CONSUMER BEHAVIOR IN MARKETING IN THE DIGITAL EDGE

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**Abstract:** Digitization must have altered business and customer communication mechanisms, opening up new opportunities and lowering transaction costs. Moreover, digitalization, particularly e-commerce, is critical to the market's development because it facilitates the process relationships between users and vendors in multiple places. Digitalization is indeed probable to have overall economic advantages in the form of innovation and research, creative thinking, but also acquiring knowledge, as well as immediate and unrestricted exposure to sources of information and lower transactional indirect impacts. The objective of this research would be to look at consumer behaviour in the digital era and lead to a better understanding of digital marketing techniques, their effects on consumer behaviour and attitude, as well as start-ups like mobile apps, also resulting in effectiveness.

**INTRODUCTION**

Globally, digitalization is the most powerful force for change (Ashman et al, 2015). It is causing rapid change in many aspects of living, from how humans work to how humans invest their free time (Zhang et al, 2014). Digitalization influences almost every aspect of our lives. Consumers all over the world are using sites and apps to access a wide range of services and products. It is fair to say that digitalization has become a part of our lives (Karimi et al, 2015). Technological developments have permanently altered our livelihoods and ways of life. Facebook, Amazon Video, YouTube, as well as online purchases are nowadays a part of everyday life (Yayli et al, 2012). Digitalization has also resulted in a variety of changes across the industry, including increased competition for every consumer as well as a greater need to concentrate on data analytics in order to improve consumer engagement and provide a better customer experience (Goh et al, 2013). Businesses must concentrate on the overall effect of digitalization on customer behaviour in order to attract consumers across all multiple touchpoints and achieve customer satisfaction (Ashman et al, 2015). The connection between digitalization and customer behaviour is complex. Businesses must be aware of this connection in order to implement production systems that will help them become much more famous and profitable with customers. Customer expectations toward purchasing decisions have shifted as a result of digitalization. Customers nowadays buy products after watching an internet commercial rather than reading a newspaper, magazine articles, or watching television. Consumers expect a quality experience from the businesses they interact with, and businesses must meet or exceed
those expectations to be successful. Because today's customers aren't as loyal to a particular brand as they once were, online marketing firms provide alerts on their own goods or services to maintain pace with their clients' needs. In terms of notifying and voice, customers expect attentiveness, effectiveness, consistency, and truthfulness. To stay competitive, businesses should use online marketing, online buying, or online selling to reach out to their own clients. Online marketing is a fantastic achievement component for marketing companies as well as marketers. The companies that provide excellent customer experiences to their competitors and are more aware of how customers want to interact with one another will be the winners.

LITERATURE REVIEW

Consumer behaviour

Customers' purchasing behaviour is characterized as a sequence of activities regarding people, the purchase of different items, their use, and disposal of products, as well as decision-making practices and the management of such behaviour (Engel, Blackwell, and Miniard 1986). "Consumer behaviour" is defined as "the process whereby people choose, buy, use, or discard goods, services, concepts, or perspectives to meet their wants and requirements" (Spacil and Teichmannova 2016). Consumer behaviour "involves psychological, physical, as well as emotional actions that people engage in when those who do choose, buy, use, or discard a product that meets their requirements and wants" (Eshra and Beshir 2017). Even so, psychological, physical, as well as emotional actions are a few essential factors of consumer behaviour which may be implicated in the choice, purchase, and the use of goods to satisfy customers’ needs (Wilkie 1994; Priest, Carter, and Stat 2013), since these attributes could affect one's decision, notably what and how to purchase, why one should buy, when to purchase, where to purchase, and how to use a product, with such a potentially significant method. Furaiji, Latuszynska, and Wawrzyniak (2012) have given their opinion that customer behaviour is indeed a set of phases wherein customers first acknowledge their own necessities, then actively seek sources to meet those needs, end up making decisions when purchasing anything to meet those needs, evaluate existing knowledge, start planning, and afterwards try and put those plans into action (Rehman et al. 2017). According to the literature, customers can get through five phases when making buying decisions. Trying to identify the issue, gathering information, considering options, and purchasing as well as post-purchase actions (Mensah and Amenuvor, 2021). The choice, purchase, and provision of products and services by consumers is referred to as consumer behaviour. Consumer behaviour is complicated by a number of factors. The consumer first searches for such products he wants to buy, after which he chooses the few who appear to be of higher added value. After making their choice, the customer calculates how much money they have to invest. Finally, the consumer evaluates the current prices of items and makes decisions about which items to buy (Rani 2014).

RESULT AND DISCUSSION

Social media changes Consumer Behaviour

Numerous scholars have recently investigated the effects of social media on customer behaviour, but not from the perspective of a decision-making procedure (e.g., Xie and Lee, 2015; Chu and Kim, 2011). People are using social media to get instant access to information where and when they really want it (Mangold and Faulds, 2009), which helps each other make purchase decisions or learn further about innovative brands or products (Powers et al., 2012). Goh et al. (2013) and Xiang and Gretzel (2010) provide instances. Customers’ merchandise selection as
well as purchasing intention were shown to be influenced by customer reviews (Yayli and Bayram, 2012).

As a consequence of social media (Ashman et al., 2015), Customers' connectivity among like-minded people to interact inside an infinite circle of information sharing, tracking notifications, as well as trying to obtain viewpoints and rankings on a broad variety of products or services. The perceived information quality and emotional appeal of product reviews, as well as the perceived volume of feedback, have been considered to have a strong positive effect on customers' repurchase intentions (Zhou et al., 2013; Zhang et al., 2014). Because, when compared to organizational communication and advertisements, social media can be viewed as a more credible source of information. According to Constantinides (2014), "There's really widespread scepticism about the mainstream." As a result, people are excluded from media such as TV, magazine articles, as well as newspaper articles as sources of information to help them make purchasing decisions (Mangold and Faulds, 2009). In digital choice, big data is a major issue. Customers are becoming paralyzed by overthinking as a result of the pure availability of information on social networks, making it hard to navigate every piece of relevant evidence (Powers et al., 2012). There is indeed a finite amount of knowledge that people can acquire due to limited rationality (Simon, 1960; Thaler and Mullainathan, 2008), but it is not possible to examine only those variables in detail (Karimi, 2013). According to Dellarocas (2002), online marketing has also enabled people to give their experienced thoughts to the rest of an online community. Community members could indeed send their own viewpoints about an item, subject matter, or society for free, and all these reviews have an impact on consumers' purchasing decisions (Zhang et al., 2014). Client social contact, as per Nolcheska (2017), seems to have a significant impact on the buying decisions, beginning with problem identification, searching for specific information, differences arising, making the final purchasing decision, as well as post-purchase fulfillment. The above social media sites, as per Nolcheska (2017), have also facilitated two different information flows, which allow businesses to impact the consumer choices of specific populations. One company's permittivity increases, allowing for more opportunities for transformation. So every blog post, image, YouTube clip, or comment has the potential to drive traffic to your company's website. With an adaptive capacity factor, internet-based social networking marketing is that it allows your company to make a good impression.

Digitalization and changes in consumer behavior:
Several important consumer behaviour trends deserve special attention, even though they are summarized below:

First and foremost, a healthy lifestyle and the desire for a moderate, fit and active way of life come first. It manifests itself in a flourishing life based on the principles of moderation, neatness, honesty, and unity. This way of life is particularly prevalent among the 20–30 year old generation (generation family Y or Z), also known as the digital age (Ashman et al, 2015). The followers of the comfortable life have their own principles, are not really considerate, and thus are skeptical of business. Such features have a meaningful impact on purchase habits and decisions. A modest and healthy way of life indicates that such customers have said "no" to drinking, "no" to unhealthy behaviors, "no" to animal-derived food, and, most importantly, "no" to rash as well as under informed financial spending (Karimi et al, 2015). These customers have a lower need for self-expression via ownership overall, but a higher need for self-expression via their own events and perceptions that they would like to share. In the context of the existential theoretical construct, it should be noted that the consumer's perception more towards a moderate as well as healthy life is a demonstration of an innovative or overlooked old life philosophy. It
was about the conflict of "to behave-to just be." Numerous consumers today, including members of Generations Y or Z as well as Gen X (mid-aged people), prefer to be rather than have. This shifted distinction of customer philosophy of life, morality, as well as sense of values is a huge challenge for new commerce (Xie, 2015).

Second, connectivity, not property, is the goal. In return for further luxury, freedom, adaptability, and much less luggage through daily life, numerous consumers are relieved of the obligation to buy valuable items and personal possessions. It is also an expression of clean lines as a way of life as well as a lack of commitment to items. Enhanced rapid urbanisation as just a worldwide element of contemporary society, and also rising rents and home values in major cities, are all contributing to this trend (Rehman et al., 2017). The practice of "free cycling" has also recently gained popularity. This is the practice of having to hand out or give away products that are still usable but unappealing. Instead of throwing these items in landfills, the primary objective is to use them for their original purpose. Free cycling and other types of consumer communication and interaction are strongly supported and facilitated by social networking sites. Such two important patterns in customer behaviour, namely moderate lifestyle and also the pursuit of connectivity instead of property, could be summarized as an outright rejection of consumerist society, consumer morality, and so this category of consumerist culture. (V. Peteva, 2011). The leads to overall consumption, as manifested in widespread communication of a healthy way of life and devotion to branded products as a symbol of economic success, is gradually losing its hegemony. The above project is largely weak, delicate, as well as slow, but that should not mean that it is not taking place. The future would then reveal whether customers will remain as consumer-focused as they are today.

Customers who are tech-savvy seem to be progressively able to regulate their buying patterns. For each other, commerce occurs in a variety of settings, including retail stores, the internet space available via computers, and their own mobile phones. Their behaviour and attitudes are platform-dependent, meaning they shift from traditional to digital and back again. In such a digital way, they typically gather product details, price comparisons, look for deals, or keep an eye out for discount codes. Because once users are offline, those who go to physical shops and use their own mobile phones to look for better offers or promotional offers, the order in which their customers' morals are prioritized is shifting. (M. Kateva, 2018).

Consumers in the future are more existentially centered on values that are not limited to materialistic as well as universalism. Numerous futurists assume that spiritual intelligence is currently reviving attention and also that people seek a new objective and strive for further enduring values, including those of family, society, and belief. A human being can be described as a mixture of psyche but also feelings (heart and mind), as well as essence, in the location of a customer (Kotler, F., 2010). A new breed of customer activist is emerging. Because of the rapid growth but deep penetration of digitization throughout all aspects of social life, customers are now over-informed, highly aware, but also highly connected on Facebook and other social media.

This trend is expected to accelerate further in the future. Injustice is a common accusation leveled against societies, exhibited in established or arising gaps among social classes, generations, traditions, territories, and populations (Rue, J., 2013). In a wider sense, the undeniable benefits of online marketing drive its continuous evolution, and many more, mainly attributed within the general merchandise application, could be identified, all of whom have a major impact on customer selection of products and services, notably:

Artificial intelligence in customer service; The use of Chatbots inside the service is where artificial intelligence manages to find its way into electronic contact with consumers in
department stores. All of those are computer systems that can really instantly address questions from customers. Consumers communicate with it via text, audio, as well as multimedia features including emojis and photos, which creates the appearance of speaking with a normal human. Chatbots eliminate the need for numerous employees to know how to react to queries, allowing for a faster customer service team. Those who can be in charge of simple but also monotonous work while the human element is maintained in much more complex situations (Hill, Ford, Farreras, 2015).

Chatbots behave as personal assistants for every individual customer and therefore are ideal for the following cases: internet shopping; shipment tracking; booking hotel facilities; offering basic information about business; giving instructions for performing tasks; trying to direct queries towards the most effective service department; responding to consumer emails.

Currently, Chatbots interact with customers primarily through very popular instant messengers (including such as WhatsApp, Wechat, Messenger, Telegram, Text Messages, and so on) and are specifically built for significant international brands through their applications (H & M, Burger King, McDonald's, etc.), (Rehman et al, 2017). Chatbots in AI systems was also used to collect data from each independent customer's interaction, allowing for personalization of the quality of services provided and an enhanced customer experience.

Content marketing is indeed a form of communication to clients without directly offering the product for sale. Multimedia images are used in content marketing. The aim is to persuade online consumers' interests through a well-thought-out means for enhancing appealing content, such as messages, images, and videos, and to prompt people to start taking actions that lead to a purchase (Rehman et al, 2017). Content marketing on its own, when distributed to appropriate clients, offers people relevant and helpful information while having a minimal impact on their purchasing decisions. The goal of content marketing is to provide useful information while also establishing trust in a brand. Consumers prefer watching instead of reading. As such, increasing video communication, such as anything other than multiple images and videos, and also graphs, presentations, diagrams, as well as other photos, is essential to gain their consideration.

Virtual reality and augmented reality are also gaining traction in online marketing but are also affecting customer decisions (Scholz and Duffy, 2018). Numerous online stores provide digital stores, exhibits, as well as dressing rooms to give their customers a unique shopping experience. The computer layout of 3D models of product offerings, as well as the ability for customers to practically check them, reduce travel time between good or service and customer, show the products in a rational way, and actually influence purchase interest at an emotional level.

Use of social media to positively represent a product as well as assist in shopping decisions. Major corporation features on social media sites (Twitter, Facebook, Google, Snapchat, Pinterest, and so on) aren't any longer only a way to inform the audience about the firm's operations, promote its products, or straightforwardly engage with clients. Businesses can reach potential clients even more precisely as well as provide people with the correct product due to the wide range of tools for consumer data processing (Rehman et al, 2017). In addition to what customers prefer, need to share, but also remarks, posting interesting and diverse content through social networks increases traffic and engagement towards the firm's site and also enhances search engine optimization.

The homepage accomplishes top positions in search results or enhances the awareness of a company website via SEO optimization. The percentage as well as the action of audiences on a company's main sites (related directly to action on Google) influences the ranking of search
Influencer marketing is widely used; it enlists the help of influencing people online to attain and impact potential clients. Sellers pay internet famous people to promote or suggest particular products to their massive internet followings. Influencers, as well as content creators, who have the ability to create relevant content while also drawing attention to their own ways of life, are generally regarded as influential (Rehman, 2017). Aside from celebrities, influencers could be ordinary people wanting to share their own everyday lives as well as try to present services or goods that they could receive for free, including performers, actresses, and models, as well as sportsmen (massive influencers), who require large salaries for product promotion. Such influencers promote products in such an unobtrusive way as to be trustworthy information sources that their own followers think are interesting, trying to overcome deep distrust as well as an overabundance of immediate marketing communications (Xie et al, 2015). The number of responses under the corresponding publication, including comments, prefers, but also needs to be shared, is reflective of the amount of impact, i.e., proof of the general interest of the public in such an influencer's actions. This form of campaign streamlines the process of making a buying decision by directing viewers to something like a specific item.

The Internet of Things (IoT) refers to the combination of product lines, detectors, as well as artifacts towards the worldwide network, by which they create and exchange information with no human involvement. According to those specialists, by 2025, there will be 1 trillion systems with only Internet access that will serve as sources of actual data on shopping habits that can be used to transfer marketing messages as well as enhance customer service (Global Sensors in the Internet of Things, 2017). This massive exchange of data from multiple sources necessitates the use of large data sets (Big Data) to analyze data. The challenge is to make good use of the data gathered from each retail outlet in developing their marketing plan, like which channels to use, who to guide deals, and the immediate concerns of potential customers, among other things.

These digital marketing trends, including an increasing use of digital marketing clients, the growth of rapid mobile browsers and mobile marketing techniques, and also game-based (the emergence of gamification into marketing programs), provide marketers with innovative and limitless opportunities to participate in targeting their market segments. Customer experience is the most important element in determining what store to purchase goods from. That's why it is necessary to develop engaging content marketing as well as track buyer behaviour and patterns in either a virtual or physical era. Grammatikova, E. (2017).

CONCLUSION

In today's dynamic business environment, understanding consumer psychology is critical. Customer behaviour in the digital age is continually shifting, and it must be clearly addressed to ensure the company's long-term viability. Marketers frequently face problems and risks as a result of the revolutionized economy. The benefits of digitalization marketing must be made more widely known. The most steps should be taken to create online marketing secure in order to expand the addressable market. Consumer behaviour has changed positively as a result of digitalization. The greatest transformation is shown in big cities, especially between many working parents who, due to the lack of time, find it more comfortable to purchase and spend money on things at whatever time and from anywhere else. Consumers also are rewarded by digitalization in the shape of vouchers, gift cards, special offers, cash back offers, and discounts, which all encourage people to be using electronic transitions.

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