



FACTORS INFLUENCE CONSUMERS PREFERENCE OF DIGITAL MARKETING

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Abstract

This study aims to identify consumer preferences towards various digital marketing tactics used to promote the sale of electronic goods (laptops, tablets, etc.). Future demand for these items is anticipated to rise, thus it will be crucial for businesses to figure out how to differentiate themselves from the competitors. The growth of contemporary technology over the past ten years has made digital marketing the most significant channel for communication between businesses and their clients.

Keywords: customer preferences, Digital Marketing, Choice Based Conjoint, Potential Interactions, Business Performance

INTRODUCTION

Digital marketing has evolved in recent years to become a crucial part of the marketing plans of the majority of businesses. Companies must comprehend the variables influencing consumers' preference for digital marketing as technology develops more and consumer behavior changes towards digital channels. With the abundance of information available to them today, consumers are becoming pickier about the material they consume, the companies they engage with, and the platforms they choose. Because of these shifting consumer preferences, it is crucial for businesses to modify their marketing methods. In order to help businesses looking to improve their digital marketing efforts, this article will examine the main variables that affect customers' choice for digital marketing. Understanding these elements allows businesses to customize their marketing plans.

OBJECTIVES OF THE STUDY

- To identify the most influential factors that drive consumers' preference for digital marketing channels, such as social media, email, mobile apps, and search engines.
- To explore how consumer demographics, including age, gender, income, and

education level, affect their preference for digital marketing channels.

- To investigate how the quality of digital marketing content, including relevance, personalization, and timeliness, influences consumers' preference for digital marketing.
- To examine how trust, privacy concerns, and security affect consumers' willingness to engage with digital marketing channels.
- To provide recommendations for companies seeking to enhance their digital marketing efforts and meet consumers' evolving needs and preferences.

LITERATURE REVIEW

Jose Ramon Saura, (2021)¹ A holistic overview of data sciences applications was discussed in digital marketing and create the insights related to innovative data mining creation and knowledge discovery techniques.

Nidhi Tandon, Simran Kaur, Mr. Rajesh Verma, (2020)² studied, Customer Relationship Management, in fact, ensures customer loyalty as well as the organization's profitability. Any company is recognized by its brand, and a brand is successful if customers follow it in a real sense. The current study is based on an

examination of the relationship between Customer Relationship Management maintenance and brand loyalty.

A. Sahaya Ramya1, (2020)³ studied, Consumers have recently shifted to digital marketing channels. With the help of digital channels, digital marketing now plays a significant role in society. Through digital marketing channels, digital marketing assists customers in meeting their needs.

Kliejan, (2020)⁴ Indicate digital marketing to be a dual player doing nothing but advancing both of its stakeholders, be it consumer marketing or industrial marketing. Evolving customers' needs, amplifying competitors' pressures & rapid technological advancements have proved to be decisive for the marketers to perform well with sustainability. However, as a result, digital marketing has come into actuality, and since then, promoting offered products and services has transformed into more compacted yet operative mediums.

Jurcevic, (2020)⁵ digital transformation which is characterized by a fusion of advanced technologies and the integration of physical and digital systems, the predominance of innovative business models and new processes, and the creation of smart products and services.

Aden Andrus, (2020)⁶ the author stated in his paper that due to the invention and development of the technology in all fields; the marketing also is turning into the digital world quite rapidly. Digital marketing is a rich combination of technology equipments and digital applications that supports the marketing process through digital channels to promote the product and establish seamless interaction with the students. Websites, email, SMS, mobile, digital TV, virtual video, SEO, Blogs, etc are the popular ways of digital marketing. Hence according to the paper, digital marketing can be seen as an umbrella under which various digital channels can be exercised for engaging the students and increasing the sale. The paper also indicates that digital marketing can be termed as 'Electronic Marketing'.

Dan Dumitriu and Mirona Ana-Maria Popescu, (2020)⁷ the platforms were employed for online promotion algorithms for finding the best combinations to implement the in-house customized systems. The current state of artificial intelligence were explained in marketing processes to design four step sequential model with intelligent marketing solution to increase the visibility of website through keywords.

Kowsalya, (2020)⁸ this study was carried out to expose the digital marketing concept through different digital platforms such as mobile phone application. It aimed on the impact created by same regarding the consumers buying decision.

García, Lizcano, Ramos, & Matos, (2019)⁹ studied as, Digital marketing is a new technique in the field of online marketing by impacting consumers through a wide range of interaction channels, such as social media, mobile apps, blogs, emails, and even search engine optimizers (SEOs), aimed at closer communication in various forms that convey advertising to consumers.

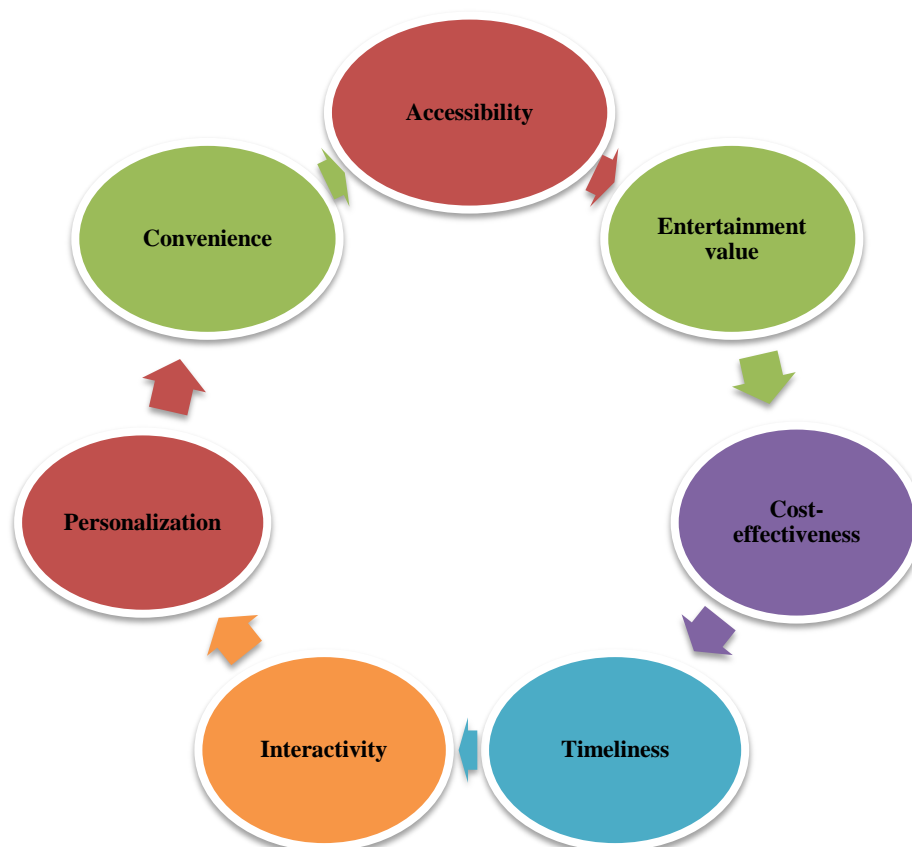
Gaur, (2019)¹⁰ says as, Customers have growing doubts about digital marketing and it is therefore proposed that companies build brand trust and strong branding as solutions. Nevertheless, many companies are investing in digital marketing as an organization's present and future sustainability. False adoption of digital marketing by companies is costly, time-consuming, and not competitive in the business field, as Malaysia still lacks digital marketing skills.

Patil, Anute (2021)¹¹ An E-commerce platform can't grow organically by itself in a short period. Digital marketing professionals could make it possible by grabbing maximum attention from the target audiences and helping out your business to convert those into sales. Digital Business is where purchasing and selling upon social media sites. Digital marketing comes into image, it is easy and attractive to promote different social media sites.

INFLUENTIAL FACTORS THAT DRIVE CONSUMERS' PREFERENCE FOR DIGITAL MARKETING

The inclination of customers for digital marketing is influenced by a number of variables. Here are a few examples:

Convenience: Because digital marketing platforms are accessible and convenient and let customers communicate with businesses on their terms, consumers prefer them.



Personalization: Digital marketing channels provide material and experiences that are customized to the tastes and passions of each individual customer.

Interactivity: Digital marketing platforms provide customers the chance to communicate with companies and other customers, building a feeling of connection and community.

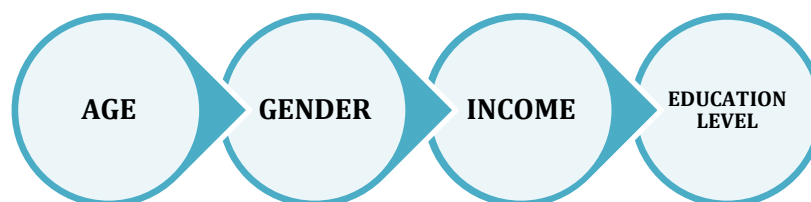
Timeliness: Digital marketing channels provide customers with the most recent news and promotions by offering real-time information and updates.

Cost-effectiveness: Companies may reach a larger audience at a cheaper cost by using digital marketing platforms, which are frequently more cost-effective than traditional marketing methods.

Entertainment value: Users like digital marketing platforms that provide enjoyable and stimulating material, such as videos, games, and interactive activities.

Accessibility: Consumers with impairments may readily use digital marketing channels, making them more inclusive and accessible.

FACTORS AFFECTING CONSUMER PREFERENCE FOR CHOOSING DIGITAL MARKETING CHANNELS



Consumer characteristics like age, gender, income, and educational attainment may have a big impact on how they select digital marketing platforms. Here are a few instances:

Age: Younger customers typically choose digital marketing platforms over conventional channels like print and television, such as social media and smartphone applications. Even while older customers are increasingly using digital media, they may still prefer conventional methods.

Gender: Men and women may favour certain digital marketing platforms differently. whereas males could like video advertisements and search engine marketing.

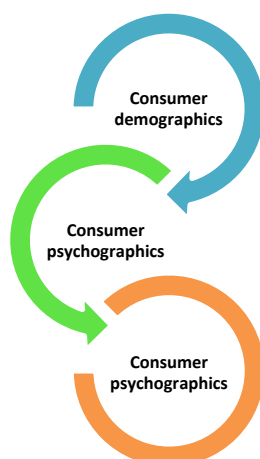
Income: Due to their better access to technology and familiarity using digital platforms, customers with higher incomes

may be more inclined to utilise digital marketing channels like mobile applications and online purchasing.

Education level: Since consumers with greater levels of education tend to be more tech-savvy and accustomed to using digital platforms, they may be more likely to employ digital marketing channels.

Businesses may better focus their marketing efforts to reach certain target populations by understanding how consumer demographics impact their choice for digital marketing platforms. For instance, a business aiming to attract younger customers could wish to concentrate on social media and mobile app marketing, whereas a business aiming to attract older customers would want to employ more conventional marketing methods.

INVESTIGATING THE CONSUMERS PREFERENCE ON DIGITAL MARKETING



Regarding companies looking to effectively engage their target audience and boost income, examining consumer preferences for digital marketing is a crucial issue. The demographics, psychographics, and behavioural traits of customers are some of the variables that might affect their choices for digital marketing platforms. Consumers' propensity to interact with digital marketing channels can also be significantly influenced by aspects including trust, privacy concerns, and security. Research can be done to look at things like:

Consumer demographics: The choices of customers for digital marketing channels can be influenced by their age, gender, income, and level of education. For instance, younger customers could like social networking sites, but elderly customers might favor email or SMS.

Consumer psychographics: Consumer choices for digital marketing channels may also be influenced by their beliefs, attitudes, and personality factors. Customers that care about the environment, for instance, could reply to email marketing advertising eco-friendly items more frequently.

Consumer behavior: Consumer preferences for digital marketing channels can also be influenced by prior purchase history, internet search behavior, and social media engagement. Customers that often connect with and seek for beauty items on social media, for instance, may be more inclined to respond to targeted social media adverts for related products.

Businesses may better understand their target market and create digital marketing tactics that engage and resonate with customers by looking at these variables and other similar ones. In the long run, this can boost brand loyalty in a world that is becoming more and more digital.

FACTORS AFFECTING CONSUMERS' WILLINGNESS TO ENGAGE WITH DIGITAL MARKETING CHANNELS

Numerous variables might affect consumers' desire to interact with digital marketing platforms. Understanding these elements

can assist businesses in creating marketing plans that are more successful and engage their target market more effectively. The following significant variables might have an impact on customers' desire to interact with digitalmarketing channels



Relevance: If a piece of digital marketing material is pertinent to the wants, requirements, and preferences of the target audience, that content is more likely to be shared and consumed. The relevancy of marketing communications may be increased by personalization and targeting.

Trust: Consumers who trust a brand are more inclined to interact with their digital marketing content. Transparency, consistent message, and a solid reputation all contribute to the development of trust.

Quality: High-quality, aesthetically pleasing, and professionally created digital marketing material has a higher chance of generating consumer engagement.

Convenience: Customers are more likely to interact with digital marketing information that is straightforward to obtain and consume, such as through social media platforms or mobile-friendly formats.

Interactivity: Consumers are more inclined to participate with interactive digital marketing material, such as quizzes, surveys, or social media polls.

Timing: delivery of digital marketing material, such as through retargeting or personalized message, increases the likelihood that consumers will interact with it.

Privacy: When consumers believe that their privacy is respected and safeguarded, they are more willing to interact with digital marketing material. Transparency, opt-in and opt-out procedures, and data security measures may all contribute to a culture of trust and respect for customer privacy.

RECOMMENDATIONS FOR COMPANIES SEEKING TO ENHANCE CONSUMERS' NEEDS AND PREFERENCES:

These are some suggestions for businesses looking to improve their digital marketing initiatives and cater to the changing demands and tastes of consumers:

- **Invest in personalization:** To increase the relevance and potency of digital marketing materials. Businesses may send tailored communications and offers that appeal to their target demographic by using data analytics and customer segmentation.
- **Prioritize mobile optimization:** Consumers are increasingly accessing digital material primarily through mobile devices. To make sure that their digital marketing material is accessible and interesting on smaller displays, businesses should give mobile optimization top priority.
- **Use interactive content:** Games, quizzes, and other interactive content may boost engagement and promote brand recognition. Interactive content may be used by businesses to inform, amuse, and engage their target audience.
- **Leverage social media:** Platforms for social media provide a potent approach to engage customers and raise brand recognition. Businesses may utilize social media to offer interesting information, answer consumer questions, and form connections with their target market.
- **Emphasize transparency and trust:** Transparency and trust are important to consumers, especially when it comes to personal information. To gain the confidence of their target market,

businesses should be open about how they gather and utilize consumer data and offer explicit opt-in and opt-out procedures.

- **Focus on customer experience:** Customer experience is becoming a more important differentiation for businesses. To satisfy customers' changing demands and tastes, businesses should concentrate on providing a smooth, personalized, and interesting experience across all digital touchpoints.

CONCLUSION

In the final analysis, there are many different and intricate elements that affect customers' choices for digital marketing. Consumer psychographics, behavior, and demographics all influence how they interact with digital marketing platforms. Consumers' propensity to participate in digital marketing is also influenced by other issues including trust, privacy concerns, and security.

Businesses must first comprehend their target group in order to personalize their strategy and engage customers through digital marketing. This may entail using data analytics to obtain insights into consumer behavior, gathering more information about consumer preferences through market research, and creating specialized digital marketing efforts that connect with customers on a personal level.

To increase and sustain customer trust, firms must also put a priority on openness, authenticity, and ethical behavior in their digital marketing campaigns. In an increasingly digital environment, they may use this to effectively engage their target audience, increase income, and strengthen brand loyalty.

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