

DIGITAL MARKETING AND CONSUMER PSYCHOLOGY: EXPLORING THE INDIAN MINDSET

Kanha Mittal

Dewan Public School, Meerut Cantt, Meerut

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ABSTRACT

As a medium for marketing, social media are becoming more and more significant. The importance of including social networking sites (SNSs) in everyday life transactions cannot be overstated in the modern world, as more and more retailers utilize social media to attract teens and young adults. In order to understand the factors that affect the amount of adoption of SNS by Indian customers, multiple extended TAM variables have been investigated for their effects. Perceptions of utility had positive and significant advantages, whereas perceptions of risk had an adverse effect. Digital marketing is quite popular, and in today's fiercely competitive market, it involves investigating business models that make use of digital technology to save costs and grow operations internationally. Customers are happier while purchasing online and believe that digital marketing is safer than conventional marketing, digital marketing has a stronger chance of growing its business in the future. Digital marketing gives customers the chance to look at the details of the products offered by the business and make comparisons as necessary, allowing them to exercise their right of choice and submit orders whenever they want, anywhere, and 24 hours a day. Consumer behavior is the study of people, groups, or organizations, along with all the actions related to the acquisition, consumption, and disposal of products and services, as well as how the consumer's feelings, attitudes, and preferences influence their purchasing decisions. Consumer behavior first developed as a separate marketing subdiscipline in the 1940s and 1950s, but it has since evolved into an interdisciplinary social science that incorporates aspects of sociology, psychology, and social anthropology.

Introduction

The concept that marketers and consumers may build brand communities through their websites has been advanced with the development of the Internet. The importance of social media as a medium for marketing is rising. Social networking sites (SNS) are a key venue in this trend,

which is seeing an increase in the usage of social media by shops to reach teenagers and young adults. With the development of technology and the use of the internet, the market has become more competitive, and the manner that businesses interact with their consumers has changed over time.

The usage of internet marketing is growing daily as consumers have access to a wider range of items from around the world rather than only inside certain local bounds. SNS can be particularly helpful for interacting with clients, advancing client learning, and obtaining client feedback (Tikkanen et al., 2009). In order to develop elaborate diagrams and maps of user-to-user and user-to-interest links, these sites include a vast amount of information that can be mined and analyzed (Schmugar, 2008).

"Social media is everywhere, and marketers are planning to take full advantage by allocating more budget than ever to the plethora of new communication channels available," claims Kieran Kilmartin, marketing director EMEA & India, Pitney Bowes Software (2012). Even for subject-matter specialists, predicting consumer behavior may be challenging; nevertheless, cutting-edge research techniques like consumer neuroscience, ethnography, and machine learning are providing fresh insight on how consumers make choices. The study of consumer behavior has also benefited from the use of customer relationship management (CRM) databases.

When it comes to social media marketing, consumers continue to shun it in significant numbers, choosing instead to trust peer reviews of businesses and items rather than clicking on adverts. They also use a very careful strategy when dealing with brands on social media in general. The consumer popularity of several social networking sites was fascinating to see. Small companies now have fresh options to network with one another and their clients, as well as to broaden their reach, thanks to the rise of social networking sites and new tools that make online contact simpler. Even for industry professionals, predicting consumer behavior may be challenging, but emerging research techniques like ethnography, consumer neuroscience, and machine learning are providing fresh light on how consumers make decisions. Additionally, databases for customer relationship management (CRM) have developed into a resource for studying consumer behavior.

Literature Review

Numerous facets of consumer behavior, digital marketing tactics, and Indian mindset have been studied by researchers. Hedonic and utilitarian values are two separate sets of standards that consumers use to guide their purchasing decisions. Therefore, utilitarian value is more often linked to cognitive characteristics of attitudes, including financial gain, convenience, and time savings. Because online buying services lack multimodal qualities, online customers prefer

utilitarian values over hedonistic values. The simplicity of finding and comparing businesses is one of the main utilitarian benefits that internet customers look for. The elements that influence individuals to embrace and use the SNS through TAM have been the subject of several research. In spite of the fact that these factors are crucial in situations where there is ambiguity (Luhmann, 1979; Mayer et al., 1995), such as online settings, very few methods have concentrated on the role of trust and perceived risk in this adoption process (Dwyer et al., 2007; Shin, 2010). Although, in this study, we also attempted to show a direct relationship between perceived risk and attitude. The phrase "degree to which an individual believes that using a particular system would enhance his or her job performance" was used to describe perceived usefulness. (Davis, 1993). The information systems community has conducted a lot of research, and the results show that perceived usefulness has a major impact on usage intention. Customers are frequently prepared to overlook minor user-interface issues if the service offers vitally important features. About 80% of Internet users, according to recent empirical data, are interested in personalized services. Freedman (2007) found that compared to websites without customization options, 56% of regular online buyers were more likely to make a purchase on a website with them. Personalized services vary from one another, nevertheless. Previous studies have shown that various personalized services often have varying effects on customer satisfaction (e.g., Alpert et al. 2003). The 18 to 30 age group finds online shopping to be more convenient and time-saving, and they favor credit cards as the most convenient form of payment, followed by debit cards and cash. The most popular service among consumers is e-ticketing, which is followed by e-booking and e-billing. They found that 32% of customers prefer to shop online and that 68% of consumers view shopping in stores to be more convenient.

Income, occupation, and respondents' buying decisions are all strongly correlated because they do not have the time to travel to the market and spend two to three hours buying, people with greater incomes prefer to purchase online. It has been noted that young people are often drawn to discounts and deals made by businesses.

A study of the respondents' responses uncovered numerous facets of SNS usage. The remaining items on the questionnaire were to be answered in relation to the social networking site(s) that the respondents specified they used.

Studies have quoted that every participant has expressed interest in utilizing SNS. Regarding the average amount of time spent each week on social media, 46% reported spending between 5 and 12 hours, while 36% reported spending more than 12 hours. About two thirds of the sample get enough exposure to the brands on SNS.

This implies that marketers are using this channel more frequently to communicate with customers and to increase consumer loyalty to brands and businesses. We can assume that

respondents respond favorably to marketing via these SNS. If marketers offer them through SNS useful information with additional value as well as appealing offers, people will follow them.

For a variety of objectives, including brand recognition, customer acquisition, customer growth and loyalty, customer research, etc., marketers engage with customers on SNS. By asking respondents to score these motives, we have attempted to analyze how they perceive the respondents' motivations.

In India, especially among young people, social networking sites have significantly increased the percentage of communication channels they control. As a result, it is important to examine the variables that affect product marketing on SNS.

The world is witnessing major developments in communications due to the intensive spread of technology and information through the Internet through different mediums such as the smartphone, social media platforms, and the electronic word-of-mouth (Al-Marroof & Al-Emran, 2018; Al-Qaysi & Al-Emran, 2017; Al-Qaysi, Mohamad-Nordin, & Al-Emran, 2018; Alshurideh, Salloum, Al Kurdi, & Al-Emran, 2019). These technological advancements make the world look like a small village as these communication media are able to facilitate access and interaction with consumers (Alghizzawi, Salloum, & Habes, 2018; Malik & Al-Emran, 2018; S. A. Salloum, Al-Emran, Shaalan, & Tarhini, 2019). Consumers use digital communication channels to search for product information and services.

It has become part of people's everyday life (Stephen, 2016). The number of internet users worldwide has reached 4.1 Billion where 92% of them access the internet from their mobiles. Meanwhile, the number of active social media users recorded is at 3.56 billion (dazeinfo, 2018). Most people use digital marketing and social media intensively through their role as consumers of goods and services as they search for information and data on the products consumed in addition to communicating with others about their experiences (S. A. S. Salloum & Shaalan, 2018). Therefore, this responds to the marketers of this fundamental transformation through the increased use of digital marketing channels. In fact, by 2020, it is expected that approximately two-thirds of global spending will be on advertisements streamed on digital channels (Park & Lee, 2008). Therefore, consumer marketing in the future will be implemented to a large extent in digital environments, particularly social media and mobile phones.

Conclusion

Studies have highlighted the influence of cultural variables on Indian consumer behavior. It has been discovered that the variety of languages, faiths, and customs affects consumer choices, brand preferences, and communication tactics. Researchers stress the importance of cultural awareness and localisation in digital marketing initiatives. For marketers who want to leverage

these settings as part of their marketing strategy, it is essential to understand why consumers use SNS and to identify the factors influencing the adoption of these apps. Indian marketers have begun utilizing some of these sites as a marketing strategy after seeing their popularity. A favorable attitude towards internet shopping is a need of life in today's fast-paced society when both spouses work and mechanization of life has the upper hand. Thus, it suggests that the perceived usability of SNSs would increase with their perceived ease of use. The study's next finding is that attitudes regarding marketing via SNS are negatively and significantly impacted by perceived risk. Marketers must devise novel strategies to reduce the perceived risk of their potential customers in order to overcome these misgivings in attitude towards purchase. In order to increase the usage of social networking sites as a communication and marketing tool, marketers must put risk-reduction methods into action.

Consumer behavior is a field of study that includes all of the steps taken by people or groups to choose, obtain, buy, use, and discard goods, services, and concepts in order to fulfill their wants or desires. It also entails looking for information about the goods and services. Consumer conduct varies depending on whether they are dealing with goods or services. The risk involved in purchasing a service is greater than that of a product.

To succeed as a marketer in the future in the cutthroat economy, every marketer needs to grasp the psychology of this youth demographic. The digital revolution in marketing and the economy as a whole has created several threats and difficulties for marketers in this cutthroat environment. In order to develop effective marketing strategies to retain the present and to seize the potential market, marketers must have a better understanding of young people. Only then will the market be able to transition from traditional customer-oriented marketing to technological customer-oriented marketing in the near future.

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