How Digital Marketing Affects Consumer Behavior

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Abstract Everyone in online – literally, everyone is online today. Internet became most important medium nowadays especially for digital marketing for their marketing strategy to sell products and services. This is because it helps to save a lot of time, expenses and many more. This research is to understand the consumer behavior towards digital marketing in Malaysia. A general literature review has been conducted in effort to identify the significant, the understanding and the substantive of the effectiveness consumer towards digital marketing. By using primary data (survey) and secondary data methods, it helps researcher to identify how to build a good brand awarness towards consumer behavior.
Keywords: Consumer behavior, digital marketing, effectiveness, brand awareness.

INTRODUCTION

Digital marketing is a product or services that using digital channels to reach consumers. Their objective is to promote the brands through various medium form of digital media. Example by using social media as a marketing tools, it helps brand to received the feedback from the consumer by determined what is the best media platform work for them.

According to Jeff Bullas, CEO of Jeff Bullas.com *"brand marketing empowerment enabled by technology"*. In other word he means that, advertising has been dominated by mass media and ad agencies for over 50 years. This will change as the evolution of marketing technology allows companies and brands to take more control over their own content, brand awareness and marketing. This will include the use of influencers, user generated content and paid digital amplification of authentic content. You will see the rise of more brands taking back their marketing power from the intermediaries. More advertising will be done in house via digital marketing automation platforms straight to social and digital networks.

In this research the purpose to identify the consumer behavior towards digital marketing and also their brand awareness.

LITERATURE REVIEWS

A. Electronic Direct Mail

Ray Tomlinson established electronic Direct or known as EDM in the year of 1961. There are two types of EDM, which are direct mail and retention direct mail. Direct mail can be known as an email, which involves in sending a promotional message. It might be an announcement of a special offer. While retention mail is a promotional email designed only to encourage the recipient to take action (buy something or sign-up for something).

Electronic Direct Mail or EDM also is a method of direct marketing, which using the electronic mail as a means of communicating commercial messages to an audience, clients or consumers. And EDM is one of the strategies to promote the product or service through the application of direct email. And EDM is also a tool for building a good relationship with existing and potential consumers.

E-mail marketing is an online marketing technique that uses e-mail to send advertisements or commercial information. This is a communication tool used to attract new customers or make those that one already has loyal to the brand (Teresa Pineiro-Otero, 2016, E-Resources).

B. Digital Marketing

Digital marketing can be defines as a projection of conventional marketing which it tools and strategies, on internet. Today, digital marketing has become a phenomenon that brings together customisation and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we thinking about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing — usercentred, more measurable, ubiquitous and interactive (Teresa Pineiro-Otero, 2016, E-Resources).

Advertising on the Internet can take many forms (e.g., banners, pop-ups and similar ads, e-mail advertising, newspaper and classified ads, search engine advertisement, advertising in chat rooms, blogs, and social networks). The most common is the use of search engines and banners, and mobile has been popular in recent years (Jun Xu, 2014, E-Resources).

C. Social Media Marketing

Social media are a great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members. Social media is booming in terms of the number and variety of platforms and users.

Thus, one can find audiovisual platforms such as YouTube, Vimeo and SoundCloud; image platforms such as Flikr, Picassa, Pinterest or Instagram; general social networks such as Facebook, Twitter, Google+ or specialised ones such as LinkedIn; news or bookmark aggregators such as Digg or Delicious; blogs; and wikis, etc., a vast digital arena where they become the new Web winners (Teresa Pineiro-Otero, 2016, E-Resources).

D. Consumer Behavior

Most consumers don't go out of their way to find ads (unless they're remarkably memorable and worth sharing). The marketing and creative department work together to formulate ads that appeal to an audience's curiosity. A good ad will increase sales and brand awareness. For consumers, advertisements are not what consumers need; however, an ad is a great way for consumers to find out about the products or services they do need. Understanding the ways in which advertising affects consumer behavior will allow you to create stronger, more memorable ads (Mike Tortorice, 2017, Online article).

E. Brand Awareness

Can be defined as level of consumer consciousness of company's product or service. In brand awareness there are few key of consideration which are human behavior, adveritising management, brand management and strategy development. Which make consumer ability to proceed with purchase the product or service of the company.

Brand awareness also can describe as best spread through both inbound and outbound marketing efforts. When competition in an industry is high, brand awareness can be one of a business's greatest assets (TrackMaven, Online source).

F. Consumer Perception Towards Brand Awareness

Brand awareness has a neutral effect on consumers. An advertisement's first job is to let people know that your product or service is available to them. People who view advertisements find out about your products similarly to how they find out about current events in the news. At this stage, consumers go from not knowing that your business exists to gaining awareness of your brand in the case of a future purchase (Mike Tortorice, 2017, Online article).

PROBLEM STATEMENT

Malaysians become increasingly comfortable with online, living more and more in the digital world, therefore agencies need to wake up to the future of digital marketing. With advertising expenses is getting expensive due to that it suffered where consumers overhelmed by quantity of traditional advertisements (e.g flyers, brochure, etc) which difficult to attract their interest. And it also, affects the consumer behavior towards brand awareness. For example, consumers nowadays spent a lot of time on internet such as online shopping which they not only to buy a product but to compare about the product or services, compare the price, product features, to get information, etc towards online marketing rather then conscious about the brand. Therefore, to ensure the a product or service success, awareness level must be managed across the entire product life-cycle - from product launch through to market decline.

METHODOLOGY

This research were started from feasibility studies which to identify the issues and gap for consumer behavior towards digital marketing.

1.1 Research design :
  • This study has been incorporated both exploratory as well as descriptive research design.
1.2 Data sources :
  • Primary data: data collected through online survey
  • Secondary data: information obtained from existing research report, book, e-book, online articles, online journals, survey done by previous researcher regarding consumer behavior toward digital marketing.
1.3 Limitation of the study focus on working consumer in Kuala Lumpur.

RESULT OF ANALYSIS

In this section will be share about the result of online survey which has been done through online social media in Malaysia. Total respondent involved is 40 peoples which consists of working people from Kuala Lumpur.

The result will be based on respondents feedback will be divided into two sections. Section one is the background of the respondents and section two is the information gathered from existing research report, journal, online articles and etc.

A. Tables

Table I. Age Analysis

Age group	Percentage
20 or younger	0%
21 – 29	33.33%
30 – 39	66.67%
40 or older	0%

From the above table, it is clearly shows that, out of 40 respondents the maximum group of 30-39 with 66.67% which is the highest percentage among other distribution like 21-29 is only 33.33% while 20 or younger is 0% and 40 or older also is 0%. This survey responses mainly show the adult generations is the most actively with the internet. And this is the advantage of the marketer as well as to the consumers to fullfill their needs.

Table II. Gender Analysis

Gender	Percentage
Male	6.67%
Female	93.33%

From the above table, we can easily analyze that majority respondents are females with 93.33% compare to men only 6.67%. It shows that, most females like to spend their time on the phone more than male.

Table III. Education Level Analysis

Educational level	Percentage
High school	21.43%
Universities graduate	78.57%

From the above table, it helps to know that which segment of education level are most spend time on internet. Out of 40 respondents the results shows 78.57% of the respondents are universities graduate while 21.43% are from high school graduate.

Table IV. Access Internet Analysis

Access internet	Percentage
Daily and multiples times	100%
Weekly 3 to 4 times	0%
Once a week	0%
Less than a month	0%

From the above table, shows 100% of respondents often access internet. This is helps for better understanding behavior of the consumers.

Table V. Reason Use Internet Analysis

Reason use internet	Percentage
Email	13.33%
Information	46.67%
E-commerce	13.33%
Other	26.67%

The above table help us to know the reason why respondents use internet for. Out of 40 respondents, 46.67% are using internet to get information. While 26.67% using internet for other purpose. And 13.33% using internet for email and e-commerce purpose.

Table VI. Do Online Shopping Anaysis

Do online shopping	Percentage
Often	13.33%
Moderate often	26.67%
Slightly often	33.33%
Not at all often	26.67%

From the above table shows, 33.33% of them slightly often do online shopping due to not convenience to feel the actual product / services.

Table VII. Main Reason Do Online Analysis

Main reason do online shopping	Percentage
Hate going to shops	0%
Easy information	26.67%
Product reviews	20%
Save time	26.67%
Enables price comparison	13.33%
Product discounts	13.33%

From the above table shows, 26.67% of their main reason do online shopping because easy to get information and save time. While 20% respondents are more to product review when they do online shopping. And only 13.33% feedback its enables price comparison and product discounts are easy to get when they purchase online.

Table VIII. Most Recent Online Purchase Analysis

Most recent onlince purchase	Percentage
Flight / train tickets	7.14%
Movie / concert tickets	7.14%
Electronic equipment (mobile, etc)	0%
Cosmetics	0%
Food	21.43%
Apparels and accessories	64.29%

From the above table shows, 64.29% of recent onlince purchase was apparels and accessories. This is because it save time from go to the shops.

Table IX. Form Of Advertisement The Most Trusted Analysis

Form of advertisement the most trusted	Percentage
TV	20%
Radio	6.67%
Newspaper	13.33%
Internet	53.33%
Mobile ads	6.67%

From the above table, 53.33% of respondents trust internet advertisement.

Table X. Click Internet Ads Analysis

Click internet ads	Percentage
Internet ads are less likely to make me purchase the product	20%
I don't click on the internet ad as it distracts me	26.67%
I ignore online ads	40%
Online ads advertisement does not relevant to me	0%
Online ads present misleading information	13.33%

From the above table, 40% of respondents ignore online ads due to wasting time while waiting to be finish.

B. Discussion

From the online survey result above, it can be indicates that a consumers has different needs and expectations towards digital marketing. It highlight the usage of online marketing revolutionarily increasing, and also find the better exposure, awareness, usage, comfort ability, result, layout application, design application and the satisfaction level in the present on line business scenario.

C. Conclusion

As this research is still an on-going development, researcher found that there is a gaps and opportunity to explore and further strengthen the needs of identifying consumer behavior towards digital marketing. The research will go further to provide more options for the respondents to react with the visual images, more survey, interview and expand the availability of the digital marketing platform. Since smart phone has been increasing day by day, it is an added advantage to both marketer, designer as well as to the consumers in fullfilling their needs and requirement.

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