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Evolving Consumer Behaviour in Digital Marketing

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Abstract

The digital era has fundamentally reshaped consumer behavior, creating more empowered, informed, and demanding customers who expect instant gratification, personalized experiences, and seamless digital interactions across various platforms. The main aim of this study is to discuss the characteristics of consumer behaviour in Digital marketing and study the influence on digital marketing on consumer satisfaction. Key factors include personalization, user interface (UI) design, and communication efficiency across platforms like social media and email, and customer service effectiveness. High satisfaction leads to growth, while dissatisfaction can drive customers to competitors and damage a brand's reputation. Digital Marketing offering effective and efficient digital support to resolve issues and manage expectations.

Keywords: Digital Marketing, Consumer satisfaction, User interface, Personalization, Customization

Introduction

In the digital era, consumer behavior is defined by a demand for convenience, personalization, and transparency, with consumers conducting extensive online research and sharing feedback through social media. The customer journey has evolved to be mobile-first and socially influenced, emphasizing data-driven insights and tailored marketing strategies that foster engagement and loyalty. Businesses must adapt to these changes by embracing e-commerce, leveraging data and artificial intelligence, and engaging in two-way communication to meet the expectations of digitally empowered consumers.

The digital era has fundamentally reshaped consumer behavior, creating more empowered, informed, and demanding customers who expect instant gratification, personalized experiences, and seamless digital interactions across various platforms. Consumers now conduct extensive online research, compare prices easily, and rely heavily on social media, online reviews, and influencers, transforming the traditional linear buying journey into a complex, multi-touchpoint process. This shift has forced businesses to adopt data-driven marketing, omnichannel strategies, and a focus on transparency and speed to meet these evolving needs and maintain customer loyalty.

Consumer interactions, trends, and lifestyles have seen a notable shift due to the transformation in technology in connection to information & communication tools, digitalized media, and the Internet. Consumer behaviour has a major influence on social networking sites, social apps, and online blogs because of extensive growth on Internet platforms. (Tiago & Verassimo, 2014). The scenario has changed drastically in consumer behaviour towards impulsive online buying. The perspective of the consumer with respect to online shopping has been built by digitalization as variety, competitive prices, product range and many more are not only cost-effective but profitable. (Bayo-Moriones & Lera-Lopez, 2007). Contemporary platforms have also transformed online buying intention as the product information is easily available.

The study of consumer buying behaviour is a challenging task, as individuals have unique perceptions. It is impossible to predict how someone will behave in a given situation. Behaviour refers to the actions, decisions, and psychological processes that individuals go through when selecting, purchasing, using, and disposing of products or services. However, the features and services offered on e-commerce websites can significantly influence buying decisions. Buyer behavior is formal to investigate

individual qualities such as demographics, personality, lifestyles, and Behavioural variables such as usage patterns, loyalty, brand promotion, and the willingness to provide referrals are analyzed to gain insights into people's preferences and consumption behaviours.

Consumer behavior also investigates how the consumer gets influenced by lifestyle, fashion trends, income, product attributes, social groups such as family, friends, and reference groups, society in general (brands-influencers, opinion leaders) recommendations from social media, and so on in making a purchase decision. Consumers often struggle with deciding What to purchase, when to make the purchase, how much to spend, and which product to select. Sensitivity to price changes also affects their choices, with some opting for discounts or cheaper options, while others prioritize quality or brand. Situational factors, such as the physical environment, time constraints, and emotional state, impact consumer purchasing behavior. The layout, lighting, music, and ambiance of a store or website can influence decisions, encouraging impulse buying and longer visits.

Method Of Digital Marketing

Article Marketing- To build links for your site, enhance your website's search engine ranking and getting traffic.

Forum Marketing- Forum is a place where people gather and discuss their problems, strategies etc. Again a good traffic builder.

Search Engine Marketing - This involves search engine optimization of your website design and content.

Pay per click Advertising - This is a paid service where you pay the service provider every time your link is clicked.

Link Exchange - In this a website places a link for other website in exchange for its link on that site.

Link Purchase - You can purchase placement of your website link on other website.

Viral Marketing - Here, you make a useful product like e-book or software, build some humorous video or funny email and allow people to pass it on freely

Join ventures - Here two or more marketers come together and promote a product or service in a way that it will benefit them all.

RSS Marketing - Really simple syndication, people can subscribe to these RSS feeds and can view the content of the website via their RSS reader

Blog Marketing - Blog is an online journal which can update on regular basis.

Related Reviews

R Sharmila, M Kavitha (2018) ^[1] Effectiveness of social media marketing - Indian Journal of Public Health Research and Development. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

P Manju, M Kavitha - Digital marketing and customer satisfaction and customer satisfaction in COVID-19. Elementary Education In 2020 vast majority of the sector was stepped foot in the digitalization. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.

Rashmi Gujrat (2023) ^[3] Digital Transformation has changed consumer behaviour from Traditional market to Digital market. Academy of Marketing Studies Journal. Traditional markets are shifting to digital marketing strategies with the usage of internet in the highly competitive technology. Globally digital market has grab the wide digital market areait involve exploring business model using digital technologies in the highly competitive market which reduces cost and expand business globally. Business have a big scope by doing digital marketing now a day customer are much more satisfied by on the online shopping Digital marketing is open 25*7 hour customer get get all information through online provided by the companies on website they can also access easily and do comparison with other company product so customer are getting opportunity and enjoying to purchase online right choice on right time.Day by day inter connectivity of customer is increasing and consumer behaviour is changing with the use of new technology and the increase of the usage of, consumer behaviour changing and understanding the digital market. The aim of the study sis to understand how digitization is changing consumer behaviour from traditional market to online market

Yuan (2023) ^[4] Changes of Consumer Behavior in the Internet Era and Its Impact on Advertising and Marketing. Advances in Economics Management and Political Sciences 55(1). The present study examines the shifts in consumer behavior and its ramifications for advertising and marketing practices within the context of the internet era. This study offers a thorough analysis of the distinctive characteristics of the internet era and explores theories and concepts related to consumer behavior and advertising marketing. This study aims to investigate the influence of the internet on consumer behavior and the emergence of individualized needs through a thorough analysis of relevant literature. The research findings suggest that the internet has had a substantial impact on consumer behavior, resulting in alterations in consumer preferences, buying patterns, and decision-making procedures.

Papaya (2024) ^[5] Transforming Consumer Behavior in the Digital Era: Challenges and Opportunities for the Media Industry. International Journal of Progressive Sciences and Technologies (IJPSAT). The main challenge faced by the media industry is how to keep up with changes in consumer behavior that are increasingly digital-savvy and have high expectations of the content presented. The challenges and opportunities that arise in facing this change are the main focus for media industry players. This study aims to dig deeper into how consumer behavior is changing in the digital context, as well as its impact on the media industry. The implications of this transformation are also discussed, including strategies that can be used by

the media industry to face challenges and take advantage of existing opportunities. Thus, this research provides a comprehensive view of the transformation of consumer behavior in the digital era and its relevance to the media industry.

Ashwini (2025) ^[6] A Literature Review: The Impact of Digital Transformation In Reshaping Consumer Buying Behaviour Toward Retail Operations. Ijnr | Volume 10, Issue 1 January 2025 | Issn: 2456-4184 | IJNRD.Org. This study aims to examine the influence of digital transformation on consumer buying behavior in retail operations. It seeks to understand how technological progressions such as E-commerce, mobile apps, artificial intelligence, and digital marketing reshape consumer expectations, purchasing habits, and decision-making processes. The study aims to provide insights into how retailers can adapt their strategies to meet the evolving demands of digitally empowered consumers and enhance their operational effectiveness in the competitive retail landscape. This paper thus synthesizes several years of scholarly research on consumer behavior and, the decision-making process in getting a product or a service that has been featured in some of the journals in the field of study.

Intend Of the Study

To discuss the characteristics of consumer behaviour in Digital marketing

To study the influence on digital marketing on consumer satisfaction

Consumer Behaviour in Digital Era

Consumer behaviour in the digital era has undergone significant transformations. With the widespread adoption of technology and the internet, consumers have access to a wealth of information and choices. This shift has revolutionised how individuals interact with brands and make purchasing decisions. To thrive in this evolving landscape, businesses must understand and adapt.

Consumer behaviour has undergone significant changes in the digital era, driven by advancements in technology and the widespread adoption of the internet. Let's explore some key ways in which consumer behaviour has evolved in response to the digital revolution:

1. Empowered Decision-Making

In the digital era, consumers can access abundant information at their fingertips. They can easily research products, compare prices, read reviews, and gather insights before purchasing. This easy access to information has empowered consumers to make more informed choices.

Consumers no longer have to rely solely on advertisements or sales pitches but can instead rely on authentic user reviews and recommendations. As a result, businesses need to focus on building a positive online reputation, providing transparent and accurate

information, and ensuring the quality of their products or services.

2. Rise of Online Shopping

The digital era has witnessed a significant shift towards online shopping. eCommerce platforms have made it convenient for consumers to browse and purchase products from the comfort of their homes. Online retailers offer various choices, competitive prices, and personalised recommendations based on consumer preferences and past purchases. This shift has posed challenges for traditional brick-and-mortar stores, prompting them to establish their online presence or adopt omnichannel strategies to stay competitive.

3. Influence of Social Media

Social media has emerged as a powerful influence on consumer behaviour. Consumers often seek recommendations and opinions from their peers on social media before purchasing. Influencers with a significant following and expertise in specific niches can also sway consumer opinions and preferences. Businesses have recognised the impact of social media and are actively leveraging these platforms to engage with their target audience, build brand awareness, and drive sales.

4. Mobile Dominance

Smartphones have become integral to consumers' lives, transforming how they interact with brands. Mobile devices offer convenience and accessibility, allowing consumers to browse, shop, and interact with businesses anytime, anywhere. As a result, businesses must optimise their websites and online experiences for mobile devices to ensure seamless navigation, fast loading times, and a user-friendly interface. Mobile apps have also gained popularity, providing personalised experiences and enhancing customer loyalty.

5. Personalisation and Customisation

The digital era has ushered in an era of personalised experiences. Businesses can leverage consumer data and advanced analytics to understand individual preferences and tailor their offerings accordingly. Personalisation goes beyond addressing customers by name; it involves curating product recommendations, delivering relevant content, and providing customised promotions based on previous interactions and purchase history. This focus on personalisation helps businesses enhance customer satisfaction, build stronger relationships, and foster loyalty in an increasingly competitive market.

Influence On Digital Marketing on Consumer Satisfaction

The Digital Marketing factor consist of six variables and it subsequent influence over Consumer Satisfaction is analyzed from regression analysis.

Table 1: Model Summary for Digital Marketing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.580	.572	3.436

Source: Computed data

a. Predictors: (Constant), DM6, DM3, DM4, DM2, DM5, DM2

R=.761 R square =.580 and adjusted R square.593. This point to the Digital Marketing variable creates 60% variance over the Consumer Satisfaction. The aggregate

effect of six variables of Digital Marketing over Consumer Satisfaction determined by the following Anova table

Table 2: ANOVA ^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7431.335	8	928.917	78.661	.000 ^b
	Residual	5384.936	456	11.809		
	Total	12816.271	464			

Source: Computed data

a. Dependent Variable: Consumer satisfaction

b. Predictors: (Constant), DM6, DM3, DM4, DM2, DM5, DM2

Table 2 shows that the F value = 78.661 and statistically significant at 5% level. It indicates that all the variables that influence on consumer towards Digital Marketing are

leads to Consumer satisfaction. The individual influence of variables are presented in the following co-efficient table

Table 3: Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.016	1.303		6.150	.000
	Customization	3.269	.383	.419	8.527	.000
	Influencer Marketing	2.280	.344	.317	6.625	.000
	Personalization	1.482	.399	.153	3.716	.000
	Reviews	3.269	.267	.464	12.263	.000
	E mail engagement	-.506	.279	-.070	-1.815	.070
	User interface	.521	.306	.067	1.702	.090

Source: Computed data

a. Dependent Variable: Consumer Satisfaction

The above table shows that the Customization (Beta=-.419, t=8.527, p=.000), Influencer Marketing (Beta=-.317, t=-6.625, p=.000), Personalization (Beta=.153, t=3.716, p=.000), Reviews (Beta=.464, t=12.263, p=.000), are significant at 5% level. It indicates that Online reviews and peer feedback play a powerful role in influencing purchasing decisions, making them a critical factor in consumer trust and brand reputation.

Findings And Conclusion

Digital Marketing exert significant influence on preferences and purchasing decisions through content, recommendations, and influencer endorsements. The ability to shop anytime, anywhere, and the availability of a wide variety of choices, including international options, are crucial drivers. Consumer satisfaction in digital marketing is a customer's perception of how well digital products, services, and marketing interactions meet their expectations, significantly influencing loyalty, future purchases, and positive word-of-mouth. Key factors include personalization, user interface (UI) design, and communication efficiency across platforms like social media and email, and customer service effectiveness. High satisfaction leads to growth, while dissatisfaction can drive customers to competitors and damage a brand's reputation. Digital Marketing offering effective and efficient digital support to resolve issues and manage expectations.

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