

DIGITAL TRANSFORMATION HAS CHANGED CONSUMER BEHAVIOUR FROM TRADITIONAL MARKET TO DIGITAL MARKET

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ABSTRACT

*Traditional markets are shifting to digital marketing strategies with the usage of internet in the highly competitive technology. Globally digital market has grab the wide digital market area it involve exploring business model using digital technologies in the highly competitive market which reduces cost and expand business globally. Business have a big scope by doing digital marketing now a day customer are much more satisfied by on the online shopping Digital marketing is open 25*7 hour customer get get all information through online provided by the companies on website they can also access easily and do comparison with other company product so customer are getting opportunity and enjoying to purchase online right choice on right time. Day by day inter connectivity of customer is increasing and consumer behaviour is changing with the use of new technology and the increase of the usage of , consumer behaviour changing and understanding the digital market . The aim of the study is to understand how digitization is changing consumer behaviour from traditional market to online market .*

Keywords: Internet, New Technology, Digitization.

INTRODUCTION

Objective of Study

The aim of the study is to know how consumer behaviour has been shifted from offline to online with the usages of internet and new technology and app which are available in mobile and they are comfortable to purchasing product through online.

RESEARCH METHODOLOGY

The data has been collected through primary and secondary data . Through primary collection has been collected face to face interview and secondary from Journal magazine website etc.

LITERATURE REVIEW

Alok Kumar Pal and Dr Bharti Shukla (2020)

Customer purchasing behaviour change due to various factor such as status, quality, place, highlights, advancement . Main purpose of the aim is to understand impact of digitalization on customer behaviour by the collection of primary face to face interview and secondary data.

Ugonna, Ikechukwu A et al. (2019)

Through study it was found how online market has influence the customer and online

marketing and product delivering the goods timely. The aim of the study to understand how customer determinant through online buying , to attract customer toward online marketing it is viable tool and effective communication which attract the customer.

Naseeth Ahamed Nizar and Chrishankar Janathanan (2019)

Social media marketing has also changed the buying behaviour of customer . the purpose of the study to know how customer behaviour and social media is related with each other. Through online hen customer do purchasing company keep checking other companies product price and strategies to attract the customer.

Simran Kaur et al. (2018)

New application and usages of the internet has changed the market from traditional to online the study found that digital marketing impact is on customer and digitization has changed consumer behavior positively Midha (2012) Figure 1.

Objectives

1. The purpose of the study is.
2. To know how digitization has changed consumer behavior.
3. To know the impact of digital age on impulse buying behavior.
4. To know the Impulse Purchase will.
5. To Shopping Mood of consumers behavior.
6. To know Psychological Perception of customer .
7. To know Online Store Stimuli.

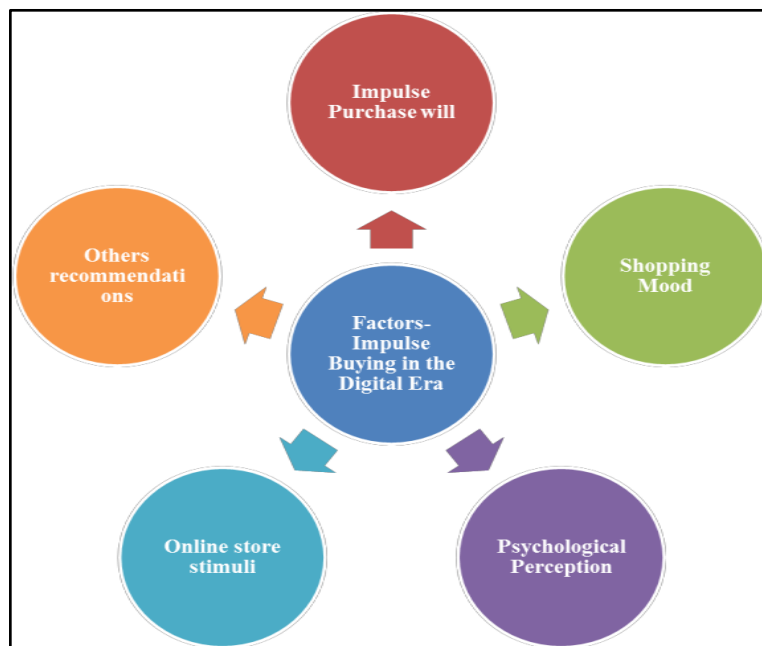


FIGURE 1
CONCEPTUAL MODEL

Digital Marketing Channels

Website

On website platform customer can search about the details of goods and services about the company . Customer can find more details on platform.

Social Media

Social media platform is to promote business online to attract the customer online and to increase the brand value. Today companies are promoting and launching their new product to spread the awareness through social media.

Content Marketing

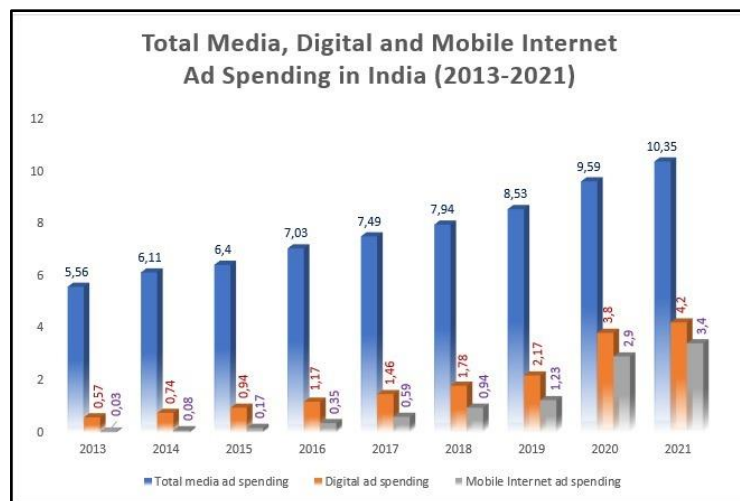
Context Marketing is an attractive technique To build a strong relationship with target audience continuously and to reaching the defined assembly with a relevant and priceless aim.

Search Engine Optimization

In the digital marketing SEO is a tool which used, to find the about the business or it product which helps the customer to find online and to purchase it.

Mouth to Mouth Marketing

Mouth to mouth publicity is more effective then other marketing .In this marketing spread brand name immediately Chart 2013-2022 Figure 2.



**FIGURE 2
GRAPH**

Consumer Buying Behavior (CBB) in Relation to Social Media

E-commerce , social media,visuals advertisements are changing consumer behaviour from offline to online shopping and presenting them opportunity to purchase goods and services through online . Online marketing is attractive and easy for customer to get feed on online , comparison of price with substitute product easy return policy;cash payment or transaction through bank. (online transactions) Lipiäinen (2014).

Impact of Digitalisation on Online Impulsive Buying Behaviour

Consumer interactions, trends, and lifestyles have seen a notable shift due to the transformation in technology in connection to information & communication tools, digitalized

media, and the Internet. Waheed & Jianhua (2018); Sun et al. (2019); Attaran et al. (2019). Consumer behaviour has a major influence on social networking sites, social apps, and online blogs because of extensive growth on Internet platforms. (Tiago & Verassimo, 2014).

The scenario has changed drastically in consumer behaviour towards impulsive online buying. The perspective of the consumer with respect to online shopping has been built by digitalization as variety, competitive prices, product range and many more are not only cost-effective but profitable. (Bayo-Moriones & Lera-Lopez, 2007). Contemporary platforms have also transformed online buying intention as the product information is easily available. (Tiago & Verassimo, 2014; El-Gohary, 2012; Waheed & Yang (2018); Waheed & Jianhua (2018).

A comparison between online and offline shopping highlights the differences with respect to product information collection by consumers, perceived benefit, perceived risk, and comparison of products on a different platform. Sarkar & Das (2017). A customer does not have to move from a brick-and-mortar store to another, favourable conditions are all accommodated in online buying with the initiation of technology. Eroglu et al. (2001). These all conditions lead to impulsive buying.

The existing studies reveal that the focus of researchers was primarily on antecedents of impulsive online buying behaviour and when stimuli are exposed to customers the result comes in favour of online impulsive buying. Mehrabian & Russell (1974); Piron (1991). With the advancement of digitalization, today e-commerce companies have worked tremendously on websites which becomes one of the stimuli in putting impact on customers for impulsive online buying. Visual appeal, website security, navigations, ease of use, and other factors have been worked on to create website stimuli. All these attributes of website stimuli could have been possible through technology.

Online impulsive buying is not restricted to website stimulus only but also efforts in marketing by organizations are recognized by researchers in different studies. Heavy discounts and promotions are some factors which are playing a crucial role in Marketing stimuli. Iyer et al. (2020). The propensity for online shopping is increasing rapidly among customers all across the globe. Therefore, the marketers must concentrate on marketing strategies to find out the perceived benefit of online shopping and how the customer is influenced by these strategies in correspondence to his/her shopping values. Other than websites and marketing stimuli, the next trigger is the emotions of customers. He may find pleasure as a stimulus to go online shopping. His emotions play an important role in triggering him/her for online impulsive buying behaviour. Liu et al. (2020)

Whether it is website stimuli or marketing or emotions, all are acting as a mediator between customers and products to build a strong customer relationship. Ghose & Dou (1998). Considering the impact of the above-mentioned factors, hence it becomes of vital importance to examine further the online impulsive buying behavior of consumers Sharma (2020).

Digitalization and Consumer Decision Making in Impulsive Buying

In the entire scenario of digitalization, the major aspect is changing consumer behaviour and it is well understood that consumer buying behaviour and pattern have a great influence on the decision-making. There are many research questions that emerge in the mind of researchers about consumer online buying behaviour and decision making. How impulsively the product is available with variety and comparison has led to change in consumer decision making. Prepurchase information search is very crucial in consumer decision making and when it comes to online shopping, digitization makes it convenient for customers to search on the same. Identification of a set of products and further subsets is greatly made easy by e-commerce companies through digitalization.

The behaviour of the consumer indicates the activities which are involved in obtaining the products /services, therefore advertising messages on digital platforms have influence on his/her decision making creating a desire to purchase the product advertised Wertenbroch et al. (2020). This desire acts as a customer's choice and his/her level of gratification to a product, which is significant fact and is constantly paid attention to by marketers to exist in the competition. Era of digitalization has seen that this fact becomes crucial to be well taken by the marketer Choudhury & Gulati (2020)

Marketer is well aware that understanding consumer decision-making helps in solving the market planning problems in situation of highly growing dissemination of products offerings that are digital and spreading across customers Solomon et al. (2013); Blackwell et al. (2002); Schiffman & Kanuk (1997). All steps of consumer decision making process are important whether offline or online but the crucial point is to strategies and uncover the consumer decision making process through the influence of digitalization.

In the era of digitalization, consumer is acting more on feelings and impulses, this has led to his different thinking and behaviour while making decision about product. Technological development and ease of purchase has made him to act in more impulsive way be it rational or not.

A compulsion to buy has been noticed by many researchers in their studies where variety attracts customer in click and mortar stores. The customer senses the product at that very moment and move to next if not convinced. Therefore, marketers are required to expand drives and increase the scope to target audience.

The emotional lack of control can be seen in impulse buying which is created by struggle amongst the instant recompense and also the undesirable effects that the buying would instigate that can activate enduring and pathological compulsive behaviour. Pandya & Pandya (2020).

Therefore, there is need and justification to study the digitalization and its effect on online impulsive buying behaviour of consumer.

CONCLUSION

In the conclusion we can say that social media is influencing consumer behaviour such as digital communication, twitter, youtube, blogs, video, Facebook YouTube are playing vital role. the digital marketing tool, Social media marketing has emerged that has a important effect on the buying habits of the consumers. It was found that now people are more active and conscious about digital marketing and they check information of goods and services online and they take buying decision.

In conclusion digital marketing is giving satisfaction and happiness to the customer and they enjoy shopping through online there fore digital marketing is a great instrument to pull the customer and to create and retain happiness of customer.

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