

## **PANEL 5. DIGITAL REALITY. INTERNATIONAL BUSINESS IN THE ONLINE ENVIRONMENT; TRENDS OF IT BUSINESS DEVELOPMENT IN BELARUS**

**Disha Jindal, Ritika Sagar, Dr Ridhima Sharma**  
VIPS-TC (India)

### **THE EFFECT OF DIGITAL MARKETING ON PURCHASING MINDSET OF CITIZENS OF BELARUS**

#### **INTRODUCTION**

Nowadays, the Internet has opened the doors for firms to exploit incredible digital marketing chances. By using a variety of digital marketing channels, businesses cannot just share their products and services online; they can also increase the number of their customers, attract them and be able to increase their Return on Investment (ROI). Also, in the advancement of markets and technologies that are highly competitive with the use of the internet, digital marketing strategies have replaced traditional marketing ones. Furthermore, digital marketing covers a vast area in the global market and includes business models that use digital technologies that reduce costs and grow businesses worldwide (Rafiq & Malik, 2018). At present, digital marketing has a more extensive scope to grow their business in the future because customers are much more satisfied with doing online shopping and find digital marketing much safer than traditional marketing.

Additionally, Belarus is a place where every year, new digital marketing customers enter this section, which is a very bright chance for marketers to market their products through digital marketing as consumers bring their mobile phones everywhere to access anything anytime. Furthermore, digital marketing has been considered a new marketing method and offers new chances for firms to do business. More specifically, Belarus mobile market is one of the wildest rising markets due to the growing number of middle-income users. It is expected to reach millions of users in the coming decades. Therefore, research on digital channel advertising will significantly influence the way business is conducted. Consequently, digital marketing is seen as a technology evolution form of marketing that offers new ideas to businesses to try. Also, marketing activities conducted through digital channels allow marketers to connect directly with potential customers regardless of their geographical location. Furthermore, digital marketing uses channels to reach the preferred target market through several channels, including social media, websites, multimedia ads, online advertising, E-marketing, communicating marketing such as opinion polls, game augmentation, mobile marketing.

An important point in e-commerce is having a good website through which the bulk of transactions go. You do not need to use standard methods of attracting customers to increase sales. Sometimes it is enough to analyze the existing site and change the logic of use so that the information and content are relevant, and the user can easily use all the necessary built-in services for the convenient purchase of your product.

## LITERATURE REVIEW

In the modern era, digital marketing has increased its importance in Belarus. Consequently, to grow sales of products & services, marketers use this new form of marketing strategy. Furthermore, the development of digital marketing has changed the way brands and businesses use digital technologies and channels for marketing activities. Therefore, digital marketing campaigns are becoming more predominant and efficient as digital platforms are progressively integrated into marketing plans and daily life, and by the way, people use digital devices instead of going to physical stores. In addition, digital marketing is an electronic communication channel used by marketers to support products and services towards the market. Specifically, digital marketing is defined as the sale and purchase of information, products, and services through a computer or internet network. Finally, digital marketing aids marketers to reach their products for users through several channels such as E-Mail Marketing, online advertising, Social Media Marketing, Mobile marketing, etc.

According to the survey conducted by the World Bank currently, 86.6% of Belarus's population has access to the internet thanks to the rapid growth of telecommunications infrastructure. Consumers are individuals who purchase products and services for personal use, whereas the market is a gathering of consumers. Consumer purchasing behavior in Belarus is how users choose, purchase, use and discard products based on their tastes and preferences. Also, in Belarus, customers have increased significant attention in marketing practices and this will continue to be a key feature of product and service marketing in all sectors. However, this trend has developed rapidly and affected purchasing decisions through the information offered by firms and consumers available online.



## CONCLUSION

This study evaluates digital marketing channels (Email Marketing, Online advertising, Social media marketing, and Mobile Marketing) for marketers. This analyzes the effect of this channel on the student purchasing decision in the Belarus market. The researcher performed the study through online questionnaires. Questionnaires were distributed based on random sampling techniques and gathered in the Belarus market. 300 participants were distributed, and 220 usable samples were acquired after excluding

incomplete questionnaires, resulting in a response rate of 73 % of those who agreed to participate. In summary, we can confirm four hypotheses in the Belarus market; the results of this study demonstrated that the four independent factors positively affect student purchase decisions. Among the four digital marketing tools representing independent factors in this study, targeting is the most important factor in the student purchasing decision. Moreover, we can see that the strongest impact on student decisions is in the assessment stage, and this can be caused by the resorted channel directed to users who have searched for the product. This user already knows the product and is looking for more information to assess its diverse products and alternatives to complete the purchasing decisions. Moreover, Email marketing as a digital marketing channel is the most negligible influential factor in student purchasing decisions. The research was restricted to the students at the Belarusian universities. Future research should be done on a large number of young people or other ages for more accurate results. The Belarusian universities can target their youths on all the applications utilized in this research. Doing this research on other samples will enrich research in the marketing field. Future research may be done, taking into account additional factors in different digital marketing and channels. This may differ from the findings of this analysis study to identify any difference. To summarize, digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons.

#### **REFERENCES:**

1. Alnsour, M. (2018). Social Media Effect on Purchase Intention: Belarusian Airline Industry. *Journal of Internet Banking and Commerce*.
2. Alzyoud M. F. (2018). Does Social Media Marketing Enhance Impulse Purchasing Among Female Customers Case Study of Belarusian Female Shoppers. *Journal of Business and Retail Management Research*.
3. Bala M., Verma D. "A Critical review of Digital Marketing," [www.ijmrs.us](http://www.ijmrs.us).
4. Chaffey, D. and Ellis-Chadwick, F. (2012). *Digital Marketing: Strategy, Implementation and Practice*. 1sted. Harlow: Pearson Education.
5. Dahiya R., "A Research Paper on Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market", *Journal of Global Marketing* 31(2):1-23, September 2017.