

**Report On  
Analysis and determination of consumer behavior on digital  
marketing**

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**A thesis report submitted to BRAC Business School in partial  
fulfillment of the requirements for the degree of Masters of Business  
Administration.**

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## **Declaration**

It is hereby declared that

1. The thesis report submitted is my/our own original work
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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## Letter of Transmittal

Sohana Wadud

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66 Mohakhali, Dhaka-1212

Subject: Submission of thesis report.

Dear Madam,

It is my pleasure to submit my thesis report regarding "Analysis and determination of consumer behavior on digital marketing" which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

*Nishat Rahman Mashrafi*

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Date: 17 June 2021

## **Acknowledgement**

In this thesis work I was strongly supported by my supervisor, Sohana Wadud Ahmad, lecturer of BRAC Business School, BRAC University. Fortunately, I got her as my supervisor in my last academic work of graduation. She always helped me in term of guidance, motivation and sincerity. She advised me in my every step of the work. This makes me more enthusiast to go ahead. To complete my work, a great support was needed by me. My supervisor took the update regarding my work at every week.

My sincere honors are always with her for this great support. With due respect, I will remember her contribution through my entire life. Her constructive instructions make my work easy and interested. From this work I learned a lot regarding research activity. My supervisor also clarified how to be more specific on a thesis topic, how to narrow down descriptive articles and how to avoid plagiarism issues. In general, I actually enjoy the journey of my thesis work. I think it is a great pleasure to me for working under Sohana Wadud Ahmad miss.

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## Charts & tables

Figure:1 10 crazy digital marketing strategy:

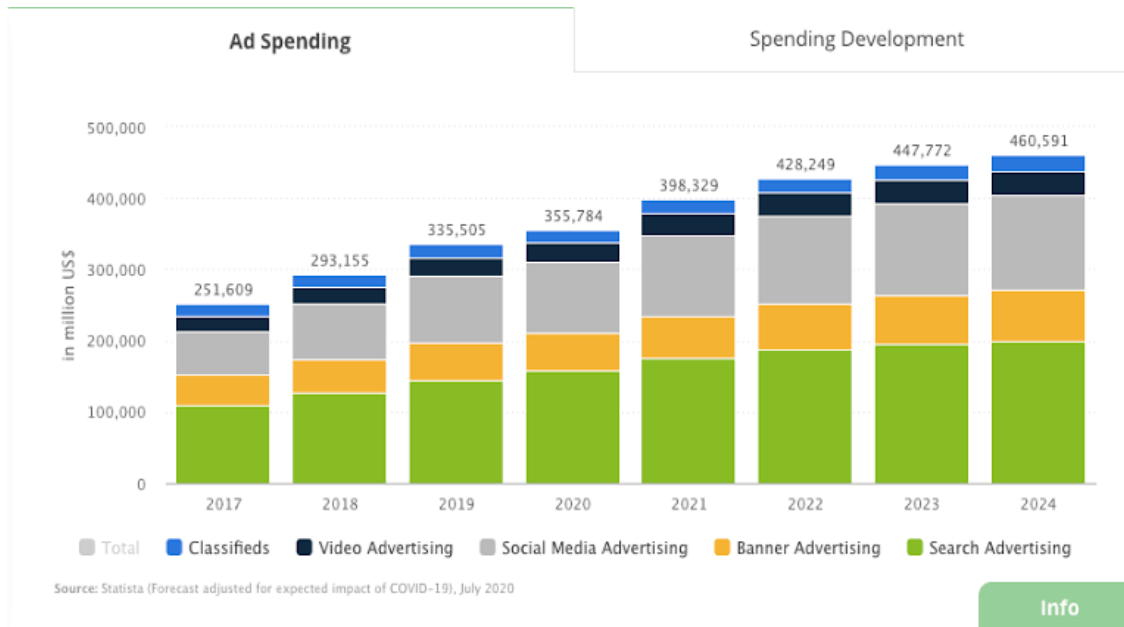


Figure:2 Digital marketing statistics sources to inform your marketing strategy:

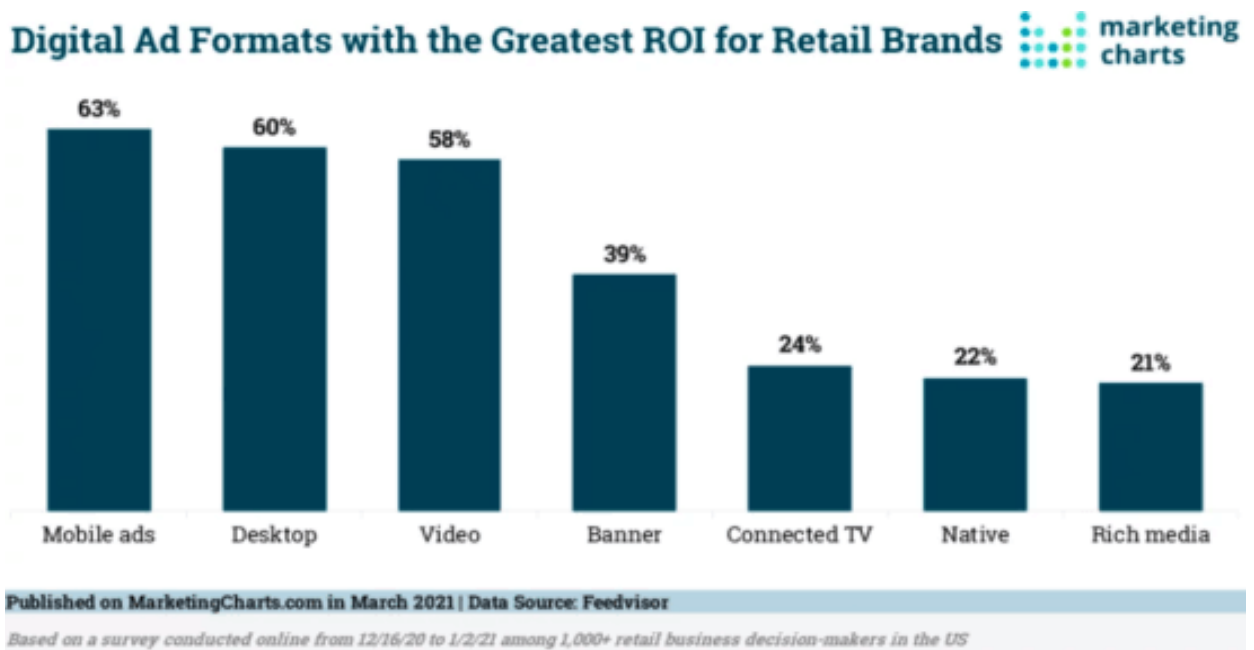


Figure:3 Assessing the State of Digital Marketing- Marketing Charts:

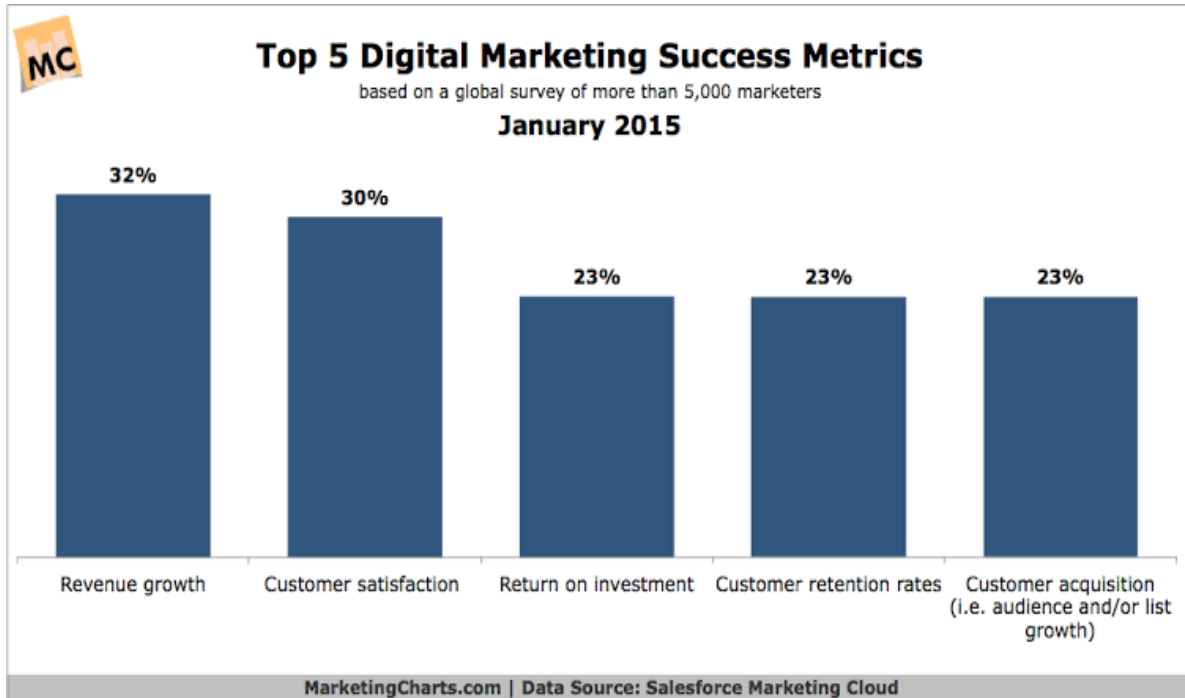
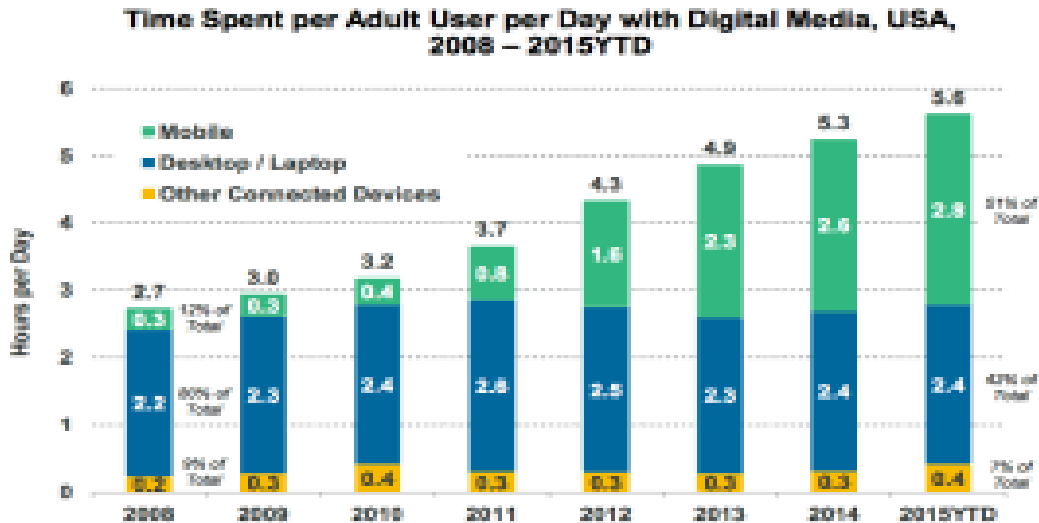


Figure: 4 Digital Marketing Trends: 8 Graphs That's Help You Understand:



KPCB Source: eMarketer, "U.S. 2008-2015", updated 4/15/2015. Note: Other connected devices include OTT and game consoles. Mobile includes smartphones and tablets. Desktop includes both home and work. Ages 16+. Time spent with each medium includes all time spent with that medium, regardless of multitasking.

Figure 5: 160+ Digital Marketing Statistics of 2021: Trend, Data and Fun:

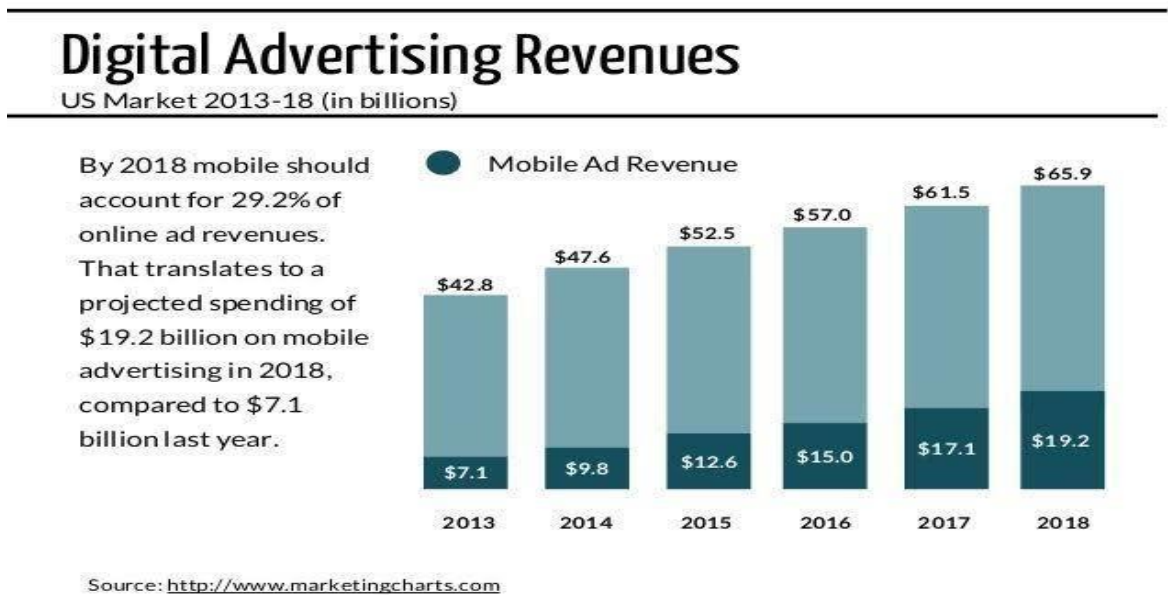
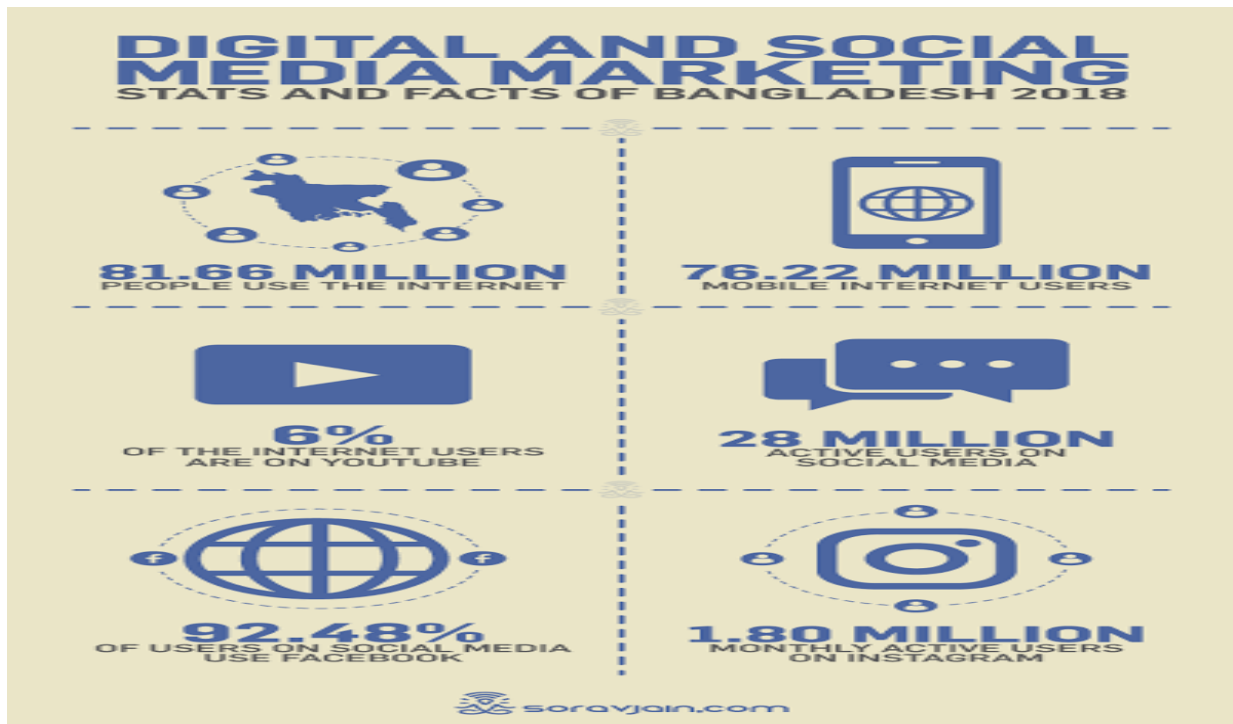


Figure 6: 30 Bangladesh's Digital Marketing and Social Media Marketing States and Facts:





**Perception of Digital Marketing on Asia (2021):**

Reason of topic	Amount (in US \$)
Advertising spending in digital advertising market is projected to reach	\$127,570million
The marketer's largest segment in Search Advertising with a projected market volume	\$52,514 million
In global comparison, most revenue will be generated in US	\$157,640million

**Global statistics journey on internet & social media users (2016):**

Global statics journey (2016)	Internet users	Active social media users
In billion	3.4	2.3
Actual growth (in %)	10%	10%

**Statistics related to perceptions on digital marketing:**

Reasons of topic	Result (in %)
Content marketers used blogs posts in their content creation strategy	89%
Marketers choose word press as their website contain management system (CMS)	18%
Traffic to marketing blogs comes from desktop	83%

## **Executive summary**

Technology touches at every stage of our life. Smart devices make our lifestyle dynamic. Digital marketing is a product of technology. Due to digital marketing, we can save time & labor to make our shopping effort. New entrepreneurs are coming up with their innovative ideas. So, this makes our consumption more customized and unique. However, digital marketing ensures the best relationship between marketers and buyers. It also spreads over abroad. Marketers can easily enter into international markets through digital marketing. Moreover, digital marketing manipulates consumer's buying attitudes and consumption patterns. Both are directly related to consumer behavior. Generally, consumption behavior is constructed by social, cultural, religious & geographical status. Digital marketing makes all products available to everywhere with less effort. Due to covid 19, online shopping got much popularity for safety reasons. In spite of having such advantages, digital marketing also carries some liabilities like fake brands, money lost, unethical products selling etc. Due to high engagement on social media like Facebook, Instagram WhatsApp by users, digital marketing occupies a large area of those sites. Users are frequently caught by digital promotions. Psychologically people get dependent on those products. Digital marketing is the only one that knock consumer's mind every time with a positive attitude towards shopping. Products or services are always displayed on our internet browsing. Digital marketing enhances the consumer's unpublished demands and creates extra creativity to gain customer knowledge and attraction. This impacts on consumer's behavior on purchase patterns. Digital marketing allows customers to be much choosy and innovative lover. But it also makes their brand switching mentality. But overall, it creates convince for both buyers and sellers. It makes our nation economy boost along with higher life style value to customers.

## **Introduction**

Today internet has changed the surface of business world. The theory of consumer behavior is facing an augmentation due to digital marketing. Consumers are dynamic lover. Digital evolution manipulates consumers interactions and makes alter benefits on marketing. Moreover, sometimes it becomes challenges for marketers to find out consumer's retention and the way of how to interact and handle consumer behavior in digital field. Digital marketing activities avid consumer behavior transformation to digital mind. In fact, at this 21st century, everybody uses smart phones, apps and other devices. Here, social medias shape the field of marketing attempts.

Marketer's thoughts are strongly included by Facebook, Instagram, Twitter, Snapchat, WhatsApp etc. Critically, social medias both directly and indirectly impact on the basic practices of marketing to consumer behavior. Digital marketing induces rapid purchase decision.

Customers are generally used to see ads on billboards, newspapers and brochures only and need to go to the store to pick up the product. Now digital marketing makes it a task of within few moments.

On line marketing campaign significantly aids marketers. They can easily track the demographic, psychographic and social segments of customers. It helps to update their ads or other promotional incentives. Perhaps, it does as a positive reinforcement of customer satisfactions.

Marketers may offer personal mail, comment reply to make customer much interested and loyal. Digital marketing aids on e-selling, e-buying and e-campaigns. That's also needs support from online banking. ATM cards are highly used in online purchase decision. Here, banks also offer marketers commission based on selling amount. In fact, Online promotion tools maybe more tailored in acceptance of customer's retention. Those promotions can adopt the hidden message of brands quickly and convey it to customer.

Internet explores all the marketing sectors over the world. Each and every step of marketing is driven by internet. It makes life faster, easier and cheaper. In business world, it creates revolution. It accelerates the productivity of business goal over the world. Marketing seems to be a process of gaining regular and potential customer's interest to a particular brand. The main viewpoint of marketing is to create, communicate, deliver and exchange offerings with values for customers. At this 21<sup>st</sup> century, digital marketing induces online based marketing activity.

Philip Kotler, known as father of marketing made a deep relationship between marketing and consumer needs. Hence, consumer's need significantly amplified their purchase decision. In past decade, marketing was seen as being informed to customers. The main goal was is to increase sales and profit. So, it was totally relationship between brands and customers. Today, digital online marketing tries to create value for customers satisfaction. In traditional marketing, brands offer ads to make people aware about their unique features. This was mainly shown by TV, newspaper, billboards, brochures etc. It is seemed to be a time consuming to bring its goal as customer were likely to be late for adopting this. Therefore, in digital marketing brands show ads more swiftly. We can see all type of ads in every time at our regular task. Hence, digital marketing can go through sales promotion, public relation and direct marketing altogether. Thus, customers are now become savvy. They can browse online shops at 24/7. Here, there is no negotiation between buyers and sellers.

Traditionally, brands are more familiar in using other marketing channels like sales incentive, test marketing camping, seminars etc. But consumers are now more frequent on online. So, marketers actively follow digital marketing due to high customer attention. Due to communication with customers, marketers easily can find out consumer's preference, behavior test and habit. However, consumers are more enthusiast at online along with social media. So, marketers can campaign their products or services at a broad aspect through internet. We can see a lot of Facebook lives, YouTube videos, reply or comments that actually are some forms of digital promotion. Digital marketing enhances the opportunity of e-commerce for marketers.

Both customers and marketers can be benefited by this because, it is highly introduced for customer centric. Lots of verified data are available regarding customer preferences in online. Marketers can easily pick up data and offer more customized product or services for online marketing. Moreover, consumers are now at freedom of evaluating their products. Due to digital marketing, brands can show a lot of variations along with reviews. So, at a time, consumers can see more brands for a particular product category and easily can select the best one.

Due to covid19, the practice of digital marketing goes more popular. So, marketers optimize their promotion attitudes at online. During lockdown, consumers want to purchase goods from home regarding safety issues. Digital marketing makes it easy to purchase by a single click. It makes customers much comfortable regarding their purchasing pattern. In the time of

pandemic, lots of economical distractions are happened around the world. So, people may be less emphasized for making purchase decision. But digital marketing can knock the mind of customer every time. It can easily make motivated consumers for buying decisions. During lockdown, people get more free time and much of those are invested on browsing Internet. So, marketers can grab their attention by offering more discounts on regular price. This critical approach can bring more profit along with customer satisfaction. In addition, customers might be more dependent on their online brands for better marketing approach. Brands are now more sophisticated in terms of international transformation. The expectations of consumers are changing globally. So, brands need to empower their development capacity in terms of their product or services. Digital marketing allows customers to send recommendations with quick feedback. This trend receives high customer engagement.

In addition, customers are now willing to involve on social media, search engines, blogs, websites and YouTube video links. There are positive suggestions, comments and recommendations that sometimes work as a marketing channel to their particular loyal brands. It tends to be an extra benefit from customers. Here, digital marketing deals with customer's psychology. Ads are frequently shown according to their browsing records. By the blessing of JavaScript code, marketers can track searching history easily. Indeed, marketers convert the psychological phenomena to purchase decision. Here, consumers effectively take the opportunity of buying effort. Due to high customer engagement, brands are being smart in terms of customization rather than ready made products. This personal shopping experience makes customers more dependent on online branding. So, here digital marketing becomes a new branding strategy in terms of manipulation of purchase efforts. It relatively makes potential customer's purchase decision. Brands thoughtfully shaped the consumption pattern over the market. So, brands have a control point over consumers buying decision by the blessing of online promotion. Furthermore, brand loyalty can be more amplified for highly customization. In competitive market, brands need to influence customers regarding their position. In addition, there are also available red ocean and blue ocean strategies among the competitors. Consumers can see lot of ads for many brands. Marketers can use search engine optimization to see the time duration of their ads on Google. That's how marketers can rate their acceptance from customers. Digital marketing also offers AI System that aids online marketing campaigns based on user's

behavior. It confirms ad which can be skip or not to skip or can skip after a duration. It aids in digital marketing for voice search or ad descriptions. So, it reduces the consumer's searching effort and makes it bit easier.

***Problem Statement:*** In this modern world, promotions of brands through online getting much competitive. Each and every brand is going to same channel in online platform. That directly makes customer confused. It tends to switch brands rapidly and awareness can be dissolved from customer's mind.

*Research questions:*

1. How do marketers make customer stick to their particular brand?
2. How does digital marketing add extra value to same category products?
3. Does digital marketing influence the frequency of visits on online sites?
4. Does social media make more value in digital marketing?
5. Does digital marketing make consumer shopaholic?
6. Does digital media in marketing ensure proper brand image?
7. Does digital marketing contribute to national economy?
8. Does digital marketing ensure post purchase behavior?
9. Does digital marketing cause online addiction?
10. Does digital marketing upgrade consumer's lifestyle?
11. Does digital marketing reduce marketing costs?
12. Does digital marketing create new entrepreneurs?

## **Literature review**

People involved in barter system at the beginning of business world. Then currency was slightly used in buying and purchasing. After this, Marketers realized they need to raise their sales. Here, primarily they started to persuade customers. They had shown their products or services in different religious festivals our cultural programs etc. They conceptualized the geographical and cultural segments in terms of customer preferences. At this point, marketers thought about they need to make relationship with customers and marketing started its journey from here.

In early pre industrial era, marketing was totally relationship based. Here, brands promoted their products or services for rapid sales. Brands encouraged buyers by word of mouth and traditional marketing ads like TV advertisement, newspaper advertisement, brochures, billboards and most costly advertisement by air. This relationship turned on mass area. Brands primarily concerned that they need to satisfy their customer's staple needs. So, ads or other promotions were used to inform their product's unique feature. Here, brands did not concern about extra value creation for both present and future customer satisfactions.

Marketer's thought was like customers would buy their commodities for their needs only. They believed that nothing can make consumer's demands larger. Brands did not think about to create needs for customers. In this time, consumers culture was totally need based and straight forward. Here, consumer behavior mostly adopted by brand recognition. They did purchase behavior by identifying logo, tagline, packaging and ad quality. Electric media and print media were broadly used for advertisement. For any innovative product, test marketing or campaign was used to gain customer knowledge and attract customer retention. Here, brands seemed consumer's behavior in the static way. Customers were used to respond slowly in purchasing behavior. So, there was a gap between consumer's purchase decision and buying frequency. Both of them were dependent on consumption pattern.

Philip Kotler formalized marketing concept to create excess network toward marketing. However, digital marketing can ensure this strategic network. Smart phones, laptops, tabs, smart TV are always in our hands. Brands show ads on websites, YouTube video, blogs and online portal etc. In this dynamic environment, consumer's purchase behavior is changing and becomes

challenging to marketers. There are many online shops like Amazon, E-buy, Alibaba, Daraz etc. Brands offer products from this market to everywhere. It reduces the cost of store and middle men charge. Due to this, price can be bit less comparing to physical store. So, online marketing does have a positive attitude towards customer behavior

Moreover, digital marketing can create curiosity towards the product. It adjusts mass distribution along with customization. Here, sales force creatively work on consumer's motivation. Online market sites are promoted to gain customer's memory. Ad management, brand management, product innovation and distribution are formalized by consumer's attitude. Here, value creation is not only major but also sustainable communication act to push customers in buying behavior.

People are now more excited on getting innovation in product. Digital marketing can create this conventional attitude in their value. This makes consumer's behavior more optimistic on digital marketing.

By the blessing of online marketing campaigns, brands create product or services that makes an occurrence of need creation. Those needs are actually unknown to consumers before introducing the particular product. So, online marketing makes new buyers. However, people are engaged in social media for a high amount of time. In every moment both our leisure and busy, we go through social media for without any specific reason. Digital marketing occupies a large area in social media sites. In every scroll, we found ads, Facebook lives etc. Our searching records bring those ads for us. We pick an eye sight on those ads for our random browsing habit. Usually, people use social media with a fresh and joyful mind or sometime it makes people jolly. So, ads are frequently caught by their minds. They realized the products along with the brand.

However, digital marketing makes it easy to search the product details. Customers can get it by a single click or touch. In nature, human is more adorable to get something easily. Customers want to have something within less effort. This philosophy is strongly dedicated by digital marketing. Sometimes, brands provide many YouTube channels with videos, vlogs in terms of their unique features. Extra information contained video links are also provided to their description box. It makes customers less hectic and more passionate in their purchase behavior.



However, using of smart devices makes people addicted. It seems like drug addiction which can not be resisted. Digital marketing enforces this addiction into brand awareness. In human brain, there are numerous neurons. Those cells are working for keeping up pleasurable memory. Shopping always makes people happy. So, digital marketing obviously makes people always happy. We can see more products on different brands. This makes people to purchase more and more. Their buying decisions do not see their actual buying necessity. For every purchase, buyers are congratulated from the marketers. This makes them happy and pampered towards the brand. Thus, marketers use digital marketing for brand building capacity. This capacity is only consisted by buyer's attention and conducted by digital marketing. VATs are properly collected from customers during online shopping. Negotiation does not happen between sellers and buyers due to digital marketing.

In digital marketing, people are shown colorful ads, posters, characters and games etc where gaining points cause discount. This makes people high buying behavior.

In a playful mind, customers get discounts and purchase products. It creates repeat purchases. Digital marketing campaign thus engages customers for high life time value. On average, it depends on hours of internet using where this usage rate is going higher for every phase in our life. So, digital marketing may be turned to customer driven online activity. Online marketing appearances are seemed to be customer thought. Virtually, digital marketing practices websites campaign that formalize customer's attitude. It can easily validate consumer's future attention in terms of buying behavior.

Digital marketing handles consumer behavior not only for purchase decision but also for life style, social value, average life time and future attitude to the brand. It leverages the past consumed value within present would be value attribute. Vlogs and Facebook lives make people easy to adopt the brand. It is more customer supportive because of immediate response. Digital marketing induces this support activity as an attributable sales upgrade. Here, people emotionally get the demand by watching those hosts or celebrities at live.

Online interaction with customers can compile the market and rapidly change brand's experimentation. Now consumers are digitally imperative to online promotions. Search engines like Google, Yahoo, Pipilika show ads like as water mark. This cannot be skip from user's brain.

Generally, those ads are likely to inform customers regarding the company or brands not the product. So, consumers feel a deep relationship towards the brand. But in traditional marketing, brands and products are presented at same time. As a result, consumers may forget about the brand. So, brand recognition may face dissolved from user's mind. Online branding also emphasized on quality and features management of their promotion. Their all acts are used to exaggerate buyers. People subconsciously take this and utilize it as consumption behavior.

Personal e mail, phone cell, message or chats are such kind of digital marketing forms that make customer more loyal and convey warmth from marketers. Brands now open Facebook pages to let consumers aware about their updates. So, easily marketers can spread their information where it might be much expensive in traditional marketing. Many celebrities, YouTubeers also take part of this type online marketing. This automatic promotion creates a logic in purchase behavior.

Due to covid 19, people are concerned regarding safety and budget friendly issue. Digital marketing can appear this consumer's mentality into action. Discount and installment facilities are also available in digital marketing. So, consumer's purchase capability will not be failed during the crisis time. Consumer's psychology now depends on digital marketing. Their digital buying experience accelerates their purchase frequency. This online marketing makes customers more responsive. Brands are coming with data driven product innovation. Marketers can easily pick up information from online and evaluate it digitally by using Polls on Facebook, Google forms etc. So, they can be digitally clarified toward their new product launching. Digital marketing plays here as a lower cost supportive channel. Moreover, brands can gain much return on investment (ROI) due to online campaigns.

This extensible marketing program aids brands to shift paradigm in consumer's cultural attitudes. Now all brands show different kinds online ads at different time like Eid, Puja, Bangla year celebration, National independence and victory day etc. This is the application of cultural attraction towards the brand. Human formalizes their attitudes based on their surroundings.

Online interaction with customers creates mental and visual imagination with brands. Here, emotion plays the role of connector.

Those artificial bondages are seemed digitally but works in authentic manner in reality.

Consumers feel a great attachment with the product and its demand becomes high.

Sometimes, digital marketing causes brand switching mentally towards the customers. They tune brands with single click and become less tolerate towards the brand. But marketers are always ready to convert themselves according to customer's present requirements. Digital evolution makes it possible to let them know about how to be prepared on online.

Consumers are more likely to improve their consumption behavior. Somehow, they do prefer to use international brands. Digital marketing easily enables this consumer's mentality in E-shop like Amazon, Alibaba, E-buy are 24 hours free for shopping without hard and fast shipment efforts. Here, digital marketing creates cultural diversity and improves consumer's satisfaction. Online marketing strategies seemed like more transactional approach. It offers individual sales and retains customer's unmet needs. It can approach multi way communications with consumers.

Search engines, blogs, websites, social media sites can easily create user's profiles to save information conveniently. With this system, brands can offer exceptional customer service like wishes at specific day like birthday, marriage anniversary etc. This also patronages consumer's connectivity along with trust. Now consumers of online brands frequently build community in Web sites, Facebook pages, Messenger groups etc where sub culture among the members are formed regarding their consumption preferences with burying behavior.

## Methodology

**Research design:** Qualitative research is frequently used in this thesis work.

### **Data collection method:**

❖ **Primary data:** A set of questionnaires are used in term of customer's perception on digital marketing.

### **Interview questions:**

1. How does digital marketing effect on consumer's mind?
2. How does digital marketing convey the proper message to consumer groups?
3. Does digital marketing create extra needs to customers?
4. Does social media accept more attention on consumer engagement?
5. Do online promotions improve product's impressions over the customer group?

These five open ended questions are asked to face to face on around 13 people where five are male and the rest eight is female. This provisional interview collects consumer's initial attitude towards digital marketing facilities. Their responses are frequently developed based on their purchase capability, lifestyle patterns, income range, cultural and religious values etc. Most of the them expressed positive feedback to digital marketing.

❖ **Secondary data:** This kind of data are gathered from different customer groups. Social status like higher, middle class or poor, religion like Muslim, Hindu, Buddhist and Christian, sub cultures which are based on stereotyped beliefs all are concerned as data record. Information are also being collected from different journals, research paper, online news portals etc. All those data are accessible from internet. In this research, a focus group discussion (FGD) is also held. This practice includes a branch of six male people's doctrine regarding customer behavior on digital marketing.

### **Data analysis method:**

From the study of above information source, it is determined that attitudes on consumer behavior of digital marketing becomes totally observation based. By doing review and exploration the data based on the information, the theme of the research is presented in a cohesive manner.

Considering highlight thoughts and concepts of this data mode, it is realized FGD is best to find the actual data validation and data editing. So, another FGD is held on around 10 (female only) to prepare textual data and doctrines for the research. Here, the data objective is concept on consumer's behavior to digital marketing. The error field of this work like numbers of family members, atmosphere of their country, their language etc are thoroughly excluded on being filtered.

To transcribe data, basic ideas, thoughts, phrases on this work are being coded. For example, segmentation code, economic status code, brand position code etc. This coding to variables is helpful to index data. Those coded data have both positive and negative influences on the research content. They are labelled according to their role. For example, improved technology, spread of social media aid consumer purchase from online. So, this is positively labelled. But customer's switching mentality, low brand loyalty, cheating from frauds all do impediment on online purchase. So, they are negatively labelled. Now, the content analysis of the work, data and information are become structured. Finally, by connecting the codes to each and every variable, a framework of data is developed. Those variables have roles to create consumer's buying attitudes.

## **Analysis and Findings**

### **Analysis:**

Due to digital marketing, consumers are connected to more brands. In traditional marketing, marketers follow chain rules for their promotional activities like hiring agencies to make TV ads, posters, banners, endorsement by celebrities etc. This extra cost is now excluded for digital marketing. Brands manipulate their promotion capacities due to online platform. Now digital marketing is data driven that actually provided by customers. Those data are already thought by customer's current behavior. So, marketers become much trendy.

They offer different online ads for different customer segment to a single particular product. It creates opportunities for both customers and brands. Consumers are more likely to tailor their products. So, they behave more grateful to the brand. On the other hand, brands can satisfy their customer's special demands. This opportunity of digital marketing makes more innovative towards brands. During covid 19, digital marketing became bit challenging. Consumer's demand becomes lower which effects on purchase behavior. But online marketing offers different sales incentives like discount, coupon card, coding in game to engage customers. Those type of engagement motivates customers to stick on purchase. However, digital marketing also makes people engage within their activities. Brands sometimes offer rewards like digital voucher card, online autographs of celebrities for making more sales. Indeed, digital marketing induces facilities where customers can take part in quizzes. This type quizzes bring much creativity and general knowledge. Usually, it is held after the short ads in online.

Here, a slight concentration is created towards the brand. Sometimes, people can gain offers like free talk time, posting personal selfie or photos to public ads etc. Digital marketing makes customers laugh by entertainments. Renowned cartoon characters like Miky Mouse, Tom & Jerry, Hulk or movie characters like Arther (joker character), or movie clips or dialogue are used as an image or jingle to the brands. Generally, children are the big fan of this type campaign in online. This ensures high participation levels with loyalty. However, brands are now more explorative. They are always trying to find out consumer's demands. Usually, in traditional marketing, demand and supply work linearly. But digital marketing makes more products and more consumption. So, consumer's behavior depends on brand's orientation. But on the other

hand, digital marketing does have some disadvantages. Many fake or fraud open fake websites in the name of renowned brand and sell low quality products or services at high prices.

Consumers sometimes lost their money without getting products. Those incidents reduce the believe of customer and they are being reluctant to make online buying. This thought is many injurious to the real brand with bad impacts. Their value of goodwill becomes destroyed.

Sometimes, unethical products like drugs, sex toys, unlicensed arms are promoted and sold in online shops which spoil the young generation in terms of social and religious morality. So, this also makes digital marketing unpopular among consumers. Sometimes, hackers collect customer's personal information like phone numbers, email addresses, social media ids, house locations etc and make their abuses. It creates insecurity among customers towards digital marketing. As, digital marketing promotes consumer groups, there are lots of websites, Facebook messenger or WhatsApp groups of consumers as a team of buyers of any particular brand, where all buying records are stored. So, here consumers may face bullying according to their purchase rate or amount compared to others. Social inequality slightly does happen in here.

### **Findings:**

Although consumers have different opinions on digital marketing, still it is going popular day by day. Our life is technology driven. Easy and accessible devices like smart phones, laptops, smart TV are broadly used by consumers. Online shopping gets much access or browsing due to touch screen systems, high speed wifi and eye protector screen. So, consumers can use their electronic devices for long time without irritation. A large group of customers get benefited from digital marketing. Because, digital marketing enlarges the scope of e-commerce.

Consumers can see product detail, catalogue, post purchase service from online. Sometimes, YouTube videos links regarding the use of particular product are also provided due to digital marketing. So, consumers face facilities and attracted by online promotions. They can purchase from anywhere at any time. Where in traditional marketing, customers need time to understand their needs and brand verification also made them concern. Digital marketing enables to find how to operate consumer's wish, how do customers see something as a product or service, how would they argument over the product, how much future value do the product has? It also

influences consumers to do repeat purchase for a longer period depending on product's life cycle. Digital marketing helps to develop consumer's philosophy where buying approaches are moving in a peeved way.

Digital marketing makes demands recyclable. Here, old demand comes up with modified new demand. Innovation is the key to become successful in the marketing strategy. Brands provide online promotion before launching product, where consumers have option to vote regarding the innovation. So, here brands collection consumer's aptitudes to the upcoming product or services towards the innovation within little effort. Online marketing inspires marketers to promote brands through sponsorship.

YouTube channels, Facebook pages are offering many short films, web series, prank videos, funny or comedy shows, adventures vlogs. Users are always attaching with those programs. So. Their sponsorship can create extra attention from customers. Moreover, digital marketing every time tries to attract consumer's knowledge. If consumers do forget about their needs, online ads are constantly reinforcing them about the brand or its product's benefits. Here, consumer's mind positively convinced toward the brand. So, they may feel reluctant to skip purchase decision. Sometimes, consumers might not be motivated to purchase, then digital marketing offers personal councils to particular consumer to keep up their demands linear.



## **Conclusion**

In this research work, it is determined that how technology changes the behavior and attitude of customers. Online marketing is broadly accepted all over the world. Marketers can create additional value that benefits to consumer behavior. Consumer's expectations are visualized by online promotions. There are many needs which significantly don't appear to customers. Brands innovative ideas are presented digitally to test the feasibility of the product. So, digital marketing can make an online prototype of a product to let people know about their unique ideas. Thus, consumers realized that they actually face the scanty for the particular product. Here, their behavior is manipulated by marketer's ideas.

Online relationship in marketing offers reliability for both parties. This reliability keeps up a structure of a constant consumer behavior. Moreover, online consumer's responses increase marketer's confidence. Brands use digital marketing which options information, attractions and easy access to consumers. It makes consumer's perception on product credible. Consumers make buying effort from online based by the persuasion from digital marketing. Psychological factors like thoughts, believes, attitudes and morality of customer's are modified by digital marketing to create innovative consumption power.

Online shopping opportunities make customer's desires dynamic. Their addiction to increasing demands are going up to brand's innovation. Internet makes marketers quicker to update their features. Now consumer's lifestyle, consumption pattern, future would be demands all are calculated by marketer's due to digital marketing. In 21st century, our life is digital. In every step, we need technology. This phase also makes people more purchase decision oriented. Because, digital marketing makes people's mind dependent on their products. People use social media for entertainment mainly.

Digital marketing on social media makes people more enthusiast on online shopping. It creates virtual satisfactions on using internet. Because, brands are always trying to make customer busy in a searching mind. This consumer's behavior makes brands more online oriented. Digitally, they show products and promotes to catch consumer's feelings.

Due to online promotions, consumers frequently aware about the brand's new variations. National economy is also depends on digital marketing. Online marketing makes the wheel of economy moveable. Here, buyers and sellers both are contributing in creating utility. This directly raise GDP level over the country's economy. So, digital marketing makes an endless series of benefits for all and creates demands by consumers.

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## **Appendix**

- As of 2019, digital marketing spends globally US dollar 290 – billion.
- According to the forecast, digital marketing industry is expected to grow at CARG of 12.8% and reaches a market value of around US dollar 330 – 340 billion in 2020.
- The mobile advertising expenditure contributes approximately 39 – 42% of of the digital expand in Western Europe an market such as the US, Germany, Spain & was expected to reach 55 – 60%by 2019.