



ASSESSMENT 3 DIGITAL SKILLS (LCLM4002_LON)

The impact of social media and digital marketing on customers



ALINA RAHELA VARGA

ID: 2327074

Lecturer's name: Suneth Fernando

Submission Deadline: 28/04/2024

Contents

Social media and digital marketing's effects on consumers	2
1.Introduction.	2
How social and digital media can be used to reach a wider customer base.	2
• The fundamentals and practices of digital marketing understanding:	2
2. The viewpoint of the customer:	3
• Marketing and its tools:.....	4
• The effect of digital marketing and social media on consumer behaviour (2.3).	4
• Digital marketing uses one or more electronic media platforms to advertise branded products.....	4
• Numerous research have been done so far to determine the factors contributing to digital marketing's appeal by examining its effects on customers.	5
3. Conclusion	5
References	7

Social media and digital marketing's effects on consumers

1.Introduction.

Digital marketing: what is it?

In order to gain a deeper understanding of the functioning of digital marketing, I refer you to the digital (Carolina Machado, 2016)Theory and application of Business and Management Principle, authored by C. Machado and J. P. Machado (Eds.) and published in 2016. In this book, we learn that:

Digital marketing was originally defined as traditional marketing's online projection, complete with tools and tactics. However, due to the peculiarities of the digital realm and its application in marketing, new forms, channels, and languages have arisen, resulting in the development of tools and strategies that are not available in the offline world.

Digital marketing is a relatively new phenomena that leverages customisation and mass distribution to achieve marketing objectives, rather than being a part of traditional marketing. The widespread use of electronics and the confluence of technologies have created new intellectual opportunities.

Electronic means are the newest means of consumer sales and communication. More than ever, the Internet allows markets and customers to communicate more and customise services for each individual.

How social and digital media can be used to reach a wider customer base.

- **The fundamentals and practices of digital marketing understanding:**

"In the third volume, Toffer [1] predicted the demarketization of post-industrial societies," write C. Machado and J. Paulo Davim in the book's introduction to MBA Theory and Application of Business and Management Principles.

Even though it has previously been stated (Kotler) [2] that "marketing had to rethink its foundations in order to adapt to the societies of the third wave," the end of marketing is still three decades away.

(Schutz and Holbrook)[3] used the tragedy of the commons in 1999 to highlight how market methods are ineffective because they are repeated and overused. Organisations had to employ greater resources in the final ten years of the 20th century in order to reach a diminishing audience. Customers' opposition to marketing campaigns revealed a serious problem. The current communication-saturated environment, where several businesses vie for consumers' attention and allegiance, has compelled a revision in marketing theories and viewpoints. The shift in consumer marketing power was the most significant development that occurred during this process.

2. The viewpoint of the customer:

Although it has become the focal point of every marketing strategy in recent years, it has been part of the definition of marketing since the 1960s[4]. As a result of this strategy, elements like customer value, market orientation, and satisfaction have been included into marketing management [5]. Nonetheless, a lot of marketers still view the variables—product, location, promotion, and price—as part of the McCarty or 4Ps model[6], which ignores the role that customers play in these decisions.

User-centred models of subsequently challenged this production-focused marketing paradigm (Lauterborn[7]). The four Ps of the marketing mix are replaced by the three Cs: place, price, and promotion in communication; the product becomes a customer's solution; and the price becomes a cost to the consumer.

- **There will be a specific revelation for the online world with this new operational marketing approach.**

More actions have been made in the past several years; marketing now aims to attract new audiences to businesses rather than just concentrate on consumers.

"Activity, a set of institutions and processes for the creation, communication, delivery and exchange of offers that have value for customers, partners and society in general[8]" is how the American Marketing Association characterised this strategy.

- **Marketing and its tools:**

Its strategies have undergone a significant alteration as a result of the Internet growth for businesses and the everyday lives of many audiences. Online marketing communications are a crucial component of operational marketing, a subset of marketing known as "digital marketing," even though businesses first saw the Internet as a new avenue for expanding their reach.

- **The effect of digital marketing and social media on consumer behaviour (2.3).**

According to P. Keikhosrokiani's research manual, (Keikhosrokiani, 2022) which was published in July 2022, those who are disengaged from society grow acclimated to social media and digital marketing. It was stated that "this has changed consumer behaviour and the strategies that the companies use." Manages the company." Digital marketing is the process of reaching customers by using the Internet, search engines, social media, and other channels through the use of electronic devices like computers, tablets, and mobile phones.

- **Digital marketing uses one or more electronic media platforms to advertise branded products.**

It is different from traditional marketing in that it uses channels, which are techniques that let businesses evaluate marketing efforts and determine what works and what doesn't. Digital markets are expanding rapidly since we live in an era of inventions and growing technology usage.

Digital marketing is also available through other media, such as podcasts, digital radio and television channels, mobile applications, electronic billboards, and mobile instant messaging.

To put it succinctly, the digital market encompasses all currently in use digital platforms and technology.

For this reason, electronic commerce, which refers to the commercial activity of purchasing and selling goods and services via internet channels, is another name for digital marketing. Business activities can occur in any of the three primary transaction categories in digital marketing, including business to business and customer to customer interactions.

- **Numerous research have been done so far to determine the factors contributing to digital marketing's appeal by examining its effects on customers.**

It was shown that there is a considerable correlation between customer satisfaction and loyalty that digital marketing contributes to.

Customer loyalty has been introduced as a result of the overuse of digital marketing; this means that customers are devoted to a particular business or business where they purchase their essential goods. Customers that prefer a particular company when making purchases exhibit a type of recurrent buying behaviour.

Here, digital marketing's job is to help customers become more devoted by giving them enough information about their items. "Therefore, customers have the privilege of being fully aware of the product" (Zeithamal (2000)) Since they act as a stimulus to raise the company's profile when conducting business, "loyal customers are a blessing for business firms," (Mittal & Anderson, 2000).

3. Conclusion

After a short research I came to the conclusion that social media and digital marketing play an important role in the daily life of both consumers and brand companies. We learned that digital marketing did not have much of an impact on consumers initially, but with time it made its place in the industry, more and more companies started using social media channels to reach a larger number of customers and to promote their products and services.

The fact that consumers accept and prefer the digital market is preferred due to several factors, these being mainly the access to all the facilities from the comfort of the house, but also because it is much easier and safer to access once the markets are moved online. The ease with which consumers can access all the necessary information in connection with the product or service, as well as the fact that they can contact the companies very quickly, as well as the simplicity of online payments and transfers, as well as the wide range of products and services that they can access and compare before purchasing makes customers choose digital marketing.

It was also observed that consumers make a habit and choose their favourite companies according to the satisfaction with the product as well as the efficiency of communication with the help teams and the information with respect to the product, also customers choose online marketing due to other consumers' reviews of the product or their experience with the company. In conclusion, digital marketing has a more positive than negative impact on consumers.

References

Carolina Machado, J. P. D., 2016. *MBA*. 1 a cura di s.l.:Springer Cham.

<https://shorturl.at/qxMS5>

Keikhosrokiani, P., 2022. *Consumer Behavior Change and Data Analytics in the Socio-Digital Era*. 2 a cura di s.l.:Handbook of Research on.

<https://shorturl.at/oITU5>