

Chapter 3

DIGITAL MARKETING STRATEGIES AND CONSUMER BEHAVIOR

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INTRODUCTION

Internet and mobile environments are developing gradually today. These developments have started to attract people to these mobile platforms in order to obtain information or to share their knowledge and experience (Sagala and Evy, 2016). The existence of people in such digital environments, and the increasing demand for this field have led businesses to digital spheres. The fact that people express both their personal knowledge and opinions in digital platforms has created an opportunity for businesses to be engaged in marketing activities (Kotler, 2017). After businesses move to digital opportunities, because the communication styles and means of communication here differ, firms have had to reorganize their marketing strategies. The most important of such strategies is undoubtedly social networks (Korotina and Jargalsaikhan, 2016).

Along with the developments in technology, it can be said that a revolutionary change has emerged in the field of marketing, especially as the internet has entered every field of human life. Thanks to this change, businesses have started to benefit from new methods and techniques to reach their customers. It is seen that the efficiency of enterprises that can use the opportunities and possibilities brought by digitalization has increased and they stand out against their competitors (Sirovich and Darie, 2007).

Today's digitalization has also affected the consumer structure, and the opportunities provided by digital platforms to consumers have led to the expectation of getting a faster response to their demands and expectations. At this point, with the changing consumer structure and increasing competitive environment, the necessity of adapting the marketing practices to current conditions and new consumer demands has emerged. In fact, it is possible to say that digital marketing is a marketing approach that meets such exclusive requirement (Chapelle, Manavogulu and Rosaless, 2014).

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etc. can be positively or negatively related to company-goal achievement. From this point of view, by examining the effect of digital marketing strategies on consumer purchasing behavior; it was understood that there is a positive relationship between the digital marketing strategies of consumers and consumer purchasing behavior. Consumers who meet companies online or in store are the same people. In this context, there is nothing to worry about for those who place orders on digital platforms. However, consumers tend not to care about what marketers do to describe their actions. As customer behavior changes due to the pervasive and digital nature of technology, it leads to support making more informed decisions to improve the experience. It is therefore important to understand the behavior of marketers. Online delivery should be routinely timely, with excellent customer experience and the possibility to fulfill customer requests immediately. As a result, these consumers can quickly disappear when they arrive at the company quickly; if the company doesn't build a good relationship to satisfy them, they can let their best friend know about this bad relationship.

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