction and mental state. Three basic types of client reactions to promotions include cognitive reactions, emotional reactions, and motivational reactions. Online shopping is a platform for online activities directly associated with the purchase and selling of products and services between companies and end consumers through a web network. The main characteristics are the sale of products and services through a company's websites, the possibility of personal interaction, the intertemporal nature of the purchasing act (remote sells), and the choice to make an online purchase throughout the buyer's decision-making process (Holliman & Rowley, 2014).

Problems faced by the digital marketing strategies

Every contemporary firm has a digital marketing strategy. It has emerged as a significant catalyst for business growth, leading to increased sales and consumer involvement. Nevertheless, the use of technology-driven digital marketing frequently poses challenges for marketers, particularly in terms of recruiting and establishing a proficient marketing strategy and structure. Approximately 55% of advertisers have challenges in acquiring suitable personnel to develop an effective digital marketing strategy (Barhemmati& Ahmad, 2015). The process of building and constructing a digital marketing strategy is complex and necessitates extensive knowledge about market rivalry and consumer attitudes. Nevertheless, the majority of organizations encounter challenges in discovering and recruiting suitable personnel due to a scarcity of proficient digital marketing specialists. The firm encounters a significant challenge related to implementing innovative methods on a larger scale (Charan, 2012). Digital marketing is a dynamic field that involves the ongoing creation, testing, and expansion of projects at frequent intervals to ensure that the company remains competitive with other companies and establishes a distinct identity. In order to carry out online marketing and scaling activities effectively, the brand must engage knowledgeable specialists and employ agile digital marketing strategies to ensure the company achieves its goals and generates significant returns. Nevertheless, finding people with both digital marketing abilities and a track record of delivering strong returns on investments can be challenging. The digital marketing industry is experiencing significant growth as an increasing number of firms, businesses, and brands are embracing digital marketing strategies to promote their products and establish their market position. In such circumstances, it becomes challenging for the brand to establish its distinctiveness and cultivate a separate personality. According to the poll performed by Experian, advertisers are encountering a significant obstacle in establishing a unique brand identity. Consequently, in such circumstances, the brand encounters difficulties while implementing a brand awareness campaign or attracting new clients (Armstrong & Hagel, 2000). The intensifying rivalry in the digital marketing industry poses challenges for brands in attracting their desired target audiences to their websites. Inefficient implementation of the firm's digital marketing plan will hinder its ability to attract the intended audience and diminish its conversion rates. Another obstacle arises from a deficiency in lead production. Most firms employ social media platforms to directly engage with consumers or employ sponsored promotions to enhance brand recognition and attract potential customers (Hudson, 2015). However, the digital marketing industry is highly competitive, and marketers often face difficulties in attracting the attention of viewers and converting them into potential leads and consumers (Armstrong & Hagel, 2000).

Businesses and brands often have challenges in choosing the most appropriate social media platform for advertising their business. A wide range of digital marketing channels, including as social media, blogs, websites, online forums, digital communities, emails, video marketing, content marketing, and search engine optimization, can be

employed to enhance brand recognition. Businesses frequently encounter perplexity and difficulty in discerning the optimal marketing platform from the several options at their disposal. Moreover, the brand has the obstacle of keeping up with the ever-changing digital marketing trends. Designers and marketers must regularly refresh and inform consumers about the company's latest promotions.

Disseminating information and notifying consumers about new releases, seasonal products, or events is advantageous for enhancing consumer involvement and enhancing brand worth. However, to execute these operations effectively, it is important to own an adequate marketing team that frequently updates the website and meticulously records its effectiveness. The brand faces a security vulnerability when participating in digital marketing activities. The U.S. Internet Crime Complaint Center (IC3) conducted a survey and identified a consistent rise in cybercrimes throughout the years. Cyber fraud caused a financial loss of $54 million US$ in 2001, which increased to $125 million US$ in the following year and further soared to $200 million US$ by 2006. The survey revealed a financial shortfall of $250 million in 2008 and $1 billion in 2015 as a result of cyber crime. Consequently, digital marketing firms are more exposed to the danger of losing data and being vulnerable to cyber crime. The digital marketing landscape is fraught with numerous challenges that hinder marketers from effectively engaging in their endeavors and maintaining a competitive position. These challenges include a scarcity of skilled professionals, security vulnerabilities, escalating competition, and the ever-changing trends in digital marketing. Hence, to sustain a competitive advantage in the digital domain, firms must hire proficient individuals and a workforce capable of proficiently devising, implementing, and supervising digital marketing plans.

Conclusion

The study examined the significance of digital marketing in helping companies stay competitive and improve brand and product awareness, as stated earlier. Furthermore, it emphasizes that digital marketing is a dynamic industry that necessitates marketers' active engagement to maintain competitiveness and stay ahead of rivals. The existing digital marketing plan incorporates the establishment of a comprehensive digital marketing framework, which in turn offers advantages to the business. The available information on the digital marketing framework is restricted, and there is a dearth of relevant data pertaining to it. The present study aims to address the existing knowledge gap by presenting pertinent information within the context of a digital marketing framework, emphasizing its practical implementation in the digital marketing process. The report also highlights the scarcity of resources that offer pertinent information regarding the difficulties encountered by the brand during the implementation of digital marketing tactics.

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