ЗАРУБЕЖНЫЙ ОПЫТ

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CHARACTERISTICS OF THE VALUE OF DIGITAL MARKETING: A REVIEW OF RESEARCH

Abstract. The study aims at examining the impact of internet marketing on consumer behavior. It investigates and analyzes if there are opportunities for both individual consumers and the business regarding internet marketing. The paper unearths knowledge and information relating to the relationship between how the companies market their products and services through internet marketing and how the internet marketing changes the buying behavior of the consumers. There is a positive relationship between internet marketing and consumer buying behavior. When consumers get information about the product through online means, they can then make the decision to purchase those products and services. Customers who view company products and services online can easily decide to purchase such products or services, unlike those who view them in traditional marketing platforms, such as televisions, radios, magazines and newspapers.

Keywords: digital marketing; market; company; services.

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Introduction. Internet marketing (which also refers to e-marketing, digital marketing or web marketing) denotes the marketing of goods or services through online means that help drive traffic, leads and sales. Even though the major responsibility of internet marketing is to engage in selling or advertising of goods or services, an organization may also use internet marketing to communicate to its consumers regarding a particular message such as building its brand. A company can also use internet marketing as a way of conducting research to understand a specific business issue. Internet marketing is an essential way of identifying a target market or discovering the needs and requirements of a particular target segment [1]. Through internet marketing, a company can utilize online platforms such as Facebook, email, websites, WhatsApp and Twitter to drive direct sales and achieve its targets. Internet marketing and online advertising efforts are mostly used with other types of traditional marketing and advertising such as television, radio, magazines, and newspapers.

Online marketing is very crucial in assisting potential customers and clients to find what a company offers them. In the United States of America (the

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USA), the majority of the businesses that have grown attribute their growth to online marketing. Additionally, many of the businesses are devising new internet strategies to attract more attention from the customers towards the purchase of their products and services [11]. The current business environment has seen an increase in internet use, and thus it has advantaged business as it results in high-sales volume. For instance, according to the USA business statistical data of October 2018, almost 4.2 billion people were active on internet whereby, 3.4 billion of them were active on social media [4]. According to such research, the USA, China, and India were ranked ahead compared to other countries across the world. The data is very significant to a business because it indicates that the majority of the customers in such countries can be reached through internet marketing.

The following graph shows the global digital population.
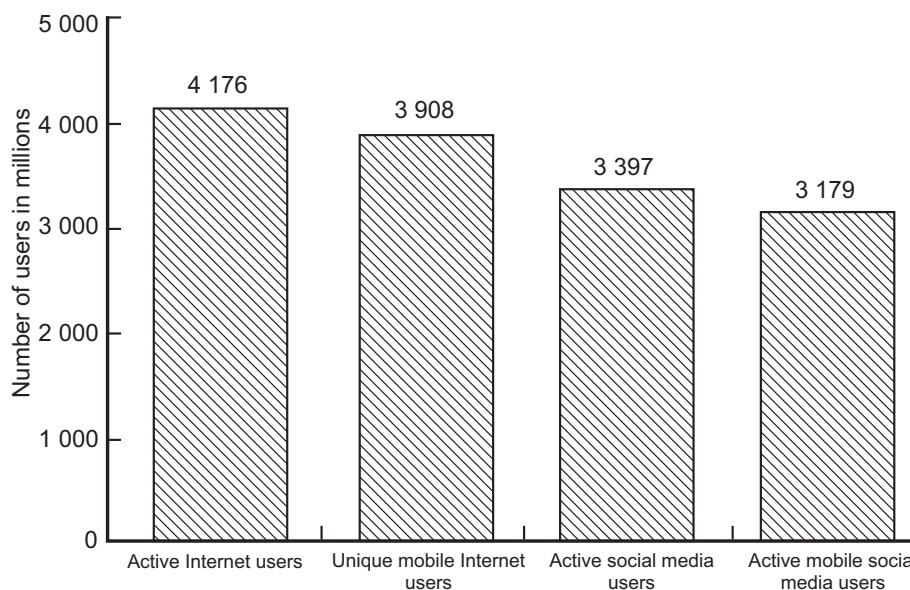
Global digital population as October 2018 (in millions)

Through internet marketing, firms can respond to issues that affect the consumers very quickly and that boost companys productivity, performance, and growth [2].

Consumer behavior refers to how individuals, groups or organizations are engaged in selecting, purchasing and making use of products, services, ideas or experience to satisfy their needs and requirements. Companies that adopt internet marketing are in a better position to build relationships with consumers and eventually gain consumer loyalty [3]. Customers who view images, videos and stories about a particular product online can easily make decisions to purchase those products compared to those who watch them through traditional advertisement platforms such as television, newspapers, radios, and magazines.

Statement of the Problem. Many people argue that marketing is a tough process which requires adequate strategies to address it. Companies rely on marketers to provide guidance and clarity before making any decision for their businesses. Traditional marketing strategies such as direct marketing and advertising through such means as radio, television, newspapers, and magazines are drastically reducing after the advent of the technology that has seen online or internet marketing take a toll on marketing [10]. In the current business environment, internet marketing has become one of the most important components of making decisions that affect the sales and marketing departments. Internet marketing is a less costly way to

reach the consumers, that have positively impacted on the bargaining power and intense global competition among the businesses [5]. The reason for that is the fact that the internet offers different significant features including capacity, convenience, precision and speed that provide faster communication between the company and the consumers. In the contemporary business world, customers use the internet for various reasons ranging from gathering information and more finally purchasing a product through online means. Purchasing the products online has been seen a quicker, safer and more confident way compared to other means of purchasing the products [9]. When consumers assess the product online, it means that they feel satisfied, safe and protected over their privacy.

Moreover, the internet has changed the way people communicate as it provides an opportunity for consumers to respond quickly and in case there is a problem, the company can address it conveniently. In the current business world, online shopping has enabled consumers to purchase products directly from the seller without any specific intermediary unlike in the traditional methods where brokers are required for the business transaction to take place. They then order those products online and eventually receive them through online means. De Mooij [3] through his research explains that internet marketing is a new and rising tool in the world of marketing and has drastically changed the customer behavior and marketing process. Due to the rise of internet marketing, many companies have been in the position to meet a variety of customers including youths who are major consumers of the internet and social media. Therefore, internet marketing has enabled marketers and companies to capture a wide range of consumers towards purchasing their products and services. Because people in the current business world require updated information regarding company's products and services, they can get such information through internet marketing with the help of just one click on the site.

Literature review. The rise of technologies in the commercial world has changed the job of marketers from designing physical billboards to designing marketing strategies through online platforms. Technological advancements have resulted in online marketing, online selling and buying, online company web designs and positive consumer behavior towards company's products and services. Reddy [7] through his research argues that in the current business world, organizations are focusing on designing the web-page to facilitate marketing of their products and services rather than focusing on showing advertisements on billboards, TVs, newspapers, and magazines. Therefore, e-marketing is considered as the future of marketing which ought to be employed by companies which aspire to success. E-marketing is a quick, less costly and provides accurate information in real time. In the current business world, almost $80-90$ % of the people across the world are attracted to online advertisements unlike to the traditional advertisement means [7]. The majority of the companies in Europe and America carry out their advertisements majorly through social media and social websites. In the current business world, consumers are purchasing products and services mostly after watching online advertisements instead of reading magazines, newspapers, or watching television [9]. Through the assistance of internet marketing, companies provide updates of the products and services they offer to their customers which helps those companies maintain customer loyalty. A good number of companies such as Coca-Cola and Monsanto have adopted internet marketing and they are marketing their products through such platforms as Facebook, YouTube, Emails, and E-webs. They use these means of advertising for consumer advertisement, services advertisement and business advertisement. According to American business information of 2018, the two companies were in the position to register high sales volume after marketing their products and services online [4].

According to Heinonen [5], internet advertising is outpacing offline advertising because many organizations have realized the value of internet marketing and its impact on consumer behavior. They have realized that through online marketing such companies can easily reach customers and provide information about their products and services. Moreover, the market share of internet marketing and advertising continuously grows compared to offline advertising and provides an opportunity for businesses to reach their target customers. The current rate of internet growth has resulted in overtaking of radio, television, magazine and newspaper advertising, and thus a company that aims to attain a higher market share highly invests in internet marketing [8].

Due to the technological advertisement and the rise of internet use and also the development of web 2.0, interconnectivity among the consumers has escalated. Therefore, internet marketing, consumer behavior and decision making about the product purchasing have changed. Organizations ought to understand the effects of digital marketing on buying decision to target consumers and thus adopt an appropriate method of reaching those consumers. Customers have embraced digital marketing and it has an effect on consumer behavior. Thus, companies like retail organizations have to shift from their marketing strategies to institute digital advertising. Accordingly, internet marketing has an impact on consumer decision-making process with a more influential effect on such aspects as problem recognition, the decision regarding purchasing and purchase behavior [7]. With the increase in social media, departments charged with marketing activities face different options to brand their products to meet the needs of potential consumers. Content or application for digital marketing can be established to ensure engagement with the consumer at any time and everywhere with the purchase of educating, informing, providing insight or entertaining the consumers and eventually make them purchase their products and services.

Internet marketing and specifically social media marketing have coused drastic change in the consumer behavior and marketing method. Internet marketing through social media such as Facebook, Twitter, WhatsApp groups and Instagram has been seen as an effective path to communicate with consumers regarding specific goods and services being offered by the company. Consumers who are mostly found on social media are the young or teenage individuals and the business that target such a market can easily meet them through internet marketing. Because they have peers, such individuals easily refer the products to their friends, family members, and relatives. Internet marketing is a very important way whereby a company captures a wide range of consumers. The research by Mollen & Wilson [6] revealed that a company can update the information regarding their products instantly through internet marketing and the buying decision of the customers is positively impacted. Several types of research have shown that internet marketing results in a steep increase in sales volume. The consumer response easily changes after the company markets its products and services through internet marketing platforms. Accordingly, the company appeals to the consumers desire because their images and video regarding the products and services offered by the company are sent to the consumers. Thus, clients easily make decisions based on online content.

There is a positive relationship between internet marketing and consumer buying behavior. When consumers get information about the product through online means, they can make the decision to purchase those products and services. In the current business world, it has been established that consumers who come across particular products and service online have a high affinity towards those products that they view in the traditional methods of advertising and marketing [6]. Therefore, customers see traditional methods of online marketing and

advertising as business-oriented rather than offering benefits to them. Research has shown that internet marketing and social media reach one in nearly four people around the globe and growing every now and then. For example, in 2018, social media users in the USA surpass 250 million [4]. Companies that marketed their products through the internet and social media were in the position to attain higher sales volume than companies that used traditional advertisement platforms. Through internet marketing, consumers believe that they can get what they want to instantly and thus once they see company products or services online, they can easily make the decision to purchase such products.

Conclusion. In conclusion, buyers in the current business world are busy and they do not have time or energy to weigh the merits of one item from another item found in a store. It is, therefore, important for the company to use internet marketing because it provides an effective way of reaching consumers. Majority of the consumers makes instant purchasing decisions based on the descriptions of the products or services offered by the company. To lure consumers towards choosing a particular brand, a company has to build a positive impression that makes them take an important decision regarding the products and services. According to Bamossy & Solomon [10], internet marketing is a very efficient way of reaching customers because it posts images, videos and stories regarding products and services, therefore, positively impacting the consumer behavior and purchasing decisions. Internet marketing applies emotional marketing which enables consumers to make rational decisions regarding products and services. Through internet marketing companies are in the position to effectively describe the products and services offered to the customers and eventually allow them to make appropriate decisions. Internet marketing is a very important way of advertising the products and services as it allows consumers to feel a positive connection with a brand advertised by the company [10]. The advent and escalating internet use provide a channel for brands and consumers to connect and thus it results in an impact on consumer's choice of products, influence their decisions and eventually purchase the products and services. Internet being a worldwide strategy enables organizations to reach consumers on a worldwide scale.

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ИНАС Аль-САЛЕХ

ХАРАКТЕРИСТИКА РОЛИ ЦИФРОВОГО МАРКЕТИНГА: ОБЗОР ИССЛЕДОВАНИЙ

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Резюме. Целью исследования является изучение влияния интернет-маркетинга на поведение потребителей. Раскрывается наличие возможности получения выгод от него как для индивидуальных потребителей, так и для бизнеса в целом. В статье раскрыта сущность взаимосвязи между тем, как компании продают свои продукты и услуги через интернет-маркетинг, и как интернет-маркетинг меняет поведение потребителей. Определено, что существует положительная связь между интернет-маркетингом и поведением потребителей. Когда потребители получают информацию о продукте через Интернет, они могут принять решение о покупке этих продуктов и услуг. Клиенты, которые изучают продукты и услуги компании в Интернете, могут легко принять решение о покупке таких продуктов или услуг, в отличие от тех, кто изучает их на традиционных маркетинговых платформах, таких как телевизоры, радиоприемники, журналы и газеты.

Ключевые слова: цифровой маркетинг; рынок; компания; сервис.