



The Influence of the Online Market on Consumer Purchasing Preferences

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Abstract

The traditional market has been replaced by digital marketing strategies because of how competitive the market is and how fast technology is changing. Digital marketing covers a large area, and in a market with a lot of competition, it means exploring business models that use digital technologies to cut costs and grow businesses around the world. Digital marketers have a better chance of growing their businesses in the future because customers are happier with online shopping and think digital marketing is safer than traditional marketing. Digital marketing gives customers the chance to look at information about the company's products and compare them. This gives them the freedom to choose and lets them place orders at any time, 24 hours a day, and 7 days a week, no matter where they are. With new technologies and more people using the internet, consumers are becoming more and more connected to each other. As a result, consumer behaviour is changing, and businesses need to know how consumers act. This study looked at how digital marketing changes the way people buy things. Because digital marketing has a positive effect on how people buy, traditional marketing should be replaced by digital marketing as soon as possible.

Keywords: Digital marketing, customer choice.

Introduction

Digital Advertising refers to online promotion, online marketing. Digital Marketing is not only essential for capturing a large marketing space, but it is also essential for consumers, as it provides a large number of direct communication opportunities. In a highly competitive market and with the advent of internet technology, marketing strategies have shifted to digital marketing strategies, as has the manner in which businesses interact with their customers. As consumers gain access to a greater diversity of products from across the globe, the use of digital marketing is growing. Over time, the term digital marketing has gained widespread acceptance.

Digital marketing promotes products and services primarily through the Internet, but also through other digital channels, such as mobile phones. Customers are more satisfied with digital marketing because they are able to ask

questions and provide feedback about any product or service. In the digital market, the medium of communication is significantly more convenient than in traditional marketing, as it consists primarily of websites, messaging, email, etc. Digital marketing is one of the quickest ways to expand and grow a business on a global scale due to the use of digital tools that simplify marketing. It quickly reaches a significant number of consumers from around the globe. Using analytics, it is very simple to measure the effectiveness of a campaign, whereas traditional marketing makes it extremely difficult to measure the effectiveness of a campaign. With the assistance of the internet, consumers can access information that is beneficial to them at any time and in any location. Today, online retailers such as Myntra offer a variety of brands and make it easy for customers to shop at any time, from any

location, by installing a single app; they also offer a 30-day exchange or return policy, which boosts customer satisfaction. Today, the vast majority of people rely on online purchasing for every type of product, whether it be food or apparel. Today, everyone knows how to visit a company's website, look up a product, place an order, and provide feedback. It is the privilege of every consumer to receive comprehensive information regarding every product, as they can submit a complaint if they feel they have been deceived. Customers can compare other related products and place orders at any time, based on their preferences, because digital marketing offers consumers 24-hour services, allowing them to purchase whenever they are free. Now there is no requirement to allocate time from Customers can shop at any time, in any location, and without concern, as product pricing is transparent and they can compare prices from a variety of retailers in order to purchase the least expensive product.

Customers are significantly more contented with online purchasing because digital marketing is perceived to be securing than traditional marketing. There are a variety of products available at a range of prices, as well as a variety of payment options, which makes online purchasing convenient for all income levels. Today, digital marketing is a crucial aspect of conducting business for every organization, as it not only increases the profit margin but also expands the business internationally. Customers become loyal to a product when they gain confidence after learning every detail about it and provide feedback, fostering a positive relationship between them and the seller.

Digitalization plays an essential role in today's competitive market because it involves the exploration of business models utilizing digital technologies, which reduces costs and expands businesses globally. As there is no fixed location for the store, there is no concern regarding the deterioration or larceny of merchandise, which reduces the stress on the organization. Additionally, it assures quality and reduces fraud because the business is transparent and the market is highly competitive, allowing consumers to make their own decisions. Different E-Commerce models include:

- In this instance of B2B e-commerce, both companies are actively involved in the transaction. Myntra, for instance, works with several different brands.
- With B2C transactions, companies directly connect with end users to sell and acquire goods and services online. One such instance is internet purchasing.
- In a C2C transaction, both the buyer and the seller are separate individuals. On OLX, for instance, both buyers and sellers are individuals; the former uses the website to digitally sell unused goods to the latter.
- Sales of goods and services to the government via private companies (B2G) often take place online.

Review of Literature

E-commerce was widely believed to be the engine that would power these shifts. The widespread use of e-commerce in recent years has led to the development of innovative strategies for using the internet, which are being tested and refined in order to help businesses thrive in today's cutthroat economic climate. The internet's new possibilities have spawned a worldwide digital economy. Consolidation has allowed it to mature from a relatively young technology into a more established medium technology. Paper transactions are replaced by electronic ones, simplifying administration, all thanks to electronic commerce. **(Bajaj & Nag, 2016)**

E-commerce has the potential to revolutionize the retail industry, especially with the rise of the internet in today's cutthroat marketplace. E-commerce is just doing business in the conventional manner through electronic methods. The evolution of e-commerce from Electronic Data Interchange has been dramatic. The expansion of the web has opened up a whole new world of possibilities. E-commerce, modern methods of market research, and cutting-edge digital techniques have rendered the once-dominant physical marketplace obsolete. Everything from sourcing raw materials to final sales is done online. It facilitates a more personal connection between buyers and sellers and enables businesses more operational agility. The internet has become the primary means through which businesses operate on a worldwide scale. E-commerce is

all about decreasing lead times, globalizing products, maximizing output, and expanding into new markets. (RAYUDU, 2016)

The digital market's primary focus is on satisfying consumer demands for customization and personalization by using the unique capabilities of various digital media. Since clients may monitor the information offered by the company about the product on the digital market, trust in the product and the company can be established. Customers may browse the online catalogue at their leisure, regardless of time or location, and place orders from the comfort of their own homes, since the digital market is open around the clock. Customers now have the freedom to make informed decisions because of the abundance of available data. Customers nowadays are almost entirely reliant on the digital market because of the time and convenience it provides. Now that consumers across all demographics are well-versed in the existence of the digital market, they may purchase online with confidence. Customers like the convenience and savings of buying online because of the wide selection of items from across the globe. The use of technology to promote the digital market is constantly evolving. The digital marketing industry is able to rapidly and efficiently gather client input, respond to their issues, and implement their suggestions. It guarantees openness not only before, but also throughout, and especially after, a transaction. The digital market has a brighter future than the traditional market does right now since it benefits both buyers and sellers. (Sathya, 2015)

Nowadays, billions of people worldwide use some kind of technology. In the United States, for instance, the percentage of people who use the internet is expected to rise to one hundred percent over the next few years, particularly among the educated and the affluent. The amount of hours young people spend on social media has almost doubled over the last two decades, making it an increasingly important factor in the expansion of internet use. To sum up, the internet and social media now have greater allure than ever before. Consumers use the internet to research products and services, shop around, and talk about their experiences with other consumers and the companies they've dealt with. As a result, it's crucial for businesses

today to adapt to the changing times and learn how their customers behave in the digital marketplace. Due to the portability of smartphones and the plethora of applications available for them, mobile devices have become an integral component of the shopping experience for many. (Stephen 2015)

Factors affecting evolution of Digital Marketing in today's times

There are primarily 4 factors that Affecting evolution of Digital Marketing in today's times

1. Technology:

New tools in digital marketing make it simple to gauge user requirements. With the help of social media, it is now possible to quickly and easily evaluate a huge number of potential clients, as well as to find, introduce, and promote a product. With marketing software, it is simple to monitor metrics like:

- Identifying the platforms where your target audience is most active on social media is a breeze.
- Determine when during the day blog posts perform best.
- Which direction is drawing greater interest from consumers, and how can we adapt to it?
- Determine which emails have the highest click-through rates.
- Where do most people fill out the contact form?
- Which design appears to work best for your field specifically.
- It's simple to monitor the most popular search terms and focus on them exclusively.
- It is simple to create a profile of a consumer or prospective customer.
- Client profiles, both current and prospective, are simple to construct.

2. Storytelling:

Almost every businessman nowadays uses many strategies to advertise and set his company apart from the competition. How to pique the interest of your target audience and keep them interested. Organizational content is often presented in the form of a tale so that target customers may both enjoy it and understand the message the company is trying to convey.

Displaying internet films, quizzes, and polls are all possibilities for making exceptional content. Telling a story is a great way to get to know your audience on a deeper level and win their loyalty.

Narratives based on these four pillars:

- An inciting incident and a climactic climax: set the scene for your audience so they care about what happens, then build suspense and see what they do about it.
- Emotions: Making an emotional connection via storytelling creates emotional memories, which in turn attract consumers, who are then more likely to buy the goods and become loyal to the company.
- The audience will have more faith in your business if the stories it tells are genuine.
- Connectivity: The tale must resonate with readers and pique their curiosity.

3. First Mover Advantage:

First-mover advantage (FMA) is the advantage gained by the initial ("first-moving") significant occupant of a market segment. It may be also referred to as technological leadership.

A market participant has first-mover advantage if it is the first entrant and gains a competitive advantage through control of resources. With this advantage, first-movers can be rewarded with huge profit margins and a monopoly-like status.

Not all first-movers are rewarded. If the first-mover does not capitalize on its advantage, its "first-mover disadvantages" leave opportunity for new entrants to enter the market and compete more effectively and efficiently than the first-movers; such firms have "second-mover advantage."

It also allows company to build strong brand recognition and product in the market and loyalty towards your product before other new company entrance.

Various Advantages for first mover in the market:

- Build brand loyalty and impression in the eye of customers.
- Trap new customers.
- Establish product as per the industry standard.
- Technology leadership

- Control strategies and scarce resources.

4. Mobile Focused Digital Marketing:

Things which affect the digital marketing

- Website should be mobile friendly.
- Create more new videos.
- Create paid campaigns
- Live streaming to build good relationship with audience.

Need for digitalization

The underlying idea underpinning this view is that society will benefit from extensive use of technological advancements that lessen the burden of labour and save costs.

As a result of digitalization, consumers will have access to a wider selection of high-quality goods for purchase online from sellers located all over the world.

Since it facilitates competition, digitalization boosts businesses' reputations and allows them to expand their roles in worldwide marketplaces. Technology is employed in many different industries, including production, commerce, education, consumer engagement, and the usage of raw materials from far away.

Benefits of digitalization

In today's competitive world, digitalization plays a crucial role by allowing businesses to reduce costs and expand internationally via the exploration of new business models enabled by digital technology. The digitization has several advantages, including-

- It enhances the company's credibility in the market by emphasizing the importance of cutting-edge technology to their success.
- Lessen product damage due to infrequent handling.
- Customers and merchants alike stand to gain from the time and money it saves.
- As everything is out in the open, the likelihood of fraud is reduced, and product quality is guaranteed.
- It enhances organizational performance and provides a competitive edge.
- Information may be accessed whenever, anywhere.
- Since markets are fragmented, the ability to boost organizational efficiency is essential.

Traditional marketing vs. Digital Marketing

To meet the wants and requirements of a defined market and provide a return on investment is the ultimate goal of marketing. Both old and new techniques may be used in marketing. The term "traditional marketing" is used to describe the tried-and-true methods of brand promotion that have been used for decades. Traditional advertising includes such channels as print publications, radio and television broadcasts, and direct mail. The promotion of a product or service via digital means is known as "modern" or "digital" marketing. Internet, mobile phones, and other digital channels are all fair game for digital marketing. Networking sites, blogs, pop-up windows, emails, and social media sites are all included. The price of traditional advertising is higher than that of online advertising. Digital marketing has a far lower cost per consumer reached (\$125) compared to conventional marketing's over \$1800 price tag. This demonstrates how digital marketing allows us to rapidly and cheaply disperse our message to a wide audience.

Importance of Digital Marketing:

- **Growth opportunities for small business:**
The ability to tailor your marketing strategy to your budget means you may more effectively reach a wide audience for less money with digital marketing. Launching a new product via conventional marketing methods is challenging in and of itself.
- **Convenience for the customers:**
As online marketing doesn't need the establishment of physical retail locations, distance is no longer an issue. One may now effortlessly export their company abroad without incurring any costs associated with distributor networks in other countries.
- **Less cost:**
The expense of advertising a product in brick-and-mortar stores is far higher than that of advertising it online. As things can be ordered on demand, there is no need to waste money on store upkeep or product display.
- **Personalization of the customers:**
Customers are more satisfied with the product as they are able to readily compare items and make a purchasing choice based on their findings in the digital market, which also allows for quicker and easier engagement with the consumer.

- **Build good relationship with the customers:**

Customer retention rates are increased because to the Internet's role in fostering positive relationships between businesses and their clientele. It helps you connect with your clients from the time they make a purchase until the time they provide feedback and any questions they may have are answered.

- **Instant Comparison between the products:**

Consumers are able to quickly and simply compare many goods before making a purchase. When it comes to purchasing a product, clients have more agency while shopping online.

- **Clear Information available for the product:**

With digital marketing, all of the data is publicly exposed online, so any potential buyer may peruse it at their leisure and make an informed purchase. Unlike at stores, where salespeople can only answer questions to the best of their abilities, the Internet is a veritable encyclopedia of information.

Disadvantages

- **Highly reliant on Internet:**

Internet access is crucial for digital marketing. Only those with reliable access to the internet may use this feature. The Internet has become more crucial to the day-to-day functioning of our society. If this trend keeps going the way it seems to be going, we may need the Internet for basic survival.

- **Lack of trust:**

Some customers may not trust internet ads because they fear being scammed. One of the main problems with the digital market is that when clients look for a product made by a certain firm, several items made by competitors pop up first. Customers are confused since they may now obtain excellent products at lower prices from a variety of sources.

- **Harm the image of brand:**

In digital marketing, there are more products of the same sort than ever before. Customers as a consequence start buying generics instead of name brands.

- **Beneficial for only consumer goods:**

One of the real-world disadvantages of digital marketing is that it cannot be used to promote products in the industrial and medicinal sectors.

- **Lack of Digital literacy in the world:**

There is lack of awareness in many parts of the country, people living in the remote areas still not aware of the digitalization.

- **Unaffordable smartphones:**

If there is going to be a successful digital market, then cellphones must be readily available. The widespread use of digital market technologies is a direct outcome of the unaffordability of smartphones.

- **Increase in cybercrime in India:**

There is no specific measure of security for the cybercrime present in India. India is more prone to the cybercrime.

- **Problem of connectivity:**

Many of India's hundreds of villages lack access to reliable energy, putting them in the digital dark ages. Because of this, people in those towns still can't use the online marketplace.

- **Problem of down server:**

Problem of down server are always there in post digital and pre digital India.

- **Low internet speed:**

Low internet speeds have become more widespread as internet use has increased. For instance, before the advent of 4G internet speed and the subsequent growth in internet consumption, Airtel was hailed as the world's fastest network.

Conclusion

Understanding the minds of your customers is crucial in today's ever-changing market. To ensure long-term success, businesses must adapt to the ever-changing preferences of modern customers in the digital marketplace. Today's marketers confront a number of new risks and obstacles as a result of the revolutionary changes in the economy. The benefits of

digitalized marketing should be publicized more widely. To enhance the size of the market, more work has to be put into making digital marketing secure.

Consumers' habits have changed for the better as a result of the digital revolution. Those in large cities and among working couples, who often have limited free time, have benefited the most from this shift since they can now shop and make payments whenever and wherever they choose. Consumers are encouraged to make more digital purchases because of the incentives provided by digitalization, such as coupons, gift certificates, discounts, cash back, and cash discounts.

Finally, advertising initiatives, road shows, and seminars among customers are needed to generate awareness and expand the utilization of digitalization.

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