



HUNGARIAN UNIVERSITY OF  
AGRICULTURE AND LIFE SCIENCES

# The impact of digital marketing on consumer behavior and its implications for businesses

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# ABSTRACT

The way that businesses and other organisations interact with their audience has changed as a result of digital marketing. Digital platforms, digital media, digital data, digital devices, and digital technology are the five D's of digital marketing that may be combined with conventional marketing strategies to reach people more closely than before. Customers may now choose from a far greater selection of entertainment options, goods, services, and pricing offered by various vendors, as well as a more practical method of making selections and purchases. Organisations may take use of this to grow into new markets, offer new services, engage consumers in novel ways, and compete more fairly with bigger companies. Marketers employed by these companies have the chance to learn new competencies and apply these new resources to enhance the competitiveness of the company.

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## 1.1 Introduction

Digital marketing is the use of digital technologies and platforms to create, communicate, and deliver value to customers and stakeholders. Digital marketing has revolutionized the way consumers access information, compare brands, and make purchase decisions in the modern marketplace. Consumers are now exposed to a variety of digital channels and sources, such as websites, social media, online reviews, blogs, podcasts, videos, and mobile applications, that influence their awareness, preferences, attitudes, and behaviors. Digital marketing also enables consumers to interact with brands and other consumers in real time, share their opinions and experiences, and co-create value.

The impact of digital marketing on consumer behavior and its implications for businesses is a timely and relevant topic for academic research and practical application. Understanding how digital marketing affects consumer behavior can help businesses design and implement effective digital marketing strategies that meet the needs and expectations of their target customers, enhance customer satisfaction and loyalty, and improve their competitive advantage and performance. Moreover, studying the impact of digital marketing on consumer behavior can also contribute to the advancement of theoretical knowledge and empirical evidence in the fields of marketing, consumer behavior, psychology, sociology, and communication.

Digital marketing has changed the way consumers interact with brands and make purchase decisions in several ways. Some of them are:

- Digital marketing has increased the availability and accessibility of information for consumers. Consumers can easily find and compare different products and services online, as well as access reviews, ratings, testimonials, and feedback from other consumers. This helps consumers make more informed and rational decisions based on their needs and preferences .
- Digital marketing has also enhanced the communication and engagement between consumers and brands. Consumers can interact with brands through various digital channels such as social media, websites, blogs, videos, podcasts, and online forums. They can also participate in online communities, contests, surveys, and events that create a sense of involvement and loyalty . Brands can also use digital marketing to provide personalized and timely messages, offers, and recommendations to consumers based on their behavior and interests.

-Digital marketing has also influenced the emotions and motivations of consumers. Consumers are more likely to be influenced by the social proof and word-of-mouth of other consumers who share their opinions, experiences, and stories online . Consumers are also more likely to be affected by the aesthetic and experiential aspects of digital marketing, such as the design, layout, color, sound, and interactivity of websites, apps, and ads. These factors can create positive or negative feelings and attitudes towards brands and products.

The main research question of this thesis is: How does digital marketing influence consumer behavior in the context of online shopping? The specific objectives of this thesis are:

- To identify the key factors of digital marketing that affect consumer behavior in the online shopping environment.
- To examine the effects of digital marketing factors on consumer behavior outcomes, such as information search, brand evaluation, purchase intention, and post-purchase behavior.
- To explore the moderating role of consumer characteristics, such as demographics, psychographics, and online shopping experience, on the relationship between digital marketing factors and consumer behavior outcomes.
- To provide practical recommendations for businesses on how to optimize their digital marketing practices to influence consumer behavior positively.

This thesis is organized as follows: The first chapter is the introduction, which provides the background, rationale, research question, objectives, and structure of the thesis. The second chapter is the literature review, which reviews the existing literature on digital marketing and consumer behavior, and develops a conceptual framework for the study. The third chapter is the research

methodology, which describes the research design and methods used to collect and analyze data. The fourth chapter is the results and discussion, which presents and discusses the findings of the data analysis. The fifth chapter is the conclusion and recommendations, which summarizes the main points and implications of the study, and suggests some directions for future research.

## 2.1 Paragraph 1: The benefits of digital marketing for consumers and businesses

Globally, the digital marketing sector is expanding at a rate of about 22% annually<sup>1</sup>. We believed it would be beneficial to consider how our changing consumer behaviour and society are reflected in the expansion of online shopping and digital marketing at the heart of its success.

Digital marketing provides consumers with more information, choices, convenience, and personalization in the following ways:

**- Information:** Digital marketing enables consumers to access a vast amount of information about different products and services online. Consumers can easily find and compare features, prices, reviews, ratings, and testimonials from various sources. This helps consumers make more informed and rational decisions based on their needs and preferences. For example, a consumer who wants to buy a laptop can use digital marketing tools such as websites, blogs, videos, podcasts, and online reviews to learn about the specifications, performance, quality, and customer feedback of different laptop models.

**- Choices:** Digital marketing also offers consumers more choices and options to select from. Consumers can browse through a wide range of products and services from different brands, categories, and niches. Consumers can also customize and personalize their products and services according to their preferences and specifications. For example, a consumer who wants to buy a pair of shoes can use digital marketing tools such as websites, apps, and social media to explore different styles, colors, sizes, and designs of shoes from various brands and retailers.

**- Convenience:** Digital marketing also provides consumers with more convenience and ease of shopping. Consumers can shop anytime and anywhere using their devices such as smartphones, tablets, laptops, and smartwatches. Consumers can also save time and money by avoiding traffic, parking, queues, and other hassles of physical shopping. Consumers can also enjoy fast and secure delivery, easy returns and exchanges, and customer support services. For example, a consumer who wants to buy groceries can use digital marketing tools such as websites, apps, and online payment systems to order groceries online and have them delivered to their doorstep.

**- Personalization:** Digital marketing also enhances the personalization and relevance of the customer experience. Digital marketing uses data and analytics to understand the behavior, interests, preferences, and needs of each individual consumer. Digital marketing then uses this information to deliver personalized and tailored messages, offers, recommendations, and products to each consumer.

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This creates a sense of involvement and loyalty among consumers who feel valued and prioritized by the brand. For example, a consumer who watches movies on Netflix can use digital marketing tools such as algorithms, artificial intelligence, and machine learning to receive personalized suggestions of movies that match their taste .

## 2.2 digital marketing and consumer behavior.

Digital marketing is the use of online platforms and channels to promote products, services, or brands to potential customers. Digital marketing can include various strategies and techniques, such as search engine optimization (SEO), social media marketing (SMM), email marketing, content marketing, video marketing, influencer marketing, and more. Digital marketing has a significant impact on consumer behavior, which is the way consumers search for, evaluate, purchase, and use products or services.

Some of the ways that digital marketing influences consumer behavior are:

- **Access to global marketplaces:** Digital marketing enables consumers to access products or services from different countries and regions, expanding their choices and preferences. Consumers can compare prices, quality, features, and reviews of various products or services online before making a purchase decision. Digital marketing also allows businesses to reach new markets and customers across the world.

- **Online research and reviews:** Consumers nowadays rely heavily on online research and reviews to gather information and opinions about products or services they are interested in. According to a survey by BrightLocal, 87% of consumers read online reviews for local businesses in 2020<sup>2</sup>. Online reviews can influence consumer behavior by affecting their trust, perception, and satisfaction with a brand or a product<sup>3</sup>.

- **Personalization and customization:** Digital marketing allows businesses to tailor their messages and offers to specific segments or individuals based on their online behavior, preferences, and needs. Personalization and customization can enhance consumer engagement, loyalty, and conversion rates. For example, Amazon uses personalized recommendations based on the browsing and purchase history of its customers.

- **Social media and influencer marketing:** Social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok are widely used by consumers to interact with brands, share their experiences, and seek recommendations from peers or influencers. Influencers are individuals who have a large number of followers or fans on social media and can affect the opinions and decisions of their audience. Influencer marketing is a form of digital word-of-mouth that can increase brand awareness, credibility, and trust among consumers.<sup>4</sup>

- **Mobile devices and apps:** Mobile devices such as smartphones and tablets have become an essential part of consumer behavior in the digital era. Consumers use mobile devices to access the internet, browse websites, shop online, watch videos, play games, use social media, and more. Mobile devices also enable consumers to access location-based services, such as maps, navigation, coupons, and offers. Mobile apps are applications that can be downloaded and installed on mobile devices to

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provide specific functions or features. Mobile apps can enhance consumer convenience, engagement, and loyalty by offering easy access, personalized content, push notifications, rewards, and more.

## 2.3 How digital marketing has changed and continues to change the consumer behavior.

Digital marketing has changed and continues to change the consumer behavior in many ways. Some of the studies that support this claim are:

-A study by Schutte and Chauke (2022) found that digital marketing has a positive impact on consumer behavior, especially for millennials in South Africa. The study revealed that millennials use digital platforms to get better deals, compare prices, and access information about products or services. The study also identified some challenges that digital marketing faces, such as privacy issues and pop-up advertising<sup>5</sup>.

- A study by Sriram et al. (2022) explored consumer behavior on digital marketing platforms, specifically in terms of consumer loyalty using machine learning. The study used a qualitative method to review the literature and found that machine learning can help track and predict consumer loyalty on digital platforms. The study also suggested that machine learning can improve customer satisfaction and retention by offering personalized and customized recommendations<sup>6</sup>.

- A study by Kumar and Raju (2020) examined the impact of digital marketing on consumer buying behavior for electronic goods. The study used a quantitative method to collect data from 200 respondents and found that digital marketing has a significant influence on consumer awareness, perception, attitude, and purchase intention. The study also found that social media marketing, email marketing, and online reviews are the most effective digital marketing tools for electronic goods<sup>7</sup>.

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## 3.0 Paragraph 2: The moderating role of consumer characteristics on online shopping.

Internet shopping is crucial in today's highly technologically evolved society to increase global electronic commerce.

Consumer behaviour is shifting to the point where customers choose to use the online resources provided by retail organisations to obtain the benefits of technology rather than going into physical stores. Customers may purchase conveniently from the comfort of their homes or other locations at any time when they shop online. Customers may save money by using the online shopping function, which eliminates costs associated with travel, time, and effort while making purchases.

Using an internet search, customers may quickly compare the costs of identical items offered by different vendors.

### 3.1 Demographic Factors.

#### Age:-

Online shopping preferences and habits are influenced by various factors, such as age, location, gender, and attitude. According to some studies, age is not a linear predictor of online shopping behavior, but rather a complex variable that interacts with other factors. Here is a summary of some findings from different sources:

- A global survey conducted in 2021 found that baby boomers (born between 1946 and 1964) preferred in-store shopping (60%), while only 22% chose online shopping as their primary method of buying. Many millennials (born between 1981 and 1996) and Generation Z (born after 1996) shoppers also opted for in-store shopping but showed a way greater interest in hybrid buying methods, such as buy online, pick up in store (BOPIS), at a rate of 30% and 36%, respectively<sup>8</sup>.
- A study published in 2020 examined the impact of age and shopping experiences on the adoption of online shopping among consumers in China. The results showed that age had a negative effect on online shopping adoption, but this effect was moderated by shopping experience. In other words, older consumers who had more positive online shopping experiences were more likely to adopt online shopping than younger consumers who had less positive experiences<sup>9</sup>.

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- A study published in 2019 investigated the attitude and age differences in online buying among consumers in the United States. The results showed that, while older online shoppers searched for significantly fewer products than their younger counterparts, they actually purchased as much as younger consumers. Attitudinal factors, such as perceived usefulness, ease of use, and enjoyment, explained more variance in online searching behavior than age<sup>10</sup>.

## Gender:-

There are some gender-related differences in online shopping behavior, according to various studies. Some of the main differences are:

- Men tend to have more favorable attitudes toward online shopping, such as e-tailers, online purchase/re-purchase and e-payments, than women do<sup>11</sup>.
- Women tend to shop for leisure and make impulse purchases more often than men do<sup>12</sup>.
- Men tend to stick to their shopping mission and search for information on the product page, while women tend to wander among different product categories and scan the information before moving on<sup>13</sup>.
- Social influences, such as recommendations from friends and family, have a stronger effect on women's online purchase intentions than men's.
- Privacy concerns have a greater negative impact on women's online trust than men's .



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## 3.2 Technological Factors.

### **Internet access and digital literacy:-**

- Internet access determines the availability and quality of online shopping platforms, as well as the speed and reliability of online transactions. Consumers with limited or poor internet access may face difficulties in finding, browsing, comparing, and purchasing products online. They may also encounter technical issues, such as slow loading, broken links, or payment failures, that can reduce their satisfaction and trust in online shopping.
- Digital literacy refers to the ability to use digital technologies effectively and responsibly for various purposes, such as communication, information, education, entertainment, and commerce. Consumers with higher digital literacy skills can benefit from online shopping by being able to search for and evaluate information, compare prices and quality, make informed decisions, protect their privacy and security, and provide feedback and reviews. Consumers with lower digital literacy skills may struggle with these tasks and may be more vulnerable to misinformation, fraud, or cyberattacks<sup>14</sup>.

### **Device preference:**

- A global survey conducted in 2021 found that 35% of online shoppers in the US preferred to shop only on smartphones or tablets, while 18% still only shopped on a PC or laptop<sup>15</sup>. A study published in 2019 found that Generation Z (born after 1996) mostly preferred shopping online with their smartphones, while millennials (born between 1981 and 1996) still preferred shopping in bricks-and-mortar stores<sup>16</sup>.
- Shopping attitude: A study published in 2020 found that smartphone users had more favorable attitudes toward online shopping, such as perceived usefulness, ease of use, and enjoyment, than PC or laptop users. A study published in 2018 found that tablet users had higher levels of trust and satisfaction with online shopping than smartphone or PC users<sup>17</sup>.
- Shopping behavior: A study published in 2019 found that smartphone users tended to search for and compare more products than PC or laptop users, but purchased less frequently and spent less money. A study published in 2018 found that tablet users tended to make more impulse purchases and spend more time and money on online shopping than smartphone or PC users.

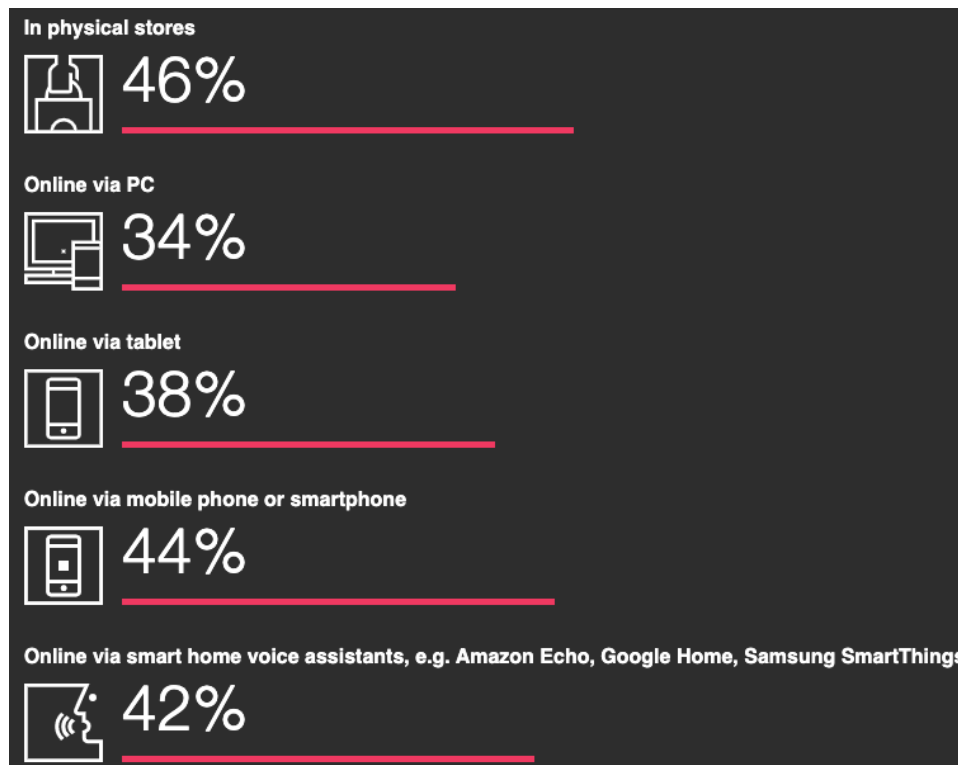
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Consumer profiling by PWC shows a big shift to digital shopping Image: Pwc- Global Consumer Insights Pulse Survey - June 2021

### 3.3 Behavioral Factors.

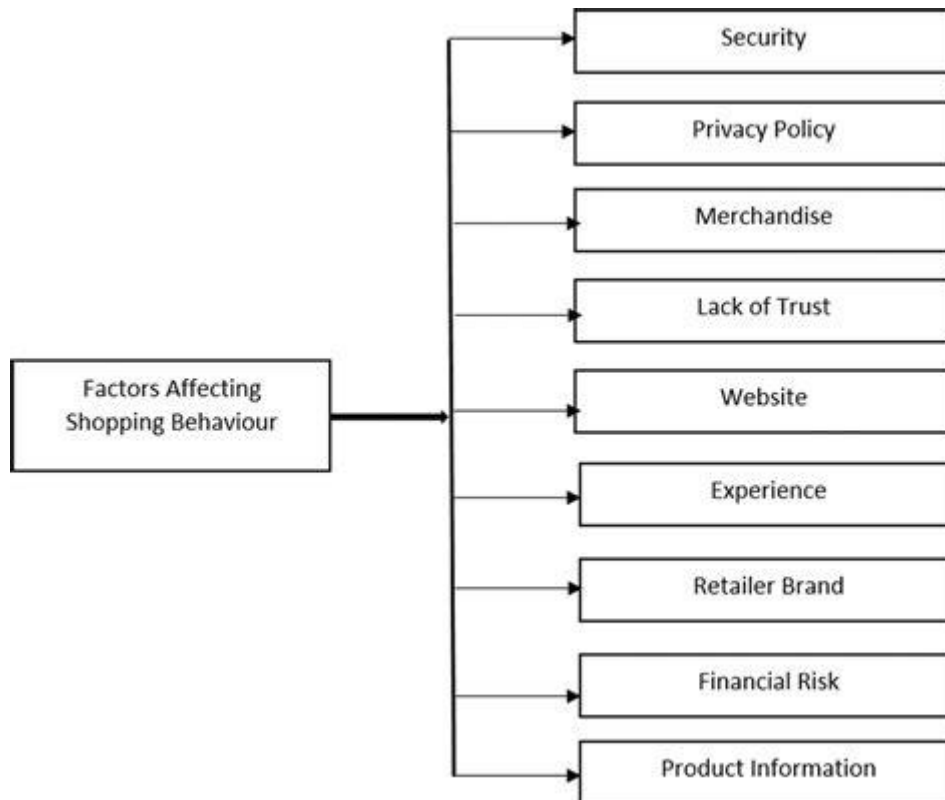
#### Past online shopping experience:

- Su et al.<sup>18</sup> proposed a model that integrated perceived uncertainty, trust, and the technology acceptance model (TAM) to understand the difference between low- and high-experienced online shoppers. They found that perceived uncertainty affects trust in an e-vendor but only in the low-experience online shoppers. They also found that the low- and high-experienced online shoppers have some divergence in the source of perceived uncertainty, which is classified into relationship uncertainty and environmental uncertainty.
- Daroch et al.<sup>19</sup> investigated consumer behaviour towards online shopping and examined various factors limiting consumers for online shopping behaviour. They found that fear of bank transaction and faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust are the factors that restrain consumers to buy from online sites. They also found that experience is positively correlated with trust and negatively correlated with perceived uncertainty.

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<sup>18</sup>

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(20)

- Verma and Chandra<sup>20</sup> applied the theory of planned behaviour (TPB) to examine the effect of consumer values on online purchase intention in the fashion industry. They found that prior online shopping experience moderates the relationship between consumer values and online purchase intention. They also found that prior online shopping experience positively influences perceived behavioural control, which is one of the components of TPB.

### Purchase decision-making process:-

<sup>21</sup>**Decision making style:** This refers to the way consumers approach and process information when making a purchase decision. Some consumers are more analytical, rational, and deliberate, while others are more intuitive, emotional, and impulsive. Decision making style can influence how consumers recognize their needs, search for information, evaluate alternatives, and make purchase decisions. For example, analytical consumers may spend more time and effort in searching for and comparing information, while intuitive consumers may rely more on their feelings and heuristics.

- **Knowledge of the product:** This refers to the amount and quality of information consumers have about the product they intend to buy. Knowledge of the product <sup>22</sup>can affect how consumers perceive the uncertainty and risk associated with online shopping, how they trust the e-vendor, and how they evaluate the usefulness and ease of use of the product. For example, consumers with high knowledge of the product may have lower perceived uncertainty and higher trust than consumers with low knowledge of the product.

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## 4.0 Paragraph 3: RESEARCH METHODOLOGY.

The primary point is to discover the impression of the shoppers towards computerized showcasing. The example here utilized is the person.

### TOPIC

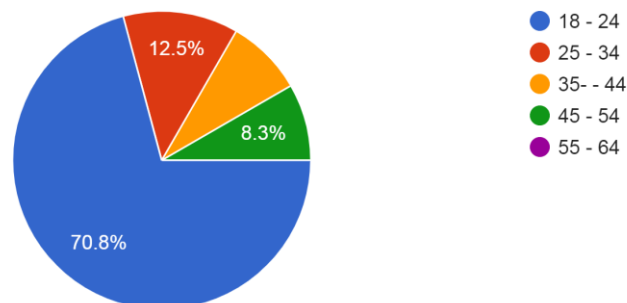
The title of the topic is " The impact of digital marketing on consumer behavior and its implications for businesses " .

### DATA COLLECTION TOOL

Self-prepared questionnaire is used for this purpose.

## 4.1 DATA ANALYSIS.

Age  
24 responses

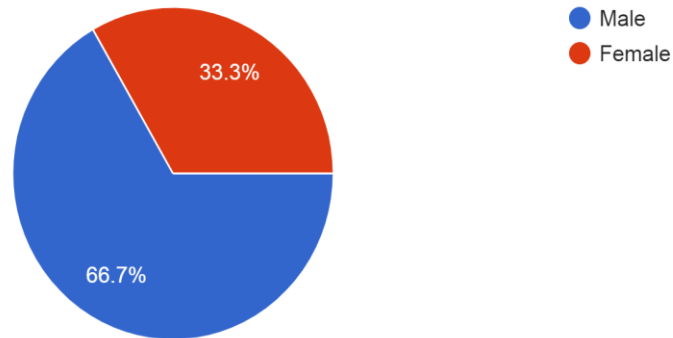


According to this data, here the number of people who belong in age of 18 to 24 year is 70.8%. They are more interested to online shopping. When we talk other age group here who belong in the age group 25 to 34 year.

And as we metioned in that how age affect online shopping preferences, this diagram proved that the older generation cares less than the new generation about online shopping.

## Gender

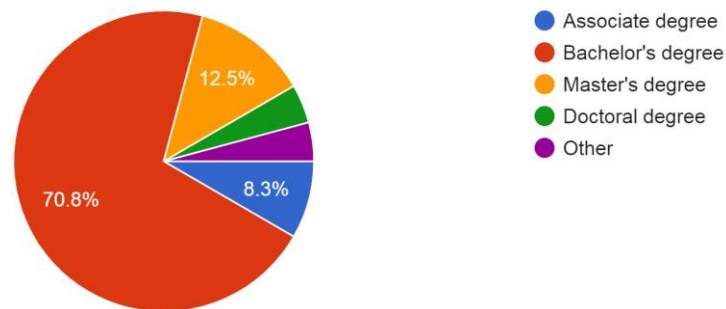
24 responses



The above diagram here we can see easily to know about digital market. Male is more as compare to the female. In this diagram the male percentage is 66.7% . If we talk about the female percentage is 33.3% . So male are more interested in digital marketing buying behaviour.

## What is the highest degree or level of education you have completed?

24 responses

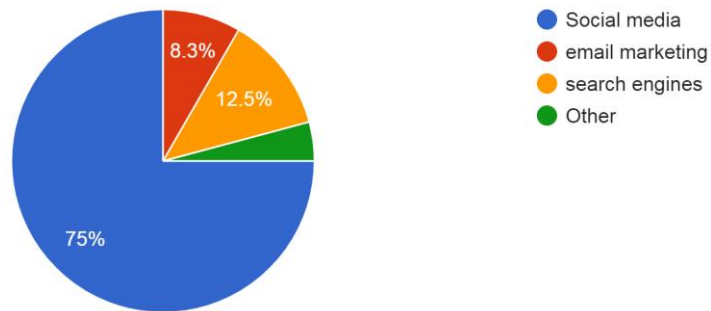


Here we can notice that most of the participants are educated (Bachelor's degree) and their percentage is 70.8%. In the second position comes the Master's degree with 12.5% percentage.

According to this , we could say that education is important in online shopping ,because it helps the consumer to get access to more informations before make a decision.

### Which digital marketing channels do you use most frequently?

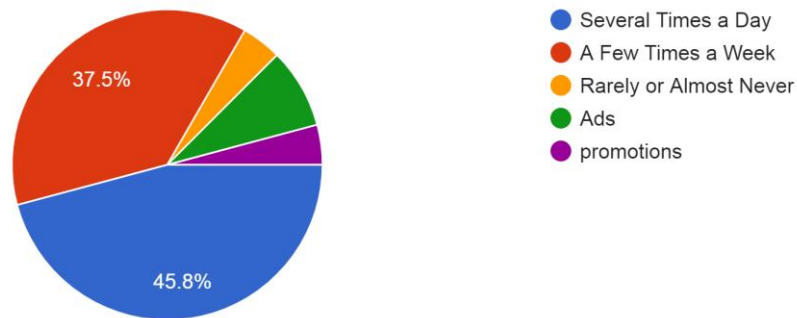
24 responses



As its clear here , the social media is taking the most used marketing channel with 75%. Social media and influencer marketing: Social media platforms such as Facebook, Instagram, Twitter, YouTube, and TikTok are widely used by consumers to interact with brands, share their experiences, and seek recommendations from peers or influencers.

### How frequently do you encounter digital marketing messages

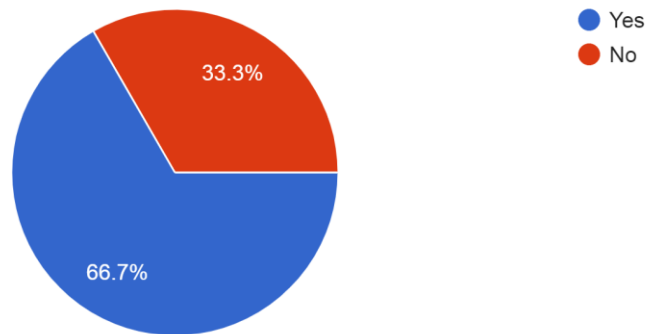
24 responses



I think we all agree with that everyday we face some ads and recommanation massages, as this diagram shows. So most of participants get several digital marketing ads every day.

Have you ever made a purchase based on a digital marketing campaign or advertisement?

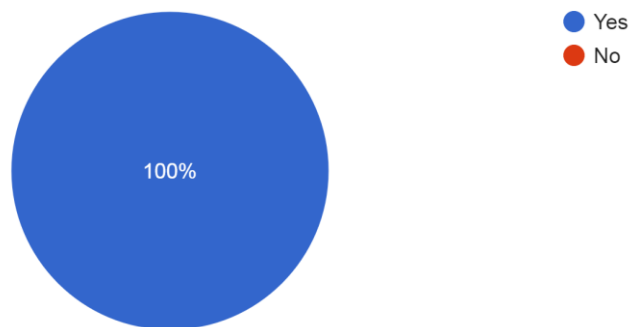
24 responses



This diagram is very important to understand how digital marketing affects the decisions of consumers to buy. We can see here that 66.7% of participants have made a purchase based on digital marketing Ad. On the other side we can't ignore that there is some factors that could make the consumer think before making a decision , such as: fear of online bank transaction, and believing that traditon shopping may be more secure.

Do you tend to research products or services online before making a purchase decision?

24 responses

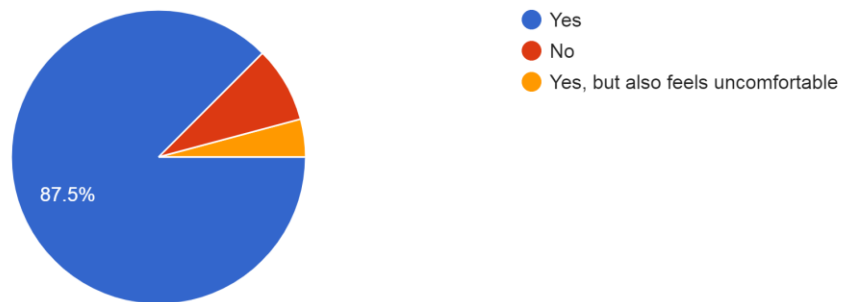


In this diagram full participants are checking reviews before they make a purchase online.

I have mentioned that a study shows that 87% of consumers read online reviews before making a purchase. Its pretty clear that reading a previous consumers opinion could totally change your mind about a product.

Do you find digital marketing personalization to be effective or intrusive?

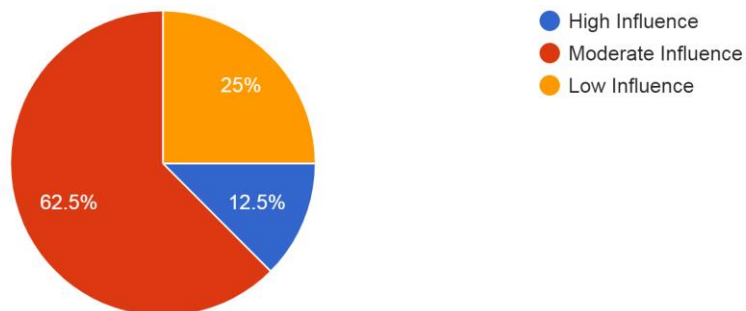
24 responses



Here we can see that the most (87.5%) see that the personalization of digital marketing is effective for consumers. However that it can some times a little bit uncomfortable when it is so personalized , because the customer feels like he/she has been monitored.

To what extent do digital marketing campaigns influence your purchasing decisions?

24 responses

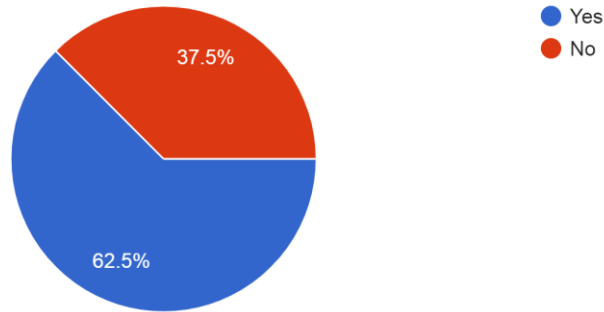


This chart shows that the digital marketing does't really have a high influence into consumers decisions. As its clear 62.5% of participants have a moderate look into these campaigns. And a 25% of them have a low influence about it.



Have you ever interacted with a business through their digital marketing efforts (e.g., online chat, social media)?

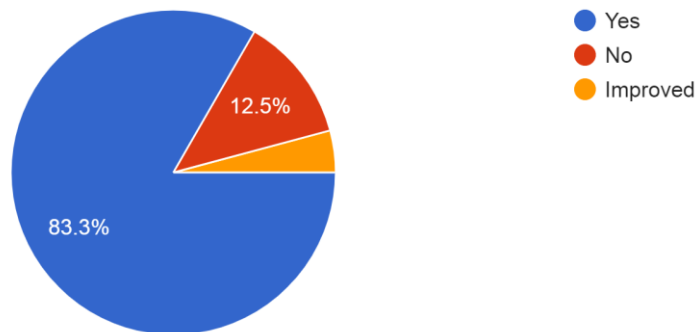
24 responses



Here we can see that the most of participants (62.5%) have interacted with some business through digital marketing. As we can notice that many companies urge their agents to use social media for example to spread their products among so many consumers.

Do you think digital marketing has improved or worsened the overall customer experience with businesses?

24 responses



By considering the advantages and disadvantages of digital marketing, we must be clear that it can help the consumer find the product he wants with ease and with multiple options. Competition has become a natural thing in this field, and this may give small companies an opportunity to grow and gain the trust of their customers.

## 5.0 CONCLUSION

The essay conducted was done for the academic purpose and it demonstrated the impact of internet based life of the people. In this survey we focused to know the behaviour of the customer those who buy the product through online channel i.e. e-commerce apps, search engine, and text messaging etc. method. By this survey we find the youngsters are widely exists in these markets. They are interested and easily aware the relevant information terms and policies etc. Under the advancement of innovative conditions, at present the buying behaviour of consumer is digitalised in the world. Most of the young consumers are prefer buy and sales the products and service through online platform. It is easy and cheapest mode for them now a day it influence to purchase the product and services to the customers. It's provides different types of the opportunities to the customer and beneficial for them and it make the standard lifestyle of people. The behaviour of the consumer is favour to the digital market. It is good for the customer and the seller. Those who want to sell their product abroad and provide product and service benefit to him so easy. These are helpful for them. Online market covered the broad area at minimum time. It makes lots of customer at a time. In digital marketing where all types of product information we can receive at a place and so many things. It is a current survey we see the future scope for the digital marketing and consumer buying behaviour towards online channels. It's become good and increases their strength.

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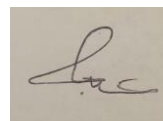
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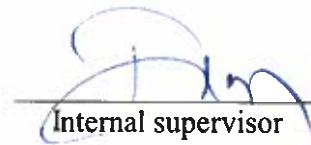
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