

REVIEW OF RELATIONSHIP BETWEEN DIGITAL MARKETING AND CONSUMER ATTITUDES

¹Sumit Jain, ²Dr. Madan Prasad Shivajirao

¹Research Scholar, Department of Management, Malwanchal University, Indore

²Supervisor, Department of Management, Malwanchal University, Indore

Abstract

Digital marketing plays a crucial role in shaping consumer attitudes by influencing perceptions, preferences, and purchasing decisions. The rise of online platforms, including social media, search engines, and e-commerce websites, has transformed how businesses engage with consumers. Personalized advertisements, influencer marketing, and data-driven strategies allow companies to target specific audiences, fostering trust and brand loyalty. Consumers' attitudes are shaped by their exposure to digital content, reviews, and interactive experiences. Positive engagement enhances brand perception, while negative experiences, such as intrusive ads or misinformation, can lead to skepticism and resistance. Factors like transparency, authenticity, and ethical marketing significantly impact consumer trust. With the increasing use of artificial intelligence and machine learning, digital marketing continues to evolve, further influencing consumer behavior through predictive analytics and personalized recommendations. Understanding this dynamic relationship helps businesses refine their marketing strategies, ensuring they align with consumer expectations and values. As digital marketing grows, consumer attitudes will continue to shift, emphasizing the need for brands to adopt ethical, consumer-centric approaches to maintain credibility and long-term success in a competitive digital landscape.

Keywords: - Digital Marketing, Consumer Attitude, SEO

Introduction

The advent of digital marketing has transformed the way businesses promote their products and services to consumers. Digital marketing encompasses a range of online techniques such as social media marketing, email marketing, search engine optimization, and content marketing, among others. These techniques have made it easier for businesses to reach their target audience, communicate with them in a more personalized manner, and drive engagement and sales. The impact of digital marketing on consumer attitudes has become a topic of significant interest in recent years. Consumer attitudes refer to the overall feelings, beliefs, and opinions that individuals have towards a particular product, service, or brand. Positive consumer attitudes can lead to increased brand loyalty, higher levels of customer satisfaction, and ultimately, greater business success. In this study, we aim to explore the relationship between digital marketing and consumer attitudes. Specifically, we will investigate how different digital marketing techniques influence consumer attitudes towards a brand or product. We will also examine the role of various demographic factors, such as age, gender, and income, in shaping consumer attitudes towards digital marketing. To achieve our

research objectives, we will conduct an empirical investigation that involves collecting and analyzing data from a sample of consumers. The data will be gathered through online surveys and will include measures of consumer attitudes towards digital marketing, as well as their engagement with different digital marketing techniques. We will also collect demographic information to help us understand how consumer attitudes vary across different groups. This study will contribute to a better understanding of the impact of digital marketing on consumer attitudes, which can help businesses develop more effective marketing strategies and improve their overall performance.

Digital marketing refers to the use of digital channels, such as the internet, social media, search engines, mobile devices, and other digital platforms, to promote products or services to consumers. It involves a range of techniques and strategies, including content marketing, search engine optimization (SEO), email marketing, social media marketing, pay-per-click (PPC) advertising, and affiliate marketing, among others. Digital marketing allows businesses to reach a wider audience, communicate with customers more effectively, and track and measure the performance of their marketing campaigns in real-time. It enables businesses to create personalized and targeted marketing messages that resonate with their audience and drive engagement and conversions.

The use of digital marketing has grown significantly in recent years, driven by the increasing popularity of digital platforms and the changing behavior of consumers. With more people spending time online and using digital devices, businesses are shifting their marketing focus towards digital channels to reach and engage their target audience.

Consumer Attitude Towards Digital Marketing

Consumer attitude towards digital marketing is an important area of research, given the increasing use of digital marketing techniques to promote products and services. Consumer attitude is defined as the overall feelings, beliefs, and opinions that consumers have towards a product, service, or brand. Positive consumer attitudes towards digital marketing can lead to increased engagement, higher levels of brand loyalty, and greater customer satisfaction, while negative attitudes can result in disengagement, decreased loyalty, and lower levels of customer satisfaction. Digital marketing techniques such as social media marketing, email marketing, search engine optimization, and other forms of online advertising are often used by businesses to reach their target audience and promote their products and services. These techniques have become increasingly popular in recent years, driven by the growing use of digital devices and the internet. Consumers' attitudes towards digital marketing can be influenced by various factors, including the quality and relevance of the marketing message, the perceived value of the product or service being promoted, and the overall user experience of the digital platform.

Review Of Literature

Begiri, Gonxhe & Bello, Kreshnik (2021) The purpose of this article is to establish whether or whether the use of social media tools and methods has an impact on the sales of a company's goods and services, especially in the areas of advertising, promotion, public relations, campaigns, and consumer services, and to provide recommendations. In this work,

the statistical primary data analysis technique is used as the method of analysis. In order to gather information from 120 enterprises in Kosovo, structured questionnaires were employed to collect information from the marketing department, which included significant marketing management representatives. The sample was chosen based on the discussion methods that were used. A variance coefficient analysis was carried out in SPSS using a specific paired sample t-test analysis to determine whether or not there was a specific change in sales of the company before and after the implementation of social media marketing tools and strategies.

Novytska, Iryna & Chychkalo-Kondratska (2021) Because of the ubiquitous availability of digital technologies, it is now feasible for a wide variety of organisations to utilise them to obtain and analyse market and consumer data, as well as to conduct marketing interactions with consumers and establish brand awareness. Communication with customers and business partners is accomplished via the use of digital information and communication technology (ICT) and electronic tools. The study's purpose is to evaluate the features of digital marketing in the area of organic product promotion by examining the experiences of countries in the European Union. It will do so by looking at the characteristics of digital marketing in the area of organic product promotion. Economic and statistical analysis and comparison; formalisation; analysis and synthesis; historical and logical procedures; generalisation According to the survey, digital marketing is still in its infancy when it comes to promoting organic products on the internet. This may be the case if the producers' organisation is founded on family farms or small agricultural companies with fewer than 15 employees and no designated marketer. Social media platforms are the key digital marketing channels for firms that produce organic items since they do not need the hiring of a marketing specialist, which saves them money.

Dole, Vikas (2021) The fast emergence of the Internet has had a profound impact on every element of company, including marketing. Digital marketing, often known as internet marketing, is becoming more popular. However, there are several disadvantages, such as a lack of trust, negative remarks, and a lack of internet penetration, which limit the effectiveness of the technology. In order to get past the limits, a hybrid marketing approach is necessary. The most effective technique is to use a combination of digital and traditional means.

Gowsalya, G. & Mangaiyarkarasi (2020) India's digital marketing business is seeing rapid growth. The usage of digital marketing is becoming more popular among Indian firms in order to get a competitive advantage. The success of a marketing campaign cannot be ensured just via digital marketing. When it comes to marketing, if you want your campaign to be successful, you must employ all of the available resources, both traditional and current. Because of digital marketing, your most valuable consumers will be able to see you, learn more about you, and even ask questions to learn more about your products and services. With the aid of this study, it is possible to develop digital marketing strategies that are successful. Specifically, we examine the influence of digital marketing on the sales of the firms in our research.

Eljunusi, Rahman El Junusi (2020) Marketing techniques were significantly altered as a consequence of the Covid 19 outbreak, which resulted in a rise in digital consumption. During this epidemic, the objective of this article is to investigate the possibilities and repercussions of digital marketing, as well as to build an Islamic perspective on digital marketing. The technique used in this article is a descriptive qualitative approach to digital marketing literature analysis, which is described in detail below. As a result of the Covid-19 Pandemic, developments in information technology had a huge influence on the development of digital marketing strategies. The use of an Islamic perspective on digital marketing will open up new avenues of investigation and encourage academics to be more imaginative. There are important consequences for Islamic marketing research from an ontological and epistemological standpoint that must be considered. The introduction and description of new sectors of Islamic marketing research in this article contributes to the progress of digital marketing from an Islamic point of view, which is a positive development. Businesses in the future will need to keep up with technological advancements such as digital marketing media in order to increase their marketing effectiveness and profitability.

Verma, Deepak (2018) The focus of this article is marketing, and it examines both current and future advances in the field. Recent academic research and business news have been used to compile the information displayed on this page. The research is based on information acquired from a variety of additional sources. This piece of writing makes use of both literature and the Internet. All of the articles, studies, reports, newspapers, magazines, and countless websites, as well as all of the data accessible on the internet, have been analysed and included in this report. India's digitalization is undergoing a sea change, as we can observe. When it comes to finding the best possible pricing from a range of vendors throughout India, consumers are increasingly turning to the internet for assistance. With no question, digital marketing tactics like SEO, SEM, online advertising through email or display advertisements on websites, ebooks or CDs/DVDs/games, and social media marketing (SMM) may be immensely advantageous to firms in today's environment.

Minculete, Gheorghe & Olar, Polixenia (2018) Individuals and corporations alike are increasingly endowed with the financial means to compete in the digital world by using the most up-to-date acquisition strategies, tools, and systems. When early adopters of the internet started selling their wares through the network in the early 1990s, the term "electronic marketing" or "internet marketing" was used for the first time. According to experts, traditional marketing strategies and tactics can be applied to digital marketing, which is defined as a set of strategies and tactics that are executed through digital channels in order to achieve corporate goals (often to increase shareholder profits) within a time and budget-defined period of time.

Aleksandar, Grubor & Jaksa, Olja (2018) It is a challenge to both marketing specialists and businesses as systems to keep up with the pace at which the marketing discipline progresses year after year due to the ongoing rivalry for international clients. Due to the fact that the Internet has become the major and most effective way of applying the ideal "one-to-one" marketing model, Internet marketing has grown and is continuing to expand at an

exponential rate. Although the online environment has increased in popularity and strength, it has also changed the way customers behave, establishing new patterns and lifestyles that must be taken into consideration when developing acceptable Internet marketing tactics that are significantly different from the ones used in the past. It will be discussed in this article how to use the Internet to sell your company, as well as the concerns that modern firms should consider when building their Internet marketing strategies, as well as any constraints or dangers that may exist in the electronic market. The approach used in this article is known as secondary research, and it comprises a comprehensive analysis of prior investigations and studies in the topic area to arrive at a conclusion.

Yamin, Ahmad (2017) The purpose of this study is to investigate the impact of digital marketing on the behavioural expectations of Bangladeshi consumers. As part of this study, Bangladeshi consumers are being questioned in order to understand more about their digital marketing preferences. Marketing has experienced a significant transformation in the contemporary period. New technology and portable communication devices are having a significant influence on customer behaviour, resulting in marketing trends that are changing at a breakneck pace. In today's technologically advanced environment, a well-executed integrated marketing communication strategy necessitates the use of certain digital marketing technologies. To successfully and efficiently target your consumers and achieve your company's other goals, if you're a marketer, you'll need to devote more time and attention to digital marketing tools than ever before.

Robayo, Oscar & Montoya (2017) Specifically, this research examines the concept of mobile marketing and compares it to the definitions of other marketing channels. It is possible to examine the acceptability and attitudes toward mobile marketing from a variety of perspectives, and some of the most prominent theoretical approaches are available to do so. The perceived usefulness of a product and the perceived simplicity with which it may be used are two of the most crucial aspects in the adoption process. This paper also contains recommendations for more research in the field of mobile advertising.

Beridze, Natia & Mamuladze, Gela (2016) Businesses all over the world have reaped the benefits of the Internet's inception and development. The rapid expansion of online commerce prompted the establishment of an Internet marketing industry. There have also been a number of beneficial outcomes from successful online advertising. According to IDC, internet advertising will contribute for around 10 percent of total advertising spending in 2008. According to forecasts, this sum would climb to more than USD 106 billion in 2011. Another way to say it is that internet marketing is the process of achieving marketing objectives via the use of the Internet and other digital technologies. e-marketing (electronic marketing), digital marketing, and electronic customer relationship management systems (e-CRM systems) are all terms used to refer to Internet marketing. However, since they combine electronic customer relationship management systems, they have a broader reach.

Digital Marketing and Consumer Privacy Concerns

The rapid growth of digital marketing has brought unparalleled opportunities for brands to engage with consumers through personalized, data-driven strategies, but it has also raised significant privacy concerns that directly impact consumer trust and attitudes. At the core of these concerns is the impact of data collection practices on consumer trust. Digital marketing relies heavily on gathering vast amounts of consumer data—from browsing histories, social media interactions, and online purchases to location tracking and behavioural patterns. While this data allows brands to create highly targeted and relevant marketing campaigns, many consumers are becoming increasingly wary of how their personal information is being collected, stored, and used. High-profile data breaches, scandals like the Facebook-Cambridge Analytica incident, and growing awareness of surveillance capitalism have heightened consumer skepticism, leading to a decline in trust toward brands that are perceived as mishandling or exploiting their data. Consumers are more likely to develop negative attitudes toward companies that lack transparency in their data practices, and this erosion of trust can significantly hinder brand loyalty and long-term engagement.

A critical challenge in digital marketing is balancing personalization with privacy, a delicate trade-off that brands must navigate carefully. Personalization, powered by data analytics and artificial intelligence, enables brands to deliver content, recommendations, and offers tailored to individual consumer preferences and behaviours. While many consumers appreciate the convenience and relevance of personalized experiences, they are also concerned about the extent to which their data is being monitored and used without explicit consent. This paradox, often referred to as the “personalization-privacy paradox,” reflects consumers’ simultaneous desire for customized content and their fear of intrusive data collection practices. Brands that fail to strike the right balance risk alienating their audiences, as overly aggressive personalization can feel invasive, triggering discomfort and resistance from consumers.

Additionally, consumer perceptions of targeted ads and behavioural tracking play a crucial role in shaping attitudes toward digital marketing. While targeted advertising can improve ad relevance and reduce unwanted content, many consumers perceive it as intrusive, especially when ads seem to follow them across different websites and platforms. Behavioural tracking, including cookies, pixel tracking, and device fingerprinting, contributes to this sense of being constantly monitored, leading to what some describe as the “creep factor.” Consumers may feel that their privacy is being violated when ads appear too precise, revealing insights into their habits and preferences that they did not knowingly share. This can result in negative brand associations and a reluctance to engage with targeted content, even when it aligns with their interests. Transparency in how data is collected and used, along with providing consumers the option to control their data, can mitigate these negative perceptions and foster greater trust.

To address these challenges, brands must adopt ethical marketing practices in the age of data-driven advertising. Ethical digital marketing emphasizes transparency, consent, and respect for consumer autonomy. This includes clearly communicating how data is collected, ensuring that consumers have the ability to opt in or out of data tracking, and adhering to data protection regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). Furthermore, ethical marketing involves using

data responsibly, avoiding manipulative practices, and prioritizing consumer welfare over short-term gains. Companies that demonstrate a commitment to ethical data practices can differentiate themselves in a crowded digital marketplace, fostering trust and loyalty among consumers who value privacy and integrity. In conclusion, while data-driven marketing offers powerful tools for personalization and engagement, the growing importance of privacy concerns necessitates a careful, transparent, and ethical approach to maintain consumer trust and shape positive attitudes in the digital age.

The Impact of Crisis Situations (e.g., COVID-19) on Digital Marketing and Consumer Attitudes

The COVID-19 pandemic, as a global crisis, fundamentally reshaped digital marketing strategies and had a profound effect on consumer attitudes, revealing how external shocks can alter the dynamics between brands and consumers. One of the most significant transformations was the shift in consumer behavior during global crises. Lockdowns, social distancing measures, and economic uncertainties forced consumers to change their purchasing habits dramatically, with a marked increase in online shopping, digital content consumption, and reliance on virtual communication platforms. Consumers became more value-conscious, prioritizing essential goods and services while reducing discretionary spending. Additionally, with more time spent online, there was heightened awareness of digital marketing tactics, leading to increased scrutiny of how brands communicated during the crisis. Consumers sought not just products, but also reassurance, authenticity, and support from the brands they engaged with, shifting their attitudes to favor companies that demonstrated social responsibility and empathy.

In response, brands adapted their digital strategies in times of uncertainty to remain relevant and sensitive to the evolving needs of their audiences. Traditional marketing campaigns that emphasized aggressive sales tactics or luxury products were quickly replaced with messages that focused on solidarity, safety, and community support. Many brands pivoted to highlight how they were contributing to the fight against the pandemic—whether through donations, supporting frontline workers, or adapting their business models to produce essential items like hand sanitizers and masks. Digital platforms became the primary medium for these communications, with social media, email marketing, and content marketing serving as critical tools to maintain engagement while physical interactions were limited. Brands also had to embrace flexibility, experimenting with new digital formats such as live streaming, virtual events, and interactive content to keep audiences engaged. This rapid adaptation not only demonstrated the resilience of digital marketing but also highlighted the need for brands to be agile and responsive in the face of unprecedented challenges.

A notable development during the pandemic was the rise of empathy-driven marketing, where brands prioritized human-centric messaging over purely transactional communications. Consumers responded positively to brands that acknowledged the shared difficulties of the crisis and showed genuine concern for the well-being of their customers, employees, and communities. Campaigns that focused on emotional connection, mental health support, and uplifting stories resonated deeply with audiences, fostering stronger emotional bonds and

long-term loyalty. For example, brands like Nike and Dove launched campaigns encouraging self-care and community solidarity, which were widely praised for their authenticity and sensitivity. This shift toward empathy-driven marketing marked a departure from traditional promotional strategies and underscored the importance of emotional intelligence in digital marketing.

Statement of the problem

The problem that this study aims to address is the lack of a comprehensive understanding of the relationship between digital marketing and consumer attitudes. While digital marketing techniques have become increasingly popular in recent years, it is not clear how these techniques impact consumer attitudes towards a brand or product. Additionally, there is limited research on how different demographic factors, such as age, gender, and income, influence consumer attitudes towards digital marketing. This study seeks to fill this gap by conducting an empirical investigation to explore the relationship between digital marketing and consumer attitudes. Specifically, the study aims to investigate how different digital marketing techniques influence consumer attitudes towards a brand or product and how demographic factors shape these attitudes. The results of this study will help businesses develop more effective marketing strategies and improve their overall performance by understanding how digital marketing affects consumer attitudes.

Conclusion

The relationship between digital marketing and consumer attitudes is dynamic and continuously evolving, shaped by technological advancements and changing consumer expectations. Digital marketing strategies, including social media campaigns, personalized advertisements, influencer collaborations, and data-driven targeting, play a significant role in shaping consumer perceptions, trust, and brand loyalty. Positive digital experiences, such as engaging content, seamless user interfaces, and authentic brand messaging, contribute to favorable consumer attitudes and increased brand affinity. Conversely, intrusive advertising, misinformation, privacy concerns, and unethical marketing practices can lead to consumer distrust and resistance. As digital marketing becomes increasingly data-driven, artificial intelligence and machine learning further refine personalization, predicting consumer preferences and enhancing engagement. However, brands must prioritize transparency, authenticity, and ethical marketing to maintain consumer trust and credibility. The rise of user-generated content, online reviews, and social proof further influences how consumers perceive brands, reinforcing the importance of maintaining a strong digital presence. In an era where consumers have more control over their choices, businesses must align their digital marketing efforts with consumer values, ensuring relevance and long-term success. Ultimately, the effectiveness of digital marketing lies in its ability to create meaningful connections with consumers, fostering trust and positive attitudes while adapting to evolving digital trends and expectations in a competitive landscape.

REFERENCES

1. Shahzad, Asim & Mohd Naw, Nazri & Hamid, Norhamreeza & Khan, Sundas & Aamir, Muhammad & Ulah, Arif & Abdullah, Salfarina. (2017). The Impact of Search Engine Optimization on The Visibility of Research Paper and Citations. JOIV: International Journal on Informatics Visualization. 1. 195. 10.30630/joiv.1.4-2.77.
2. Barry, Chris & Charleton, Debbie. (2008). Researching Search - A Study into Search Engine Marketing Practices in Ireland.. ICE-B 2008 - Proceedings of the International Conference on e-Business. 339-346.
3. Kaplan, A. M. (2012), if you love something, let it go mobile: Mobile marketing and mobile social media 4x4, Business Horizons, 55(2), 129-139
4. Trattner, C.; Kappe, F. (2013). Social Stream Marketing on Facebook: A Case Study, International Journal of Social and Humanistic Computing 2
5. Kietzmann, J.H.; Canhoto, A. (2013). Bittersweet! Understanding and Managing Electronic Word of Mouth. Journal of Public Affairs, 13(2), 146–159
6. Raval, Zenit & Tanna, Dushyant & Raval, Dhvani. (2014). Internet Marketing Over Traditional Marketing. International Journal of Software and Hardware Research in Technology. 2. 68-73.
7. Beqiri, Gonxhe & Bello, Kreshnik. (2021). The Effect of Social Media Marketing Compared to Traditional Marketing on Sales: A Study of Enterprises in Kosovo. WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS. 18. 402-410. 10.37394/23207.2021.18.41.
8. Novytska, Iryna & Chychkalo-Kondratska, Iryna & Chyzhevskaya, Maryna & Sydorenko-Melnyk, Hanna & Tytarenko, Liubov. (2021). Digital Marketing in the System of Promotion of Organic Products. WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS. 18. 524-530. 10.37394/23207.2021.18.53.
9. Dole, Vikas. (2021). UNDERSTANDING THE LIMITATIONS OF DIGITAL MARKETING. 10. 222-226.
10. Rangaswamy, Arvind & Moch, Nicole & Felten, Claudio & Bruggen, Gerrit & Wieringa, Jaap & Wirtz, Jochen. (2020). The Role of Marketing in Digital Business Platforms. Journal of Interactive Marketing. 51. 72-90. 10.1016/j.intmar.2020.04.006.
11. Herhausen, Dennis & Miocevic, Dario & Morgan, Robert & Kleijnen, Mirella. (2020). The digital marketing capabilities gap. Industrial Marketing Management. 90. 276-290. 10.1016/j.indmarman.2020.07.022.

12. Forrest, Pj. (2019). Content Marketing Today. Journal of Business and Economics. 10. 10.15341/jbe(2155-7950)/02.10.2019/001.
13. Lakshmi Narayanan, Ramya. (2019). Future of digital marketing in 2020.
14. Rust, Roland. (2019). The future of marketing. International Journal of Research in Marketing. 37. 10.1016/j.ijresmar.2019.08.002.
15. Idrysheva, Zhazira & Tovma, Nataliya & Abisheva, Kyz-Zhibek & Murzagulova, Meiramkul & Mergenbay, Nazym. (2019). Marketing communications in the digital age. E3S Web of Conferences. 135. 04044. 10.1051/e3sconf/201913504044.
16. Sormaz, Jelena & Kuzmanovic, Marija & Jeremic, Veljko. (2019). Customer Preferences towards Digital Marketing Strategies.
17. Obednikovska, Snezana & Sotiroski, Kosta & Mateska, Emilija. (2019). Web site - basic internet marketing strategy tool of digital companies. Analele Universității Constantin Brâncuși din Târgu Jiu : Seria Economie. 3. 82-91.
18. Ritz, Wendy & Wolf, Marco & Mcquitty, Shaun. (2019). Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models. Journal of Research in Interactive Marketing. 13. 10.1108/JRIM-04-2018-0062.
19. Sri, Yogesh & Nallasivam, Sharaha. (2019). DIGITAL MARKETING AND ITS ANALYSIS. International Journal of Innovative Research in Computer and Communication Engineering. 5. 201957007.
20. Lopez Garcia, Juanjo & Lizcano, David & Ramos, Célia & Matos, Nelson. (2019). Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users: An Analytical Study. Future Internet. 11. 130. 10.3390/fi11060130.
21. Khokhar, Paras & Narang, Chitsimran. (2019). Evolution Of Artificial Intelligence In Marketing, Comparison With Traditional Marketing. 67. 375-389.