

Impact of Digital Marketing on Consumer Behavior

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Abstract: In the current digital landscape, digital marketing has emerged as a powerful force, gaining prominence due to its convenience and its ability to reach a diverse and expansive audience. Often synonymous with social media marketing, it has become a cornerstone in shaping consumer purchasing behavior. Social media empowers consumers, who play an important role in promoting brands. By understanding consumers' use of social media, marketers understand their intentions and decision-making process based on what is displayed on social media. This paper aims to delve into the nuances of digital marketing and its profound implications on consumer purchasing behavior. It will examine how digital marketing strategies are crafted to resonate with consumers, influence their preferences, and ultimately drive sales. Further study on how consumers' reviews impact other consumers purchasing decisions will be involved, which provides a direct approach for corporations to attract consumers. Also, the impacts of digital marketing on fostering competition between different corporations will be analyzed further. By exploring the various tactics and platforms used in digital marketing, the paper will shed light on the dynamic relationship between marketing efforts and consumer decision-making in today's digital-first world.

1 Introduction

Digital marketing, also known as social media marketing, refers to the entire marketing advertising and reviews on social media platforms [1-4]. The appliance of social media can be observed in many fields, including business, welfare, and so on. Businesses utilize digital channels to gather with targeted consumers. This also allows the process of information accessibility and spread. In general, when it comes to businesses, digital marketing is often used to provide access for consumers to take a closer look at their concerns and help corporations find new prospects. Consumer behavior can be described as an attempt to learn more about typical approaches to how products are selected and discarded by individuals.

Marketing includes various technologies and media for corporations to focus on their targeted audience. There are certain approaches for corporations to sell their products. They are required to come up with unique means of selling because that will facilitate their

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success in the competition with other corporations. In the early days of digital marketing, email became a popular marketing tool [5]. The growth of social platforms has enabled companies to make observations on consumers--Digital marketing can expose corporations to a larger range of audiences than traditional methods. Gao's research shows that digital marketing activities have a positive impact on users' participation and purchasing process [6]. In addition, it is often more cost-effective than traditional advertising and enables individuals to measure success daily and adapt to the needs. Due to the ability to successfully communicate with diverse audiences, social media platforms incredibly promote the prevalence and visibility of a business.

Through digital marketing, brands can engage accurately with their target audience--According to the global data analysis, comparing the number of social media users to the total population may underestimate the amount of social media use since most social media corporations merely allow persons over 13 to access their systems. Globally, people spend more than 10 billion hours a day using social networks, which equates to about 1.2 million years of life, revealing that social media platforms are thriving in today's digital world. Social media has changed the modern world [7]. Advancements in digital marketing are developing people's living conditions.

As mentioned above, previous research has implied some perspectives regarding the basis of how digital marketing influences consumer behavior. Therefore, it is definitely significant to further study the impact of digital marketing on the consumer purchasing decision process and take a closer look at typical corporations taking advantage of digital marketing.

2 Digital marketing

2.1 The current development status of digital marketing

Individuals tend to research products on social media and make purchasing decisions according to the comments [8]. Digital marketing is advantageous but also triggers some negative drawbacks to some degree [9]. Firstly, digital marketing allows companies to communicate with consumers. Effective interaction between enterprises and consumers is built on trust. If a strong relationship is built, the trust between them is accomplished, which creates more opportunities for corporations to acquire their targeted audience. Secondly, digital marketing creates a two-way and timely communication environment for enterprises and consumers. It increases the chances of a corporate brand getting a lot of attention. However, there may be some disadvantageous comments that will influence the corporations popularity and reputation. Brands must actively monitor their performance on social media, respond to customer feedback on time and show proper manners, getting ready to address any concern raised by customers. Users mainly log in to their social media accounts for enjoyment, relaxation, connection, information, and entertainment. With the advent of social media retail platforms, consumers' behavior has changed. A Global Network Index study in 2018 shows that more than half users now use social media to find information on products before buying, which indicates the prevalence of digital marketing [10].

2.2 Business process

The purchasing process occurs when the consumer's need emerges. The requirements identification phase is the first step in the buyer's decision-making process. Customers can see a need or problem and notice the difference between the current state and the expected

state. They are looking for products that meet these requirements. This brings us to the second step of product research: information search for the product itself. Customers try to learn as much as possible about the different brands of goods. In the third step, customers use this data to compare other brands. In the fourth step, the customer chooses the most suitable product to decide whether to buy it or not. The most critical step is the post-purchase evaluation. In the case of satisfaction, customers will be ready to give efficient feedback on social media platforms.

2.3 Marketing strategy

Using marketing as an integral part of a company's business strategy to help attract future consumers and existing customers is at the core of the marketing philosophy. With the expansion of the marketing scale, various marketing strategies have emerged, and digital marketing is one of them. Digital has become an important aspect of our lives, with more than 4 billion people online for an average of 6 hours a day. This connection can be used for a variety of purposes, including talking to friends and monitoring data. Modern consumers show greater awareness and curiosity, actively expressing their views through various media like YouTube videos and TikTok.

Digital marketing has evolved into an effective marketing tool that is necessary for companies and enterprises. This has proven to be a cost-effective advertising strategy. As the number of individuals using social media increases, digital marketing has become more and more prevalent. The development of technology has spawned new social media platforms that attract more and more users. Consumer purchases reflect the unique motivation for a particular purchase. Consumers are willing to use social media because they have easy access to a huge source of information on the Internet that helps them make a purchase decision. There's a lot of research indicates that people agree that if they get positive feedback on a product, their purchasing power will increase. Also, social media helps users update on the latest information, which incredibly contributes to the promotion of convenience for consumers. They acquire the opportunity to learn the overall situation when evaluating the latest information.

3 Case analysis

3.1 Facebook

Facebook is a prevalent social media platform. It has over 2.7 billion monthly users in 2020. The accessibility to various advertising techniques is acquired in Facebook. Facebook's digital marketing strategy is achieved through a series of carefully planned steps, including utilizing artificial intelligence to optimize advertisement targeting and user behavior prediction, as well as increasing user engagement through personalized content. AI tools enable marketers to segment audience groups based on users' interests, behaviors, and demographic information, thereby providing more customized content. In addition, Facebook's AI algorithm plays a crucial role in content recommendation, ensuring that users see the most relevant and engaging content. Enterprises can also create augmented reality experiences through Facebook's AR Studio, providing users with immersive interactive experiences, which are particularly effective in advertising and brand promotion.

In terms of content creation, AI assisted content generation tools can help businesses quickly produce content related to current trends while maintaining consistency and attractiveness of brand information. Facebook also offers a variety of post types, including visual content, interactive content, and textual content, to cater to the preferences of

different audiences. To ensure the success of marketing campaigns, companies need to set clear goals and monitor and optimize advertising effectiveness through Facebook's analytics tools.

In addition, Facebook marketing also includes account security and operational management to ensure the stability and professionalism of enterprise pages. E-commerce operations, customer development, and advertising placement are also important components of Facebook's digital marketing. Companies use these strategies to attract potential customers, increase brand awareness, and drive sales. Through these comprehensive strategies, Facebook helps businesses stand out in the fiercely competitive digital market and achieve marketing goals.

3.2 Instagram

Instagram is also a prevalent socialmedia platform with various audience and users. It contains not merely abstract photos but also borders. This emphasizes that visually appealing feed stand out. Many brands are imitating the digital marketing strategy used by Instagram. When using digital marketing, it occurs as a visual platform focused on photos and videos. Corporations obtain efficient and practical help on their marketing strategies because of Instagram. Many consumers dig for their inspiration from Instagram. It provides convenience for audience and users, allowing them to search for their own targeted topics and acquire the needed information. Also, it acts as a typical example of social media marketing, since it uses its own way to attract audience, pictures combined with accurate information. The competition is another important factor, the corporation itself keeps competing with other corporations. The significance of using such strategies like keeping an eye on the competetors is required to be taken into consideration.

3.3 Twitter

Twitter, once a simple platform for sharing fleeting thoughts, has transformed into a robust marketing powerhouse, boasting over 200 million monetized users daily. This transformation has solidified Twitter's position as an essential tool for brands seeking to engage with their audience in the digital age. The platform's evolution from a casual outlet for personal musings to a strategic marketing channel reflects the dynamic nature of social media's role in business communication. With a daily active user base of 217 million, Twitter offers brands a fertile ground for interaction and connection with their customers. Companies have recognized the value of leveraging this platform to not only maintain a presence but also to actively participate in conversations that matter to their target demographics. The key to successful Twitter marketing lies in the ability to craft and deliver timely, relevant, and engaging content that resonates with the audience.

Brands must move beyond the occasional tweet about a trending topic; they need to adopt a more strategic and deliberate approach to their Twitter marketing. This involves developing a comprehensive social media marketing strategy that encompasses content creation, audience targeting, and engagement. The strategy should be designed to not only attract attention but also to foster ongoing dialogue and build a community around the brand. Twitter marketing is a comprehensive system which focus on different characteristics. It involves crafting compelling tweets that are concise, engaging, and optimized for the platform's character limit. Brands must also consider the use of hashtags to increase visibility and participation in relevant conversations. Additionally, the strategic use of images, videos, and links can enhance the appeal of tweets and drive higher engagement.

4 Prospects

In this age of technology, especially social media, individual interest in how consumer behavior is changing has led to more and more research on consumer behavior related to digital marketing. As the internet is more and more common, various social media platforms which would help us make informed purchasing decisions emerge. Through social media on the Internet, a lot of different aspects of information are becoming accessible. The role of social media has changed the positioning of consumers in the marketplace, and businesses inevitably need to equip themselves with a new marketing mindset. They do a great job of marketing, but customers may not agree with the idea. In today's digital age, companies need to engage customers, keep up with the latest trends, and provide engaging content for their social media. Users will read reviews, learn about discounts and promotions, or learn more about the brand. Companies should start investing more and more money in social media to build a strong social media presence. It reaches a wider audience in less time. This is one of the reasons why it is an attractive advertising option. Managers need to create a strong social media team. This team should focus on building a strong digital presence for the company. This includes responding to comments, solving problems, and advertising on social media. Social media marketing requires both strategy and creativity. Building a social media strategy may sound like extra work, but it takes time. Its benefits go far beyond increased sales, however, not all businesses are aware of the benefits of social media marketing. Many small businesses do not use social media to promote their business. To survive, companies need to transform as the business environment changes.

5 Conclusion

This paper has explored the powerful impact of digital marketing on consumer behavior. Digital marketing influences consumers' attitudes, thoughts, and preferences in various ways. This marketing strategy provides consumers with a direct line to information, enabling them to make more informed decisions through the lens of reviews and targeted advertisements. While the importance of digital marketing may have been overlooked in the past, its significance is now widely recognized and appreciated. It has become a vital process to focus on understanding the intentions and decisions of consumers within the digital marketing sphere. Businesses are increasingly focusing on leveraging these platforms to extend their reach and sell their products to a broader demographic. As the use of social media increases, corporations are now taking their value in shaping consumer perceptions and making decisions that affect the buyer into consideration. Corporations that use strategic approaches like digital marketing gain advantages over those that do not use them. Moreover, digital marketing concentrates on the segments of marketing. Digital marketing can better meet the needs of consumers, contributing to the accessibility of considerable amounts of economic returns. To understand the impact of social media on consumer behavior, literature reviews and data analysis of consumer usage and perception identify the best strategies to increase consumer engagement through social media. However, if digital marketing fails to accomplish its goal of attracting consumers and generates side effects, it is indeed disadvantageous. Unexpected advertisements and certain comments may trigger detrimental factors--many consumers will be affected by the trend rather than try them independently. Thus, it is significant for marketers to take advantage of digital marketing. Ample research and investment on consumers' preferences come first. Also, corporations must pay attention to the advertisement, perfecting the image's quality and making it more believable. Moreover, focusing on the competitors' approaches helps, since it will potentially stimulate corporations' intention to promote the quality of their

products. Therefore, the overall strength of the whole corporation is potentially improved. There are more opportunities for corporations to acquire potential consumers. More and more individuals now tend to rely on digital marketing since it definitely promotes the purchasing process. Consumers acquire the opportunity to talk to other consumers and corporations more effectively. Digital marketing has narrowed the gap between consumers and corporations, allowing a closer connection between them. Consumers share their reviews and opinions onto the platforms, which creates a peaceful atmosphere on the social media platform and generates more advantages for corporations to get together with their targeted consumers. Consumers who have already bought products could share their advantageous experience with those who are still making decisions. Thus, more trust and prevalence will be built. Successful corporations are now all taking advantages of digital marketing. Social media has become a necessary factor towards a company's overall improvement. These companies are targeting social networking platforms to be the most successful in attracting customers. The generation of consumer opinions and the opinions of the creators will change consumer brand perception and purchase intention. Therefore, it needs to make good use of these methods, and companies should actively adopt this strategy to attract more customers and expand their marketing.

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