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Impact of Digital Marketing on the Buying Behavior of Consumer

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ABSTRACT
Companies devote huge amounts of money to create digital relationships with potential customers. The article explores the task of promoting digital marketing and holistic marketing systems around the world and in the Russian Federation today. The article identifies the main trends of development, digital marketing tools, examines marketing solutions at different stages of management using information and communication technologies. The author considers the analysis of digital marketing - the transformation of consumer behavior under the influence of digital technologies and the current digital environment. The basis for further research on the behavior of potential consumers is being formed, which creates contact paths during the period of creating a marketing strategy, as well as tactics where digital technologies are quite powerful.
Keywords: *digital marketing, internet marketing, behavioral factors, purchasing behaviour*

1. INTRODUCTION

Consumer behavior is not well understood, but at the same time, there is enough information about all the possible factors that can affect him. For a clear understanding of how the consumer will behave in the network, you need to see that traditional sales methods do not work here. The favorable period for consumers can change due to informational political or cultural events - which shift the attention of the consumer and for no explainable reason reduce the level of sales.

Consumer behavior is influenced by a culture of social status, fashion, information, product, price, policy, situation, ecology, reference groups, brand, need, communication. Unlike offline customer behavior, which is already well studied, online companies need to develop a unique selling proposition and lead an A / B test. The slightest change to a website, link, or any other digital tool can produce unpredictable results.

An important point in e-commerce is having a good website through which the bulk of transactions go. To increase sales, you do not need to use standard methods of attracting customers (by increasing the advertising budget or reducing the price of a product). Sometimes it is enough to analyze the existing site and change the logic of use so that the information and content are relevant, and the user can easily use all the necessary built-in services for the convenient purchase of your product. It is psychologically easier for a potential client to buy a tangible product. Often in e-commerce, you can find on sites: various online excursions, 3D photos, an unlimited number of photos and videos with the proposed product to create visualization in order to demonstrate the relevance of the product for you.

The Internet market, along with traditional goods, has a unique specific product called electronic, digital, or informational. This includes electronic means of payment, electronic analogs of mass media, messages with quotes. Various services can be obtained in digital format, for example: government forms filled out on special sites, visits to museums, galleries and other historical buildings via the Internet. A wide variety of information products are provided via the Internet: tickets, coupons, certificates, etc. Each of these products requires customers. To get the desired customers, you need to not only use all available digital acquisition tools but also know how to get the most out of their use.

2. MATERIAL AND METHODS

In order to effectively sell a product, it is important to understand that the network must use a two-way learning method. On the one hand, the client visiting the site must study the desired product in detail, use the site intuitively, and have access to various payment and delivery methods to maximize the share of involvement in the process. On the other hand, it is important to create a full-fledged portrait of our client for effective sales, track his behavior and actions.

For an effective sale, you need to know the following characteristics of a potential client: gender, age, occupation, personality type, lifestyle, motivation, beliefs, moods, relationships, the economic situation of the family.

3. RESULTS AND DISCUSSIONS

By creating the correct portrait of a potential buyer and using internal factors of consumer behavior, you can much more effectively redirect the flow of customers to the site. Using Yandex.Metrica (Figure 1) and Webvisor (Figure 2), you can track user actions on the site, create a convenient service based on their general behavior.

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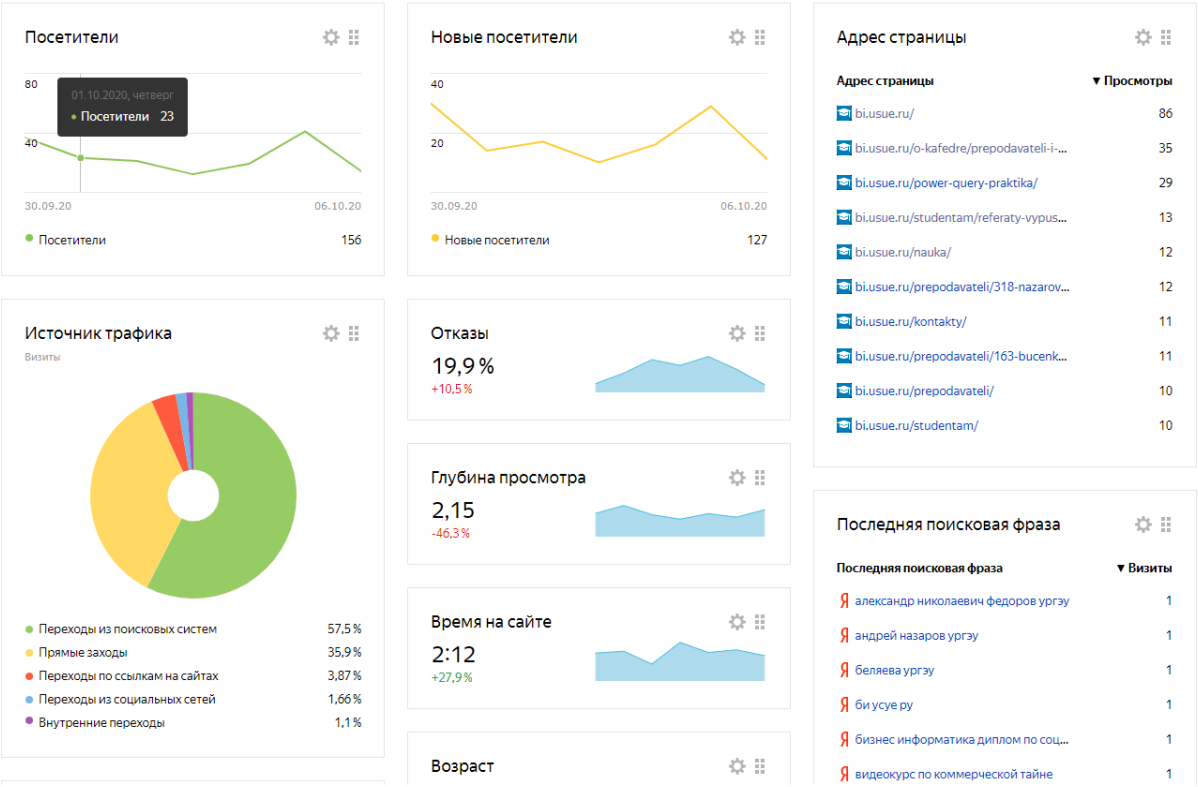

Figure 1 Appearance of the Yandex.Metrica web service

When working with potential clients, special attention should be paid to motivating cost factors, which, regardless of the quality of the site, advertising, or text, cannot influence the buyer. Every year, incentives prevail over disincentives, but the percentage of people who are limited in their ability to shop online is quite large.

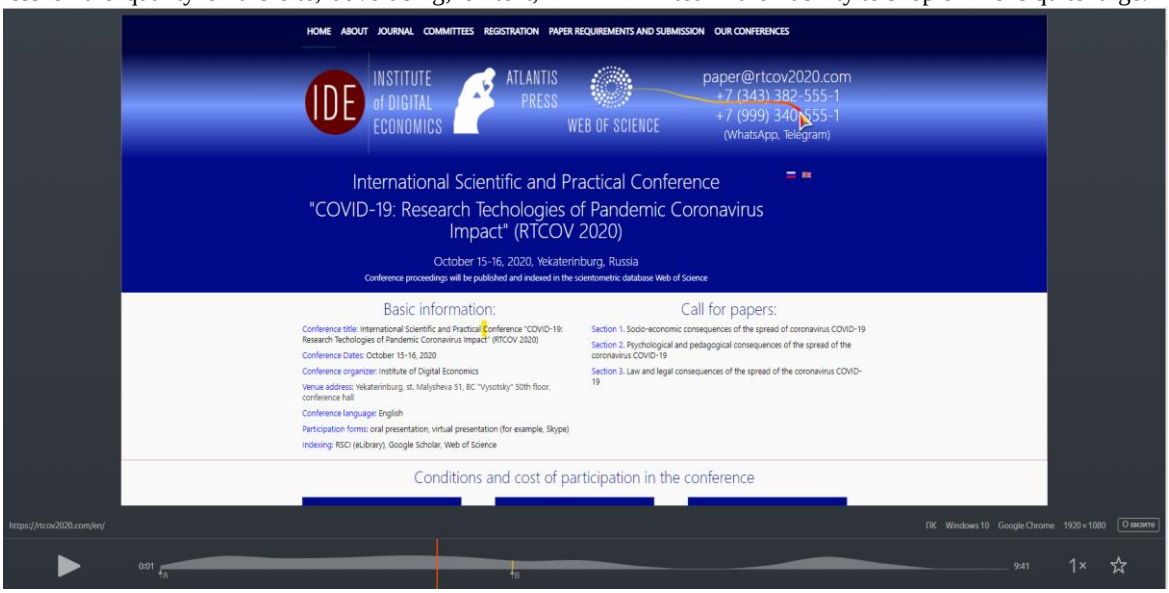

Figure 2 Service for tracking behavioral factors Yandex.Webvisor

The motivating factor for buying online is the following: no annoying sellers; wide range of; products are easier to compare with each other; the ability to purchase a product that is in short supply in the retail segment; saving time; opportunity to save. As for the restraining factors, the percentage of buyers also has a growth trend every year. These include: negative online shopping experience; fear that the price will be higher than it was originally indicated; the fear that the final cost of the goods may be higher than in offline stores; fear for the safety of personal

funds in the account when paying online; fear that the goods may be lost or damaged during the delivery period; the impossibility of inspecting the goods before purchase; fear of receiving a low-quality product.

The Internet market is prone to potential customers and the likelihood of getting an inappropriate quality product is minimized. Fierce competition with customer focus creates additional services that offer free return or exchange of goods, and the main thing is that the user remains a potential customer of the store of his choice.

Compared to the states of the post-Soviet space, Russia is a clear leader among the proposed product and in using all kinds of products to attract customers. Globally, however, Russia lags behind countries such as the United States and Great Britain. Although this is most likely not a negative phenomenon, since these customers are still available for business on the network.

During the pandemic, offline businesses suffered heavy losses, as they had no connection with customers via the network. Online businesses also felt a slight decrease in the average check, but in the following months of quarantine, the number of potential customers returned to their previous level, and those areas that were traditionally used by offline buyers began to be actively used online. These include: home delivery of food, large-sized household appliances, furniture.

To achieve the desired results in sales, companies use all digital technologies available to them with the help of which they influence users anywhere. Until 2010, advertising and sale of products took place on websites, until 2015 all companies and stores had their own trading platforms in social networks, today they began to use instant messengers.

Why is it so important to influence the consumer across all digital platforms? The reason is that the global consumer demand trend is growing, and the consumer does not fully know what he needs. Only people who are directly interested in buying it can find the product for sale through a search on the Internet. You can advertise goods and services to certain users according to certain criteria in social networks and instant messengers. These users are looking for the best deals and are in no rush to buy. Messengers are one of the cheapest ways to attract customers through a customer database. It is also important to understand that the global trend is that social networks are in decline. Webindex researched among US and UK users, noted that 46% and 41% of respondents deliberately reduced the time they use social networks and more than 30% of respondents said that they deleted their accounts in social networks to be less dependent on them. The reasons that influenced their decisions were the following: users became not interested in looking at what other people were doing and found out that social networks are a monotonous collection of other people's photos. Users don't like addiction to social media and the excess of advertising and sponsored content. The trends of the Western world come to us with a certain delay, but it is noticeable that more and more users are switching to instant messengers to maintain active communication with their loved ones and not waste time on useless information and advertising.

We are not saying that social media will die or that people will stop using it, all these markets are still evolving. Search engines in 2020 are still the largest marketplaces with the largest percentage of ad budgets. Companies also give preference to social networks, and only after that they invest resources in little-studied and not fully understood messengers as a means of attracting new customers.

Search networks and social networks over the period of their existence have created very powerful and cheap methods of attracting and influencing the consumer, in contrast to traditional methods of advertising. Each company that owns a certain number of users has an algorithm that helps to promote in the network. Facebook, for example, has created an algorithm that tracks user behavior: actions on a page and actions related to a smartphone. The collected information is segmented and used to effectively attract potential customers.

This method allows the advertiser not only to set up geo-targeting ads but also the algorithm will select those users who are most similar to potential customers in their actions and behavior.

In order to influence users when working with search engines, dozens of different services are provided. The most popular are: Google Ads, Google Analytics, Google Search Console, Yandex Webmaster, Yandex.Metrica, and many other services that are aimed at maximizing the impact on the consumer. Google services and Yandex are similar in creating contextual advertising, Yandex.Webmaster and Yandex.Metrica can be called unique products. Yandex.Webmaster provides site owners with an opportunity to find and solve all kinds of problems on the site, and fix them. Yandex.Metrica provides an opportunity to assess the quality of traffic, analyze its behavior.

I would like to mark the Webvisor in Yandex.Metrica, with the help of it you can visually study the behavior of users on the site, see with the help of different colors where users can click or where they point the cursor, or what important places on the site they use. After that, you can reconfigure the frontend of the site to maximize the efficiency of each user who comes to the site. The direction of messengers is poorly understood, so the most effectively researched way to attract customers is advertising on thematic channels or mailing.

4. CONCLUSIONS

In 2020, the growth of users who use voice assistants began. Soon, companies will spend a lot of money not only on contextual advertising but also for their product to be indexed during voice search.

Advertising departments use any channels through which you can effectively influence the consumer. A large amount of time spent by marketers is devoted to finding a balance between efficiency and advertising costs. More and more often you can see creative viral videos, various contests that do not indicate the need for any product, but

as a result, a user who sees the same company for a long time begins to think about the importance of purchasing a product, using the arguments that were imposed marketers during the period of the advertising campaign.
In the 21st century, digital technology is a key way to promote products. Advertising using digital technologies is more effective for business than offline counterparts. Online advertising is much cheaper and more understandable in terms of performance than traditional promotion methods. Companies around the world are increasingly abandoning advertising on television, radio, banners, preferring more complex but effective paths to a potential client. The best solution today would be advertising on a smartphone screen rather than a huge banner at the exit from the metro.

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