



DIGITAL MARKETING STRATEGIES IN E-COMMERCE AND ITS INFLUENCE ON BEHAVIOUR OF CONSUMERS

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ABSTRACT

The internet has become an essential tool for marketing strategies in today's competitive world and digital economy. Digital marketing uses various distribution channels for promoting products to consumers. It employs digital technologies to reach potential clients, as social media sites allow retailers to reach wider audiences in today's technological world. E-commerce companies have made changes in the way they market because of the fast growth of internet and the usage of digital technology. Digital marketing can help a company make more profit and compete better. It also helps to increase brand awareness. The aim of the paper is to identify the digital marketing strategies used to raise the sales in e-commerce platform and its influence on consumer behaviour. The methodology used in the paper is descriptive in nature and the secondary data has been used from various articles, journals, conference proceedings, internet, books, etc.

Keywords: Digital marketing, E-Commerce, Digital marketing strategies, Consumer Behaviour

1.INTRODUCTION

Technology advancements and the expansion of the internet have led to the digitisation of both information and non-information items, which has forced businesses to reconsider their marketing strategies. Because an online marketplace has emerged to rival the traditional economy, competition has intensified (Rosário & Raimundo, 2021).

E-commerce businesses have seen significant changes in their marketing strategies because of the internet's explosive expansion and the widespread adoption of digital technology. Digital marketing has the power to boost a company's profitability and competitiveness in addition to being a tool for raising brand awareness. Businesses must effectively use digital marketing to boost brand visibility and profitability in the fiercely competitive e-commerce industry (Rose, van der Merwe, & Jones, 2024).

Online businesses are facing both new problems and exciting opportunities as a result of growing internet usage and shifting consumer behaviour. Optimising online marketing tactics becomes essential in this situation to boost sales and encourage long-term expansion of the e-commerce sector. Information and communication technology, particularly the internet, has evolved, shifting how customers engage with goods and services (Sanbella, Van Versie, & Audiah, 2024).

Utilising a variety of distribution channels, digital marketing is a popular strategy for advertising goods and services to consumers. Digital marketing is a broad term that includes many different approaches by using digital technologies to reach potential customers. With the advancement of technology, social media sites have become a means for retailers to attract a wider audience with their marketing initiatives (Goel, et al., 2017). A digital marketing strategy's primary goals are to reach a specific audience, boost client engagement, and produce profitable conversions (Purnomo, 2023).

The purchasing and selling of goods and services take place online in e-commerce. As a result, e-commerce websites are online marketplaces that facilitate the transfer of ownership of commodities as well as the transmission of funds and information. These are virtual shops where consumers choose goods and services,

pay, check out and wait for delivery (Rosário & Raimundo, 2021). The growth of e-commerce is now essential rather than optional due to increased internet access and shifting consumer behaviour (Sanbella, Van Versie, & Audiah, 2024).

Businesses integrate social media and e-commerce to boost brand visibility and awareness while optimising information delivery. E-commerce platforms give people an access of all products and relevant information for decision-making, whereas social media offers information about a brand and its offerings (Rosário & Raimundo, 2021).

1.1 Elements of digital marketing

- **Social Media Marketing:** This technique helps business create leads, boost traffic, and raise brand awareness by promoting content and brand on social media platforms. Among the platforms available for social media marketing are Instagram, Snapchat, Pinterest, Facebook, Twitter, LinkedIn.
- **Search Engine Optimisation:** The goal of this method is to improve your website "rank" on search engine result pages so that it may attract more organic (or free) visitors. Websites, blogs, and infographics are among the platforms that gain from SEO.
- **Affiliate Marketing:** Publishers who bring you consumers are paid through the performance-based marketing program known as affiliate marketing. Sales, leads, promotions, or other conversions could be the base of the performance.
- **Content Marketing:** Producing and sharing interesting, useful, and pertinent information (blog entries, videos, infographics, etc.) in order to draw in and retention of target audience.
- **Pay Per Click:** In PPC, a publisher is paid every single time an advertisement is clicked, which increases website traffic. Google Ad Words is one of the most prominent forms of PPC, allowing to pay "per click" of the links a company place on Google's search engine results pages for top slots. PPC can also be used on other platforms, such as Facebook sponsored advertising, Twitter promoted tweets, and LinkedIn sponsored messages.
- **Marketing Automation:** The term "marketing automation" describes the software that helps the businesses to automate its routine marketing tasks. Many marketing teams are able to automate monotonous tasks that they would usually complete by hand, like scheduling posts of social media, updating contact lists, lead nurturing procedures, and campaign tracking and reporting.
- **E-Mail Marketing:** Email marketing is one way that businesses interact with their audiences. Email is widely utilised for advertisement of events, deals, and content in addition to leading customers to the company website. You could send newsletters for blog subscription, follow-up emails to visitors of the website who have downloaded something, welcome emails to customers, holiday incentives to members of loyalty programs, tips, etc for nurturing customers.
- **Online Public Relation:** Securing earned online publicity through blogs, digital periodicals, and other content-based websites is called online public relations. It can be compared to traditional public relations, but it takes place online. To maximise the effectiveness of PR efforts, it can use the following channels: Reaching out to reporters on social media interacting with internet reviews of your business, interacting with comments on your blog or personal website.
- **Inbound Marketing:** Inbound marketing is a "full-funnel" strategy that uses online content to draw in, interact with, and delight customers. Every digital marketing method mentioned above can be applied to an inbound marketing plan.

1.2 Consumer behaviour

Gujrati & Uygun (2020) in their paper highlighted the shift in online habits of consumers.

- The survey shows 70% of people spend their time on social media platforms. The company promotes through Facebook, Twitter, Instagram etc to advertise products and offers. Today, businesses without online presence lag behind by a decade.
- People's search habits across devices impact product discovery. Mobile search now exceeds desktop search, making it crucial for the organisations to ensure their websites as well as social media are mobile-accessible. Without mobile compatibility, websites lose visibility since users rarely resort to desktop searches.
- Marketers must create attractive websites that reflect customer needs. Visitors want easy access to required information and contact options. Including video content on websites attracts more visitors and enhances publicity.

➤ Companies and marketing agencies face rapid growth in online reviews. Marketers must maintain regular promotion to reach customers effectively. Digital marketing allows automated message distribution. However, negative reviews can impact sales significantly. Digital marketers are always looking for new methods to benefit online.

2. LITERATURE REVIEW

Potwora, Zakryzhevskaya, Mostova, Kyrkovskiy, & Saienko (2023) Concluded that in the current corporate climate, digital marketing is increasingly becoming a crucial component of businesses' strategic success. Numerous significant advantages of digital marketing are shown by examining its many facets. First and foremost, this strategy enables companies to enhance customer connection by using a tailored approach and efficient communication, and also improving the performance of their products.

Rose, van der Merwe, & Jones (2024) It is revealed that digital marketing has a significant contribution in boosting the e-commerce companies' profitability and brand awareness. It is further recommended that e-commerce businesses are advised to concentrate more on strategies of digital marketing like Search Engine Optimisation (SEO) and interesting digital content used to enhance brand awareness. Pay-per-click (PPC) advertising expenditures and efficient social media utilisation can also increase profitability. Businesses are anticipated to enhance overall performance and preserve a competitive position in the market by putting these ideas into practice.

Solfa, De Oliveira, & Simonato (2023) Concluded E-business capabilities such as e-commerce enable businesses to expand reach, reduce costs, and leverage data analytics. Digital marketing provides cost-effective customer engagement and targeting. These advantages highlight the importance of digital transformation in business.

Goel, et al. (2017) Conducted an empirical study and found that people have embraced digital marketing because of its convenience, portability, wide range of items, and reasonable prices.

Alkadrie (2024) It was found that SEO enhances visibility of website and consumer trust, driving higher engagement and conversion rates. Social media marketing amplifies this through brand-consumer interactions and influencer advertisements. Personalized marketing uses data analytics to tailor shopping experiences, improving relevance and conversions.

Francis, et al. (2023) In digital marketing, it seems that email, social media, mobile, and content marketing all significantly influence customer purchasing decisions. Advertisers want to understand the different facets of online shopping that enhance consumer ease, including delivery options, transaction methods, and more.

3. OBJECTIVES OF THE STUDY

The objectives of the study are:

- To study the strategies of digital marketing used in e-commerce platforms.
- To study the influence of digital marketing strategies on consumer behaviour.

4. RESEARCH METHODOLOGY

The methodology used in the research paper is descriptive in nature. The secondary data is used from various articles, journals, conference proceedings, internet, books, etc.

5. DISCUSSION

5.1 Factors influencing shift in digital marketing

Mishra (2020) in their paper highlighted that digital marketing is undergoing a shift due to four main factors.

➤ **Tech Advancement:** Technology development increases the efficiency and effectiveness of digital marketing by assisting marketers in better strategy formation and analysis. Technological advancements provide you an advantage in understanding client demographics, preferences, behaviour, and requirements, which aids in choosing the best campaign and timing for your business plan.

➤ **Storytelling:** Storytelling in digital media attracts traffic and connects emotionally while differentiating brands. Content creation through storytelling and video marketing influences traffic, helps brands go viral, and creates viewer impressions. Interactive campaigns between bloggers and users maintain traffic attention while building brand presence in social media.

➤ **First Mover Advantage:** The benefit of being the first in every industry extends to digital marketing campaigns. A brand needs to be able to utilise the latest trends in the online space in order to succeed. Like in the present, brands must provide content and be the first to adopt new technologies,

such as changing their picture or content post to live streaming videos and generating YouTube traffic. Similar trends can be manipulated by brands to gain an advantage.

➤ **Smart device focussed marketing** reflects the shift from desktop websites to mobile compatibility. Mobile app traffic exceeds desktop traffic, making device compatibility essential for brands through functional apps. Video content is more viewer-friendly and is transitioning toward voice search functionality.

5.2 Marketing Strategies of E-commerce platforms in digital era

Ma & Gu (2024) in their article highlighted marketing strategies of e-commerce in digital economy era.

➤ **Customised marketing strategy**

Personalized marketing content drives user acceptance in marketing. Accurate targeting is essential, as even effective methods fail without reaching the right consumers. In the digital economy, data mining enables precise personalized marketing. Smart phones allow targeted advertising content to reach people who need specific goods and services, concentrating marketing information effectively.

➤ **Establishing reasonable product operation and management structure**

E-commerce enterprises establish product management by classifying products, using big data, and developing marketing strategies for consumer needs. They optimize web structure and management for consumer convenience. In product design, companies focus on consumer experience to improve quality and market popularity.

➤ **Promotional activities by e-commerce**

Promotion strategy involves e-commerce companies improving popularity through price reductions and transmitting product information to consumers via advanced communication. With many online choices and expanding e-commerce scope, competition is increasingly fierce. Companies must implement promotional measures based on product characteristics for rapid development. However, formulating effective sales strategies remains challenging. E-commerce enterprises should integrate their characteristics, develop network questionnaires using data, understand consumer needs, and create suitable advertising strategies. The article also highlighted few promotional strategies of e-commerce like flash sale, price reduction, full offer/full refund, full discount.

➤ **Information sharing on social media**

Use of social media and new media, social media marketing broadens people's offline and online connections. Common types include software and online community marketing. Information sharing, with rich content and participation, can bring significant marketing results to enterprises. Companies can create platforms to communicate with clients, disseminate information about events and products, enabling online sales through user networks.

5.3 Digital marketing strategy to boost sales conversion

Purnomo (2023) in their research suggested digital marketing tactics to maximise e-commerce platforms' sales conversions

- **Influencer Marketing:** Increasing brand awareness and product credibility can be accomplished by working with influencers or well-known individuals in your sector. Influencer marketing increases the chance of sales conversion by reaching a larger and more reliable audience.
- **Evaluate the Competition:** Always be aware of the actions of competitors and how they are marketing. Explore opportunities to set yourself apart from the competition with special offers or superior services by analysing their advantages and disadvantages.
- **Live Chat and Customer Support Features:** To assist potential consumers with product understanding, question answering, and problem solving, offer a responsive live chat or customer support service. They are more inclined to make a purchase if their uncertainties and worries are alleviated by the ease of communication.
- **Re-targeting and Personalisation of ads:** Retargeting strategies can be used to remind prospective buyers who earlier accessed your e-commerce site but haven't bought anything. The chances of turning them into customers may be improved by retargeting them with customised and pertinent advertisements.
- **Email Marketing Campaigns:** Never undervalue email marketing's potential. Sales can be significantly increased with a carefully thought-out email campaign that is addressed to the right clients. To attract clients and persuade them to shop on your e-commerce platform, use personalising strategies, provide exclusive content, or provide special deals.

- **Use of Augmented Reality (AR) and Virtual Reality (VR) Technology:** Consider adding AR or VR technology to your e-commerce platform if your product supports it. By enabling customers to virtually experience the goods before making a purchase, these technologies can boost customer trust and engagement.
- **Expand Product Diversification:** Consumers from different sectors of the market might be drawn to your e-commerce platform by offering a wide range of products. You may reach more customers and raise the possibility of a sales conversion by diversifying your product line.
- **Use Analytics Data Wisely:** Effectively use analytics data to become aware of patterns and trends in consumer behaviour. This knowledge can be used to guide your marketing plan more effectively.
- **Evaluate and Reevaluate:** Lastly, you should constantly evaluate and re-evaluate the outcomes of your digital marketing plan. If a strategy is not producing the desired results, assess it and determine why. Make quick changes and adjustments to meet your greater sales conversion targets.

5.4 Influence of digital marketing on behaviour of consumers

There was a study conducted to identify the factors affecting consumers' buying behaviour and it was found that Search engine optimisation is the most crucial component of any digital marketing strategy. Additionally, the second crucial aspect of marketing management is the significant part of recommender engines and social media marketing (Forghani, Sheikh, Hosseini, & Sana, 2022).

(Theodorakopoulos & Theodoropoulou, 2024) Concluded that metrics like clicks, page visits, time spent on pages, navigation patterns, and search queries are essential for customising strategies that satisfy customer needs, and that big data analytics improves businesses' capacity to obtain profound insights into consumer behaviour, optimise marketing strategies, and enhance experiences of the customers.

Consumers are primarily influenced by friends, peers, and social media when making online purchases. They prefer side-panel ads and online coupons but dislike pop-up ads and email updates. Incentives like giveaways and loyalty rewards motivate customers to share online reviews. Companies must maintain effective customer communication through digital platforms (Mukhtar, Mohan, & Chandra, 2023). Consumers rely on online product information before purchases. Their satisfaction with online shopping experiences shifts preferences from traditional retail. Social media, blogs, and website promotions can improve company sales (Antczak, 2024).

6. CONCLUSION

The techniques of digital marketing are necessary for boosting sales conversions on e-commerce platforms. It may successfully increase traffic, engagement, and eventually sales conversions on e-commerce platform by combining several strategies and approaches. Digital marketing helps the consumers to read reviews, compare various products and brands, communicate before purchasing the product. Digital marketing has revolutionised the way of customer engagement, search for the products and services and also changed the way of interaction with the companies. The digital marketing helps both the customers and the businesses.

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