



Effect of Digital Marketing in customer Behavior

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Abstract: This article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM). Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives. Much is still to be understood, and existing knowledge tends to be disproportionately focused on WOM, which is only part of the digital consumer experience. Several directions for future research are advanced to encourage researchers to consider a broader range of phenomena.

Introduction: Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people’s daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults. Younger people—the next generation of mass consumers—have similarly high levels. People also spend increasing time online. For example, in the UK, over the last decade the number of hours spent online by adults has more than doubled, and now averages 20.5 hours per week. Social media has fueled part of this growth: worldwide there are now more than 2 billion people using social media, and Facebook alone now has approximately 1 billion active users per day. Clearly, people are exposing themselves to more and more digital and social media. This is for many purposes, including in their roles as consumers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. In fact, by 2017 approximately one-third of global advertising spending is forecast to be in digital channels. Thus, future consumer marketing will largely be carried out in digital settings, particularly social media and mobile. It is therefore necessary for consumer research to examine and understand consumer behavior in digital environments. This has been happening over the last decade, with increasing amounts of research focusing on digital consumer behavior issues. The literature is still relatively nascent, however, and more research is of course needed— particularly given the ever-changing nature of the digital/social media/mobile environments in which consumers are situated and interact with brands and each other. This article attempts to take stock of very recent developments on these issues in the consumer behavior/psychology literature, and in doing so hopes to spur new, relevant research. This review is based on articles published in between January 2013 and September 2015 in the four leading consumer research journals: Journal of Consumer Research (JCR), Journal of Consumer Psychology (JCP), Journal of Marketing (JM), and Journal of Marketing Research (JMR). Articles related to digital marketing, social media, and online word of mouth are featured in this review. In total, 29 articles were published on these topics in the consumer behavior literature in the last few years, suggesting that this is an increasingly popular domain within consumer research. In addition to these articles, there were three review articles worth mentioning: (i) Berger’s review of word-of-mouth and interpersonal communication research, (ii) You et al.’s meta-analysis of online word-of-mouth effects, and (iii) Yadav and Pavlou’s review of marketing in computer-mediated environments.

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