

# Impact of Digital Word of Mouth (D-WOM) on Consumer Behavior

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**Abstract – With the development of net, the fashion of purchasing has changed amongst consumers. The technological advancements like smart phone and 4G internet have opened new avenues for online shopping. The consumers are shifting their purchases from offline to on line mode the usage of Electronic trade. Marketing may be there all the time in one form or other. Since, the day while people first started out trading by any means it changed into that they first traded, marketing become there. Marketing changed into the stories they used to convince different human beings to change. Humans have come a long way on account that then, and advertising has too. The manner of execution of advertising is transformed and progressed every day. The evolution of net in the global bringing lot greater adjustments in the society specifically in living style of human beings. As the wide variety of net users is developing everywhere in the world in which people are greater attached to the digital devices like computers, laptops, cell phones etc. The data available at the net platform permits the human beings to get entry to from any nook of the arena.**

**Keywords- Impact, Digital, Mouth (D-WOM), Consumer Behavior**

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## INTRODUCTION

The concept of digital advertising development manner backs from the Seventies as electronic commerce starts. The need for digital trade shoots from the call for of businesses and governments to make higher use of figuring out and to use computer technology to enhance client interplay, enterprise strategies, and information exchange. During the Seventies, the creation for electronic fund switch (EFT) amongst banks over secure private networks has modified financial markets. Electronic fund switch optimized the bills electronically and gave remittance/fee records. Today, there are lot of EFT alternatives, inclusive of the use of debit cards this is turning into ever-gift at points of income (POS) in grocery stores, shops, and direct deposits to bank debts and many others. Each day, over \$4 trillion exchange arms through EFT over the pc networks regarding banks, automated clearinghouses, and organizations.

During past due Seventies and early Nineteen Eighties, electronic trade have become widespread inside groups in the arrival of electronic messaging technologies: digital information interchange (EDI) and e mail. In the mid-Eighties, a wholly numerous sort of digital commerce technology unfold between consumers of online services to provide a new form of social interaction like as chat rooms and inter-relay chat and expertise sharing. For example, information organizations and record switch packages. Social

interplay created a experience of digital community and supply rise to the idea of a "international village". In the 1990s, the status quo of World Wide Web (WWW) over the internet represents a turning factor in electronic commerce via imparting easy-to-use generation option to the problem of statistics publishing and dissemination. The conception of virtual marketing appears progressively from the release of World Wide Web. In 1990, Tim Berners-Lee produced the very first World Wide Web server and its browser. It released as industrial use in 1991. In 1994 different progresses have taken vicinity, like on line banking and so on.

In 1994-1995, net explosion took off. Henceforth, over a hundred and fifty million human beings comprehensively have emerge as net users (Hanson, 2000).The huge quantity of information available approximately the goods and services over the internet induces customer for internet shopping. The coming of internet absolutely transformed the manner enterprise changed into being accomplished, predominantly in the marketing area. The net compromises the marketer lots of gain through manner of latest conversation and distribution channels. The development of Internet has strongly impacted the worldwide advertising environment. In 1995, Amazon launched its first ever on-line shopping web page, and in 1996, e-Bay had appeared. The word 'virtual advertising and marketing' changed into first hire within the length of Nineteen Nineties. Among 2000s to 2010s, virtual

advertising and marketing emerge as greater refined as an operational manner to assemble a dating with the consumers that has seriousness and importance. The term 'digital advertising' perhaps no longer need to be used until the Nineties.

“According to the Institute of Digital Marketing, Digital Marketing is the practice of virtual networks to promote or market products or services to agencies and consumers”. Digital advertising and marketing is a broader term for the measurable, focused and interactivity in marketing of products or services via virtual technologies to obtain and transform leads into clients and hold them. The widespread aim is to sell manufacturers, assemble preference, engage with customers and beautify income over numerous virtual marketing strategies. It exemplified by means of an sizable variety of service, product, and logo advertising and marketing gadgets, that ordinarily use Internet as a key promotional medium, along side cell and traditional TV and radio.

**Digital marketing and e-commerce:** E-commerce can be described as the shopping for and promoting of goods or offerings through digital manner. Like net, mobiles, phones, ATMs fax device, and so on. Digital marketing approach advertising of products and services thru virtual platform. It talks approximately the strategies and techniques which can be used for advertising of the goods and offerings on special virtual structures. Digital marketing aids in charming customers as regularly greater human beings are engaged in digital world. Internet is the middle area of virtual advertising as it's miles the complete channel of communiqué reachable for all kind of companies.

This could in fact make the entitlement that virtual marketing is a considerable fragment of Ecommerce. Since, the lot of Ecommerce might not be existent without this Internet-based totally advertising. One and all who's concerned in Ecommerce need to do work out their techniques which unceasing foundation so that you can entice clients, making it one many of the most sizable tendencies of fulfillment online. Therefore, Ecommerce and Digital advertising will at all times move facet through aspect due to the fact advertising is wanted to supply income. The organization can not clearly create a website and expect the humans to use it. Rather, they ought to have an instantaneous way to locate company. There are perhaps heaps of businesses offering the equal services or products. The groups must be capable of create a awesome emblem that people will understand. This is accomplished thru digital marketing and this makes advertising and marketing the most giant component of Ecommerce. No matter in any way about what you are promoting, simply want to promote it properly.

#### **Online/internet marketing, e marketing and digital marketing:**

- **Online/net advertising:** Online advertising or internet marketing is a subset of virtual

advertising and marketing. The most important characteristics of on line advertising is, it wishes a live internet connection to work.

- **E-advertising:** E-advertising can be seemed as to be the equivalent to Digital Marketing. The majority inside the industry could take a look at it this manner. Though, now and again E-advertising is regard to have a wider scope than Internet advertising as it refers to the virtual medias like laptop, internet site, sound file and many others. Although, it additionally take account of control of digital patron facts and (E-CRM systems) digital customer relationship management systems.
- **Digital Marketing:** “According to the Digital Marketing Institute, Digital Marketing is the usage of digital channels to promote or marketplace services and products to customers and organizations”.

“In nutshell, we will say that the internet/ on line advertising is the subset of virtual advertising and marketing as the main region of virtual marketing deal with net but it extends to the offline additionally”.

#### **Tools/Areas/Channels of Digital Marketing**

In Digital marketing, marketing channels are considerably vital as within the case of conventional advertising. The advertising channels of virtual advertising are search engine advertising (SEM), search engine optimization (search engine marketing), influencer marketing, content advertising, content material automation, social media advertising, campaign advertising, email direct advertising, social media optimization, e-trade advertising, internet commercial blogs, digital/virtual phrase of mouth marketing (WOM), show advertising, ad words, cellular apps, e-books, video games and optical disks and every different form of virtual media. It also encompasses to non-Internet channels that make available virtual media, which includes mobile telephones (SMS and MMS), callback and on-keep cell ring tones. The crucial concept in digital advertising and marketing is grounded on the inbound advertising method or in standard, it referred to as as consumer centric method.

#### **Digital Marketing in India:**

Internet get right of entry to is growing at a full tempo in India. In the year 2002, the range of net customers improved at double fee as examine to the preceding year i.e. (7.0 million in 2001-sixteen.5 million in 2002). The internet becomes the principle gateway for the people of India for looking for the expertise and thinking about as a platform for the statistics. The cellular gadgets and the net did no longer well converged until late 2010, while the electronic devices like I cellphone, BBM, Samsung, and so forth had launched the 2G phones in Indian market

followed with the aid of 3G and 4G. As of 2016, the Indian net customers are 462,124,989. The proportion of India populace is 34.8% (penetration) within the overall populace of 1,326,801,576. The proportion of world internet customers is thirteen.5% inside the total net customers in the world i.e. 424,971,237

### **Growing Importance of Digital Marketing**

Since we are within the 21st century, "we will not appearance to the past as a guide to the future. In the face of strong market forces created via virtual surroundings and mounting opposition, organizations can not slog alongside historical footpaths or are seeking for the preservation of the reputatio quo. Companies are discovering that old solutions do not paintings with new problems. Hence, the enterprise parameters have changed". The global is beholding fast moving to virtual motion. People are eating to a greater volume digital content material on a each day foundation on-mobile telephones, laptops, computer computers and many others. Companies, the ones who've not yet stated this in their marketing techniques want to emerge as accustomed speedy. Digital advertising and marketing is notably important because it isn't always only a right away growing force inside the current marketing playing pitch, it's far set to be the prospect of marketing, and it gives the affect that virtual media will soon replace conventional practices in all folds.

Whereas, older generations absolute confidence may have expression of grief with reference to the expiration of paper-primarily based newspapers, books, conventional TV, verbal exchange strategies and radio broadcast. However, the ones who have grown-up with the internet and cell telephones are by this time are embracing the brand new global of virtual intake. The virtual techniques of advertising and conversation are quicker, practical, more adaptable and simplified. So, it can be possibly unsurprising or foreseeable that as soon because the generation have become available, we started out unexpectedly entering into the virtual age. The correct flashing information is that, digital gives simply as lots probably potential to marketers as it does to consumers.

### **Consumer Behaviour- An Overview**

The time period patron behavior is described as, the behavior that purchasers display or show off in attempting to find, buying, comparing, using and casting off items and offerings which they accept as true with as to fulfill their wishes. Consumer behavior emphasis on how the individuals make decisions to apply their to be had resources (time, money, attempt) on consumption related objects. It consists of why they purchase, what they buy, wherein they buy, when they purchase, how frequently they use it, how often they purchase, how they compare it after the acquisition and the effect of such opinions on destiny purchases, and the way they cast off it. The term consumer behavior defines distinct varieties of ingesting entities:

the private customer and the organizational customer. The non-public consumer buy items and offerings for their man or woman use, to be used of the family, or as present for a friend. In each one of these contexts, the products are takes on board for final use by way of people, which referred as give up users or last clients. The next class of client – the organizational customer- includes income and not-forprofit businesses, authorities companies (neighborhood, nation, national), and institutions for example faculties, hospitals and so on. All of which need to purchase products, equipment, and offerings which will run their organizations. Regardless of the significance of each classes of purchasers-people and employer. This look at will consciousness on the character patron, who purchases for his/her own private use or for family use. End-use consumption is feasibly the maximum full-size of all styles of customer behavior, for it involves every man or woman, of every age and historical past, within the position of both purchaser and consumer, or each.

### **OBJECTIVES OF THE STUDY**

1. To analyze, the impact of digital marketing on the patron behavior.
2. To take a look at, the impact of digital phrase of mouth (D-WOM) on the patron

### **HYPOTHESIS**

**H01:** Is there Highest Percentage Of 21-29 Age Group of consumer's and above 40 age group have less Percentage in comparison of active users of the internet.

**H02:** Did females prefer to spend more time on the phone than males in In majority of respondents

### **RESEARCH METHODOLOGY**

This research began with feasibility studies to ascertain the issues and gaps in consumer behaviour with regards to digital marketing..

**Research design:** This study utilised both an exploratory and a descriptive research design..

**Data sources:** Primary data: data collected through online survey

**Secondary data:** "Information gleaned from previously published research reports, books, e-books, online articles, and online journals, as well as a survey conducted by a previous researcher on consumer attitudes toward digital marketing".

### **DATA ANALYSIS**

This section will discuss the findings of an online survey conducted in India online social media. The

total number of respondents is 40, all of whom are working class residents of New Delhi.

The outcome will be divided into two sections based on respondents' feedback. The first section discusses the respondents' backgrounds, and the second section discusses the information gathered from existing research reports, journals, and online articles, among other sources..

#### A. Tables

**Table 1: Age Analysis**

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

As shown in the above table, the maximum group of 30-39 respondents has a percentage of 66.67 percent, which is the highest percentage among other distributions such as 21-29, which has a percentage of 33.33 percent, while 20 or younger has a percentage of 0% and 40 or older has a percentage of 0%. Adult generations are the most active users of the internet, according to the survey responses. And this is both the marketer's and the consumer's advantage in terms of meeting their needs.

**Table 2: Gender Analysis**

Gender	Percentage
Male	6.67%
Female	93.33%

We can easily deduce from the above table that the majority of respondents are females (93.33%) compared to men (6.67%). It demonstrates that females prefer to spend more time on the phone than males.

**Table 3: Education Level Analysis**

Educational level	Percentage
High school	21.43%
Universities graduate	78.57%

The above table demonstrates which segment of education spends the most time on the internet. The results indicate that 78.57 percent of respondents are university graduates, while 21.43 percent are high school graduates.

**Table 4: Most Recent Online Purchase Analysis**

Most recent online 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%

As indicated in the preceding table, 64.29 percent of recent online purchases were for apparel and accessories. This is because it eliminates the need to visit stores.

**Table 5: 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 6: 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".

## 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".

## CONCLUSION

As this research is still in its infancy, the researcher discovered gaps and opportunities to further explore and strengthen the requirements for identifying consumer behaviour toward digital marketing. The research will continue to expand by providing additional options for respondents to respond to

visual images, by conducting additional surveys and interviews, and by expanding the availability of the digital marketing platform. With the growth of smart phones on a daily basis, it benefits both marketers and designers, as well as consumers, in terms of meeting their needs and requirements. The study has been carried out within the broader manner to take all the input from the qualified respondents (online buyers) by undertaking each qualitative and quantitative look at to keep in mind that how virtual marketing affects on their behavior. As, it became already stated in the earlier chapters, that this observe have selected best areas of digital advertising i.e. On line advert banners and virtual phrase of mouth (DWOM) inside the form person generated product evaluations and rankings. How the customer stumble upon with these tools of digital marketing of their buying selection making manner.

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