The Influence and Prospect of Digital Marketing Communication on Purchase Decision Making Process of Youth Consumer in Myanmar

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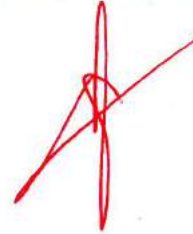Advisor

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Abstract

Digital marketing is an electronic communication method used by marketers to protect products and services from entering the market. The ultimate goal of digital marketing is closely related to consumers, allowing consumers to mix digital media and products. With the development of digital media, market conditions have changed, and today's commercial market is underestimated. The world's digital age is at a turning point. Digital channels play an important role in increasing sales of all company products. Companies can welcome more consumers, especially teenagers, in a short time, and consumers have many options to make purchasing decisions.

Today's consumers consider buying future repeat purchases based on their online performance, especially as they try to attract consumers through digital marketing. They also rely on the company's continued digital appearance and how they deal with them (consumers). In a consumer-driven market environment, younger consumers' buying patterns are changing at a faster rate. However, teenagers are the most complex group. As the rhythm of fashion and taste continues to change almost as often as time changes, changing the preferences of current young people can affect their buying pattern. As a result, marketers spend a lot of money and a lot of time each year conducting market research to understand and predict changes in young consumers. Marketers need to introduce innovative sales methods to squeeze the buying behavior of the younger generation. Purchase behavior and adolescent behavior patterns have a major impact on the decision-making

process. The purpose of this study was to examine the implications of digital marketing in consumer purchasing decisions and to ensure that consumers understand the impact of digital marketing on digital marketing and purchasing decisions.

Acknowledgement

In this section, I would like to express my gratitude to Dr. Dr. Tanakorn Limsarum, advisor and Dr. Vijit Supinit, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for them thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for them deep understanding of the Independent Study and his good communication skills.

Name: Pyae Zaw

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1. Chapter 1. Introduction

1.1 Research Background

Technological advances, the popularity of the Internet Web 2.0 has greatly improved interoperability between individuals. Due to advances in technology, the development of Web 2.0 has led to different ways of interacting with consumers. (G Reddy, 2016) Digital marketing is defined as purchasing and marketing information, products, and services over a computer network or the Internet. Internet and e-commerce technologies are changing the overall economy, changing business models, revenue sources, consumer groups and supply chains. A widely used marketing method for promoting products and services to consumers through digital channels. Beyond online marketing, including channels that do not require Internet use. We offer digital media such as mobile (SMS and MMS), social media marketing, banner ads, and search engine optimization marketing. With digital media, consumers can access information anytime, anywhere. By using digital media, consumers don't just rely on companies to talk about brands, they can also focus on what the media, friends, and colleagues are doing.

Marketers are learning how regular communication affects the building and maintenance of consumer relationships. The main logic of marketing is shifting from commodity exchanges to service, interactivity, connectivity and ongoing relationships (Xie, Wu, Xiao, & Hu, 2016).Checking the use of digital channels in marketing on consumer relationships has helped marketers a lot. Brand communication can be sustainable and personalized, with a variety of dialogue options. The following are the benefits of learning for consumers and being able to reveal specific requirements and interests and provide more personalized services. In the context of consumers, the Web offers comparative products and services that reduce exposure to marketers and access to the latest information. Also, consumers who use self-service in a very digital environment will have more choices to take action (eg, provide feedback, check account balances, marketing communication requests) and personalization). In the context of consumers, there are several ways to use digital channels to assess connections with marketers. It could be money, time, information, convenience, entertainment, aid, social interaction, reputation or other things that consumers like. Building a healthy relationship with consumers through digital platforms can have a major impact on business growth.

Little research has been done on the purchasing decision-making process of young consumers in Myanmar. This concept has been rapidly developed and implemented at the national and global levels to ensure a new level of marketing capability to promote products and services that have a profound impact on customer commitment. Initially, advertisers carefully consider value-based rewards rather than focusing on building consumer relationships. By digitizing the fully open world of the market, customers are more dynamic and relevant than they are now, and they have already done extra learning.

(Hall, 2017). They can immediately improve their credibility. At the same time, online providers should experience customer surveys with deep online positions, observe every minute of the media every day, criticize, evaluate test sites and provide relevant plans (University, 2017). This report examines how marketers can use digital platforms to develop and strengthen the purchase decision process of youth consumers in Myanmar.

1.2 Problems to be investigated

With the development of science and technology, today's innovation will be useless tomorrow. Youth consumer preferences are also changing rapidly. Marketers know that it is difficult to cope with changing consumer needs. With the participation of social networks, human interaction has changed dramatically. The rapid growth of online platforms has facilitated changes in activities and behaviors associated with habitat interactions. As consumer behavior changes require organizations to re-engineer strategies for digital space marketing campaigns, organizations should understand how digital and social media marketing affect consumer relationships.

In the process, organizations should also understand how consumers' attitudes, values, and beliefs affect their digital marketing activities. With the rise of social media, marketing has been able to use a variety of options in branding products, including participating in advertising, publishing branded content social networks, and increasing consumer participation in branding opportunities. Digital marketing applications and content can be designed to be relevant to consumers anytime, anywhere, and are designed to provide brand information, teach, appreciate or provide insights. Recent technological developments have led to changes in marketing channels and consumer behavior, and product purchases are affecting consumer decision-making processes. Organizations need to develop a marketing strategy as consumer participation in the brand ceases. From the organizational point of view, research has put more emphasis on consumers as limited research in digital marketing is conducted Marketing experts for many years have used a variety of media to provide consumer services and promote products and services. Digital marketing promotes trusted consumers - the growth of brand relationships, the media used to maximize brand loyalty is becoming more and more important

1.3 Objective of the study

- To supplement the extensive international research done on digital marketing
- To analyze the influence of digital marketing in purchase decision of youth consumers
- To analyze the impact of digital marketing in purchase decision of youth consumers

1.4 The Scope of the study

The purchasing decision process usually plays an important role in consumer behavior, especially among young people. The marketing of purchase behavior is the process of establishing a relationship between the products offered in the market and the target purchase behavior group.

Segment the market according to the factors of the customer purchase behavior, place the product in a way that attracts the target market's activities, interests and opinions, and use the purchase behavior to implement specific promotions to improve the market. Due to the large population of young people, Myanmar's online shopping boom is huge. The scope of the study is still focused on the geographical area of Myanmar.

1.5 Research Significance

Digital marketing technology allows customers to continue to streamline company information (Gangeshwer 2013). Recently, many young customers are using the Internet to update information about their products or services anytime, anywhere. Most teen customers know how to access your company's Web site, how to review the product, and how to buy online and give feedback. Consumers get complete information about the product or service (Gregory Karp 2014). They can be compared with other related products. Digital marketing allows you to purchase 24-hour services for consumers. Price is digital marketing is transparent (Yulihasri, 2011). This documentary research gives you insight into the impact of digital marketing on your customers' purchasing decisions
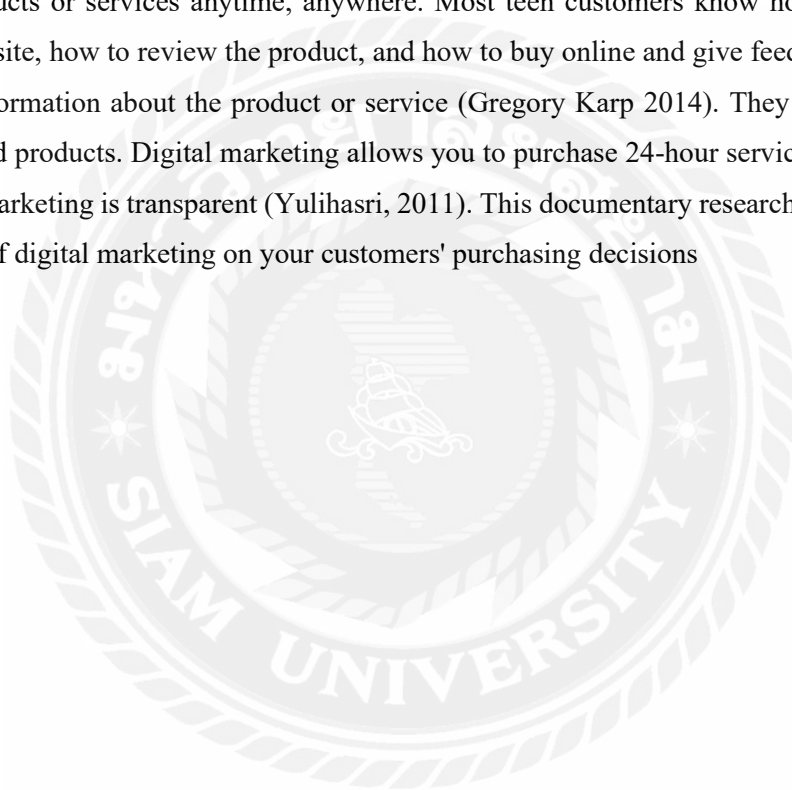
2. Literature Review

The literature review clarified in detail the impact of digital marketing on purchase decision making process of youth consumers.

2.1 Influence and Prospect of Digital Marketing

2.1.1 Impact of Digital Marketing on Consumers

As we all know, traditional media has a positive and negative impact on adolescent health behavior, but the impact of social media is still unclear. Effective marketing always identifies and fulfills requirements. People are working hard to improve themselves and their living environment, especially in relationships with other people in social status. Through the early mass marketing, I expressed my wish. Through the accumulation of raw materials, consumers' "following Jones" information is a powerful message for promoting social status. Desire is still strong, but now it is another animal. First, we no longer compare ourselves to geographic neighbors. Instead, based on interest, lifestyle and various forms of success, we look forward to leveraging the power of Instagram around the world, depending on who we want to be. Through rapid technology development, digital marketing has changed the way customers buy. Digital marketing technology allows consumers to keep the state of the company's information up to date. Today, many consumers have access to the Internet anytime, anywhere, and the company constantly updates information about its products and services. (Univrsity, 2017)

2.1.2 Advantages of using digital marketing

Digital marketing, consumers can engage in a variety of corporate activities. Consumers can visit the company's website, read information about products or services, buy online and provide feedback. Through digital marketing, consumers get clear information about their products or services. Information from retail sales representatives is unlikely to be misunderstood. However, the Internet provides comprehensive product information that customers can trust and make purchasing decisions. Many companies are using digital marketing to promote their products or services; they are a great advantage to customers in terms of cost and time of comparison to other vendors' products or services. Customers do not have to visit multiple retail stores to gain knowledge of their products or services. Digital marketing allows viewers to share the content of a product or service with others. With digital media, you can easily send and receive information about the nature of your product or service to others. The company displays the price of a product or service through a digital marketing channel. This makes the price very clear and transparent to the customer. Companies can change prices regularly and offer special offers for their products and services. This is convenient because customers only need to look at any of the digital marketing methods to get information right away. In traditional marketing, customers' first look at the ad, then look up the relevant physical store and buy the product or service.

However, through digital marketing, customers can buy goods or services immediately. (University, 2017)

2.2   Digital Marketing Communication

Marketing defined by the American Marketing Association is a series of associations and processes that create, deliver, deliver, and exchange valuable help for customers, customers, allies, and society as a whole. It is always important to sell products to viewers through history, which is the best way to promote and sell brands. Promotions can be done in a variety of ways, but you should be able to minimize costs and achieve your organization's goals. Applied digital marketing of the Internet and related digital technologies, combined with existing communication to achieve marketing objectives, use some of the following channels to reach the target market of interest Use the. Social media, websites, multimedia advertising, online search engine advertising, e-marketing, interactive marketing (polls, adding games, mobile marketing) digital marketing is a new form of marketing, companies do business provided a new opportunity to be able(Chaffey , 2018) Marketing activities through digital channels enable advertisers to communicate directly with their audience, regardless of geographic location. Digital marketing is one of the best ways to communicate directly with consumers by opening up confusion recently. Therefore, we are paying more attention to the use of digital channels as a means of effective advertising for consumers as well as a trend toward direct one-to-one marketing. Recent developments in reviewing digital channels are mobile marketing. The Myanmar mobile market is one of the fastest growing markets as the number of consumers in the middle income class grows and is expected   to   reach   millions   of   users   over   the   next   decade As such, it will have a significant impact on how to conduct research on digital channel advertising. The development and widespread use of Internet technology has changed the way society interacts in both every day and professional life. One of the most important indicators of this change is the emergence of new communication tools. The new communication tool that emerges with the development of technology is called 'digital marketing'. When we talk about digital channels, it comes to the intellect and social networks like Facebook, Twitter, and Instagram that are used in online and virtual platforms like websites, microblogs and search engines. The communications tools already available through the emergence of new communications to customers through digital channels are now called "traditional communication tools." Traditional communication tools are printed (journal, newspaper, etc.), visual (TV, movie, etc.) and audio (radio) communication tools. The purpose of this study is to analyze the impact of Myanmar digital marketing on the purchasing decision making process of youth consumers. This documentary study will bridge the gap between limited research conducted on youth consumers and organizations in local and global settings.

Using digital channels to enhance youth consumer decision-making processes also has clear opportunities to use these channels to cost-effectively communicate and provide customers. Well, I am not paying astonishing attention. While a comprehensive model for theoretical understanding and

reasons for using different digital channels is still being developed, it seems as if it was used more operationally than the concept of "digital marketing." Despite the increasing use of ICT in marketing, there is almost no definition of digital marketing

Strengthening the decision-making process of young consumers using digital channels is not a remarkable attraction despite the obvious opportunity to use these channels to contact and cost-effectively serve their customers. Although the concept of "digital marketing" appears to be used more practically, a theoretical understanding and comprehensive model of how and why other digital channels are used are still under development. Despite the increasing use of ICT in marketing, there is a little definition of digital marketing. "Digital marketing uses the Internet and information technology to expand and enhance existing marketing capabilities." This is a traditional P and a board definition for acquisition and retention. We also recognize that "interactive marketing," "one-to-one marketing," and "e-marketing" are similar to digital marketing, but neither is a very precise definition (Singh ,2016). We defined e-marketing as "creating and coordinating interactions with customers identified by the company using the Internet and other interactive technologies." Consider e-marketing as part of e-commerce. Rather than creating individual transactions on display, e-Marketing focuses on managing ongoing IT support relationships with customers through interactions and interactions. (Soprtese ,2017)In short, marketing is the creation of a demand for a product/service, and because of the demand created by sales, it must be converted into revenue. Digital channels can be used to define digital marketing to market brands. Based on these definitions, the creation of digital marketing needs are driven by the Internet, an interactive medium that enables call and value exchange (Chaffey, 2019)

2.2.1 Digital marketing channels

Digital Marketing Channels	Definition
Email Marketing	Digital marketing that delivers messages to an audience though electronic mail
Online Advertising	Advertisements that are displayed on the internet
Affiliate Marketing	An online affiliate markets products of an organisation and gets rewarded for referrals
Search Engine Marketing	Marketing that is related to searches on the internet
Pay Per Click Advertising	An online advertising system whereby the advertiser pays for clicks on their advert
Social Media Marketing	The creation, publication and sharing of content by individuals such as blogs, images and videos on the internet

The channel to consumers through electronic marketing, online advertising, affiliate marketing, search engine marketing, pay-per-click advertising, and digital marketing, a digital marketing channel.

Because the high-level skills and procedures of the marketing segment are changing over time, we have found a variety of ideas for digital marketing. (Khan & Islam, 2017)

Digital marketing uses computerized technology to capture an audience or a consumer, implying an advertisement for the product or service. It also includes marketing services through digital media such as mobile phones and displays ads to promote your brand. (Alexander ,2019) Digital marketing is a procedure that uses the Internet and information technology to extend and change marketing capabilities (Chaffey ,2018) the term is characterized in that the term e-marketing, rather than digital marketing uses the Web and intuitive innovation to form a link between a company and a customer. In particular, e-marketing focuses on strengthening IT capabilities and interaction with customers (Gotter , 2018).Marketing using electronic devices or digital marketing is the interchange of products and services through electronic devices and switching processes from vendors to purchases. The background of this scenario involves changing the customer role for the co-producer. Besides, recent value creation has become important (Khan & Islam, 2017).Service products are required to add features. (Pfano & Beharry, 2016) I have preferred to use social media marketing for digital marketing. He is characterized by Social Media Marketing (SMM), which encourages customers to interact with one another through an organization's website or social presence. However, both platforms can be used for better communication. Customer loyalty through customer participation is considered to be the best of the most attractive business metrics. In the case of digital marketing, the purchasing decision-making process is the basic action to keep in mind to create brand awareness in the mind of the consumer. (Che , Nordin , Ghazali, Ungku Zainal , & Abu, 2018)

Personalized communications are responsible for ensuring a higher retention rate. By utilizing customer information, it is possible to predict future proposals that need to be sent to existing customers to sustain and connect with the organization (Khan & Islam, 2017). Today, customers have many opportunities to work on digital platforms. Business companies also have a wide range of options, such as broadening communications through a variety of digital media, creating a wider range of connections with global village clients. According to (Zivame.2019) it integrated various types of marketing activities through electronic devices. One of the main types of advanced promotional approaches known as email marketing involves delivering personalized messages to target customers at that time. Amazon, Flipkart typically delivers all kinds of e-mails tailored to meet your needs. E-mail marketing is known to be a pillar of any kind of business that wants to increase sales through the Internet. In this way, you can engage with your customers while luring them to your website (Mariani, 2015). Search engine optimization (SEO) is the most common digital marketing tool used to increase the visibility of your website through search engines. The technologies used in digital marketing include site-specific technical analysis link building, content creation, and blogging.

According to the search engine land, SEO is based on the search engine's process of receiving traffic from search results. Related queries can help users promote their site to a higher ranking.. Paid ads are generally at the top of the overall search results. Actual cost depends on the keywords of the online exchange for ads on other sites (Stephen Kapusta 2016). Social media marketing is one of the most effective tools for managing your brand image through many social channels such as Facebook, Linkedin, and Twitter. In a broader sense, this is a good way for an organization to keep in mind the main goals for achieving its goals. Build brand value, acquire new customers, inform customers, and increase the number of loyal customers (Smale 2017).

Another type of digital marketing is viral marketing, which includes horizontally spreading elements across multiple channels. Options include YouTube videos, blogs, and email marketing. The online community uses this content to ensure a clear understanding of the market's priorities. Text messaging(TM) is a popular type of digital marketing. With the rapid development of smartphones around the world, information is increasingly dependent on fast and accurate time The Content Marketing Institute generally refers to content marketing as a strategic marketing method and has defined other types of digital marketing. The key attention is to produce and deliver valuable, relevant and reliable content for loyal customers and new attraction and retention (George, 2019). And, even if you don't buy the product, communicating with the customer is a constant process. The company should focus on leveraging content advertising technology so that it can continuously communicate valuable information to customers and consumers and increase content loyalty Customers (Web Strategy, 2016).

2.3 Buying behavior of Youth

Buying behavior of an individual plays a predominant role in the consumer behavior in general and among the youth in particular. Buying behavior marketing is a process of establishing relationships between products offered in the market and targeted buying behavior groups. It involves segmenting the market on the basis of buying behavior, positioning the product in a way that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns which exploit buying behavior appeals to enhance the market value of the offered product. In Myanmar internet is around 20 years old. The prosperity of online shopping in Myanmar is huge because of its big size of youth population. (Khasgiwala & Sainy, 2014)

.   The relationship between impulsive buying behavior and the influence of young women was higher than that of young men. It is clear that the diversity of young women's exploration, risk/innovation and motivation motivation is a higher voluntary purchase behavior. Although research shows that men are very low. The population of 15-34 years old increased from 333 million in 2001 to 430 million in 2011

2.3.1   Youth Consumer Behavioral Model
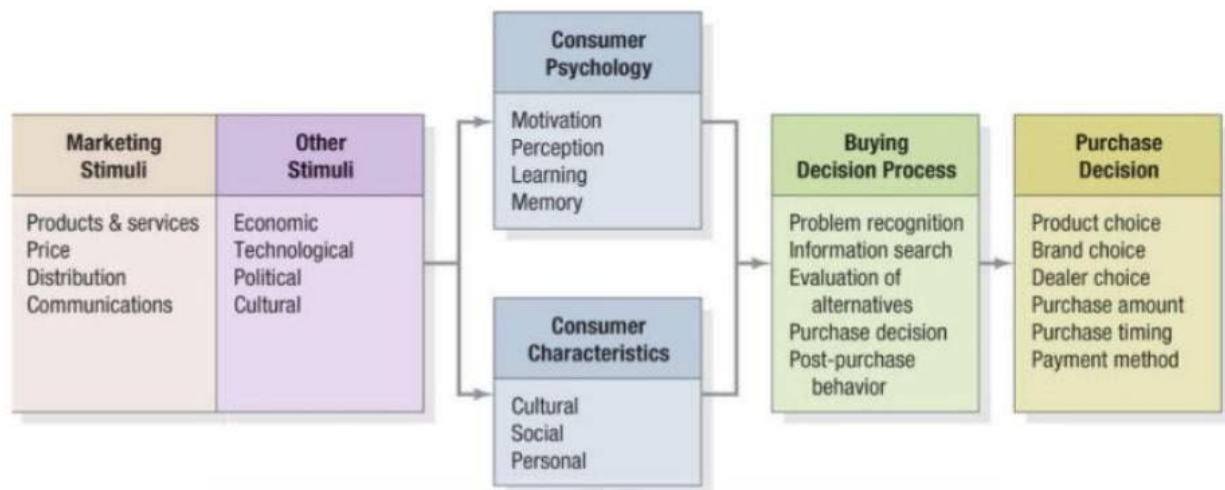
Youth Consumer Behavior Model (Kotler & Keller 2016)

Personal buying behavior plays an important role in overall consumer behavior and especially among young people. Purchase Behavior Marketing is the process of establishing relationships between the products offered in the market and the target buying behavior group. This can be a specific campaign to increase the market value of the products offered by using the appeal of the purchasing behavior and placing the products to appeal to the activities, interests, and opinions of the target market to segment the market according to the pattern of purchasing behavior. product. In Myanmar, the Internet is 20 years old. Digital marketing accounts for only 3-4% of the organized distribution. This shows that there are many factors that are preventing the prosperity of online marketing in Myanmar. The prosperity of online shopping in Myanmar is large because of its very large youth population. (Dr. Vishal Khasgiwala 2019)

.   male-female relationships between two variables of the exploratory tendency of impulsive purchasing behavior and the influence of young women were higher than that of young men. It is clear that young women's diversity exploration, risk-taking/innovation, and motivational motivations are higher voluntary buying behavior. While research shows it, males are very low. The population of 15-34 year-olds has grown from 350 million in 2001 to 430 million in 2011. (research services ,2018).

Their research takes a consumer's general approach to consumer behavior and purchasing behavior marketing. Consumer buying behavior is considered to be the sum of the interaction with his environment. Harold W. Berkman Christopher Gur defines purchasing behavior as a 'unified' behavior pattern. These are determined and determined by consumption. The term "unified behavior pattern" refers to behavior in the broadest sense. Internal subjective activities such as attitude formation may not be observable, but they are still behavior. Buying behavior is an integrated system of individual

attitudes, values, interests, opinions and his hyperactivity. "Consumer behavior is still a young field, and most of the currently available research is only generalized over the last 15 years. Innovations such as purchasing behavioral concepts and AIO research have focused on consumer research in orphaned projects, And how to switch to research methods (Yurtoğlu, 2018) The female knight defines the young man of the city as the young man merchant of today, but it is not related to the statistics of the sociologist and the journalist. A man under the age of 25. Young people can be defined as a powerful cultural force in today's consumer, and tomorrow's growth engine. This study focuses on young people's aspirations, inspiration, and perspiration of the city, not the reaction of youth choice. There is little doubt that adding richness will lead to a fundamental choice for future generations (Lin, Liu, Chang, & Cheng, 2015)

In her article, the young man realized that he had confidence in ambitious technology. Adventure, music, and other "cool" symbols have become a perfect recipe for creating a cult brand that goes against the system. This model of knocking on teenagers assumes that it is always young and young. We are also constantly looking for something that is "cool" among young people, and we are also keen on demand. In these societies, it is easy to gather young people around these differences because the distance of action between youth and other youth is very large. This model is wandering in Myanmar.

2.4 Purchase Decision Making Process

Consumers have evolved and no longer make purchasing decisions in a linear approach; they enter at various point, which are dependent on their first engagement with the brand, product research or word of mouth from their social networks. Brands that adopt digital and social media build relationship with consumers and in turn gain consumer loyalty to the brand. (Putter 2017). conusmers constantly consider potential purchases and evaluate alternatives in the market. Research undertaken by (Rigney, 2016)found that consumer expectations of interactive visual experiences such as moving images and clickable videos have increased, which allows the consumers to learn about products Putter 2017 research findings also indicate that consumers use social media to gather information about potential purchases and to introduce them to new products, and can also cause -them to have a mind-set change about a brand. Due to digital connectivity and the time spent online by consumers, they now view shopping as an everyday activity.

Consumer Decision Making Process (Kotler & Keller, 2016)

Consumers are constantly evolving and can no longer make purchase decisions in a straightforward manner. Participate in all aspects of the brand based on research in the first batch of participating products or rumors in social networks. Brands that use digital and social media build relationships with consumers to gain consumer loyalty to their brand. (Michael Putter 2017). Consumers always consider potential purchases and evaluate alternatives in the market. Video and clickable video and interaction As consumers expect higher visual experiences, consumers can understand the product. According to Michael Putter's 2017 survey, consumers also use social media to gather information about their buying potential and introduce them to new products. During digital connections and consumer online spending, they now view shopping as a daily activity. (Meera and Gayathiri (2015))

The consumer's decision-making process determines the consumer's needs, gathers information, evaluates alternatives, and makes purchasing decisions. Consumer behavior can be determined by economic and psychological factors and by environmental factors such as social and cultural values. Consumer decision-making is a complex process involving everything from problem identification to post-purchase activities. Every consumer has different needs in their daily lives. These are the more necessary requirements for making various decisions. It is difficult to make decisions based on consumer opinions on specific products, and it is possible to compare, evaluate, select, and purchase various products. Therefore, marketers can understand and understand the fundamental issues of consumer decision-making processes that need to differentiate their products or services from other markets.

The purchase behavior model is a method used by merchants to identify and track the customer's decision-making process from start to finish. This process is divided into five steps, which are described as follows

2.4.1   Need Recognition

When a consumer judges his or her needs accurately, the recognition of the demand is made. Consumers need to fix this problem to fill the gap, feeling like they have missed something. If a company can judge when these needs and desires start to evolve in the target market, it provides a good opportunity to promote the brand. Examples of people who buy water or cold drinks determine their need for thirst. Here; however, there is no search for information and no evaluation of alternatives. If expensive brands such as cars, laptops, and cell phones are considering buying, then these consumer decision-making steps are considered important.

2.4.2   Information Search

The information retrieval phase in the buyer decision process tends to be constantly changing, requiring consumers to get more information about the products that can meet their needs. Information can be obtained through recommendations from people who have previously experienced the product. At this level, consumers tend to review risk management and create a list of features for a particular

brand. This is because most people do not want to regret purchasing decisions. Information about a product or service is available from a number of sources, including:

- Commercial sources: advertising, promotional campaigns, salespeople, or packaging of specific products.
- Personal information sources: Provide product recommendations and discuss needs with family and friends.
- Public sources: radio, newspapers, magazines.
- Empirical sources: customers' own experience using a particular brand

2.4.3 Evaluation of Alternatives

At this stage, we evaluate the product lifecycle as well as various alternatives available in the market. When it is determined that a customer can meet their needs, they start looking for the best possible alternative. This assessment is based on a variety of factors, including quality, price, or other factors that are important to the customer. They may compare prices or read reviews and choose the products that best meet their parameters

2.4.4 Purchase decision

Once all the above steps have been completed, the customer has finally decided on a purchase decision. At this stage, the consumer evaluated all the facts and reached a logical conclusion based on the marketing campaign's impact, emotional relationships, personal experience, or a combination of both

2.4.5 Post Purchase Behavior

Following the purchase of the product comes an assessment after the purchase, which means that it analyzes whether the product is useful to the consumer. If the product matches the customer's expectations, it will serve as a brand public relations ambassador that can influence other potential customers, expanding the customer base of a particular brand. The same is true for negative experiences. However, potential customers can disrupt the way to the product. With the advent of digital technology, it is important for digital marketing trends to understand how consumers affect the decision-making process
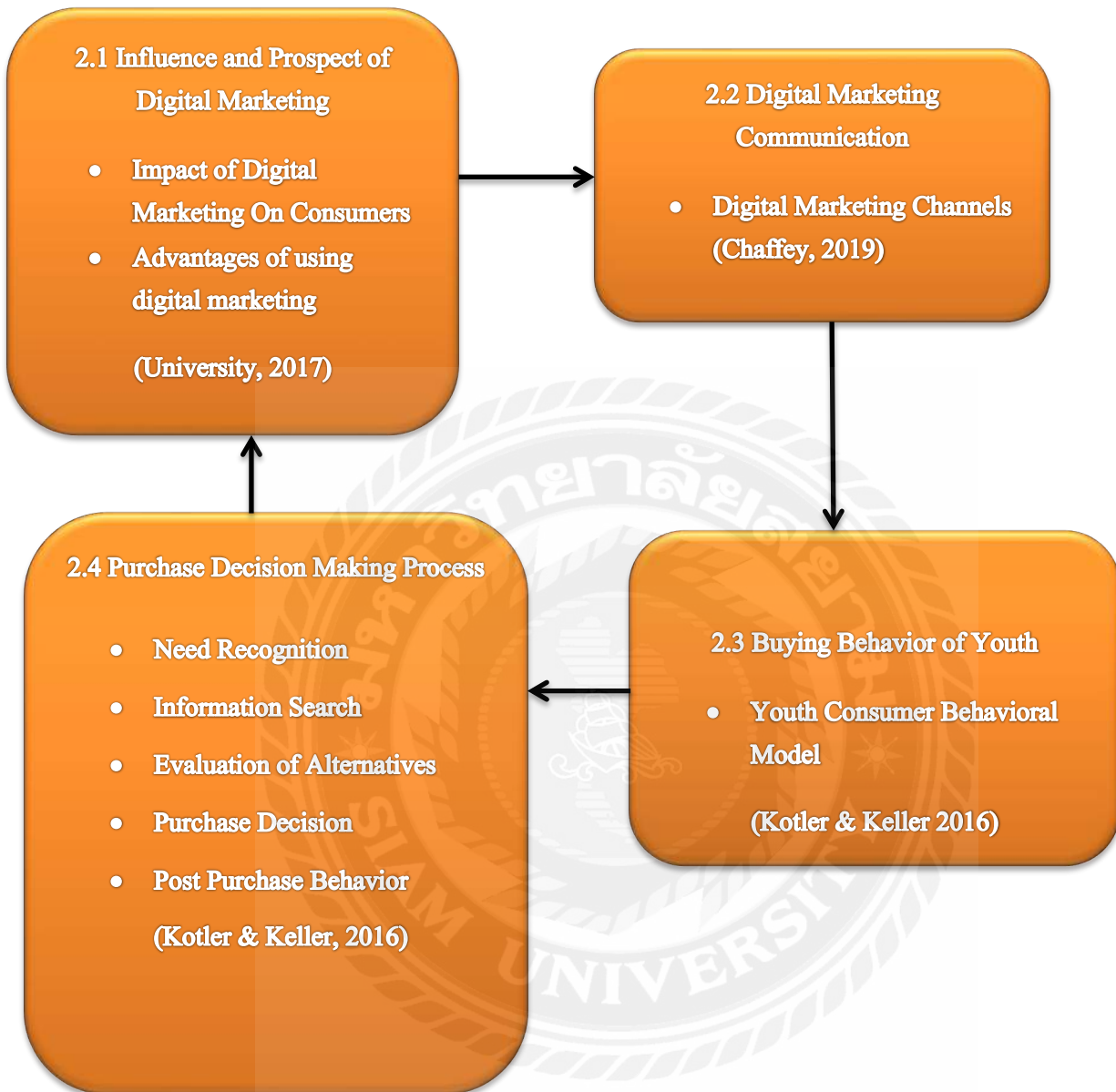
In the business world, we focus on serving and delighting our customers, which affects not only social media but also sales revenue brand awareness. The digitalization of purchasing behavior has affected not only the effects of existing channels but also online platforms. This theory is being conducted by Google in 2012 in the UK, the UK, France, Germany, Japan, Canada, and Brazil. During this investigation, we investigated the travel of online purchasers. Research shows that social media can help strengthen brand awareness and consideration in all countries of destination. However, using social

media marketing can be a risk. In fact, online marketers are not able to fully manage social media. Tastes and decision-making, reviews, referrals, and other user-generated content (Meslat 2018)

Customers are more likely to be affected by the people they know in order to trust them. The impact of content created by online marketers can also be increased by professional groups. (Khatib 2016) It is stressed that more than four social media users are likely to pay attention to ads being shared by one of their social connections. (NoémieMeslat 2018)

3. Findings

2.1 Influence and Prospect of Digital Marketing

- Impact of Digital Marketing On Consumers
- Advantages of using digital marketing

(University, 2017)

2.2 Digital Marketing Communication

- Digital Marketing Channels (Chaffey, 2019)

2.4 Purchase Decision Making Process

- Need Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post Purchase Behavior

(Kotler & Keller, 2016)

2.3 Buying Behavior of Youth

- Youth Consumer Behavioral Model

(Kotler & Keller 2016)

The consumer decision-making process ranges from simple to complex, and is influenced by various factors.

4. Recommendations

The electronic market can increase market efficiency, which can benefit both buyers and sellers (Yannis Bakos 2019). Both manufacturers and consumers have reduced transaction costs and improved the situation for both parties. The price difference between online and offline is narrowed considerably. In fact, some product categories (such as books and CDs) are becoming more price-dispersive than offline on the Internet (Venkatesh Shankar 2019)) Consumers can pay a lower price for the product they want, but providers can differentiate their product offerings. Although the price may go down, the seller's profits may be compromised, but offset by the ability of the seller to compete with other manufacturers by producing differentiated products (Kennedy 2018) However, the additional decline in price limits the ability to be able to compete effectively due to additional constraints for the benefit of the manufacturer. The rapid growth of online shopping can lower the buyer's search costs at a faster rate than the seller's ability to deliver differentiated products. Therefore, it affects the possibility that customers can make better quality decisions while sellers are shopping online.

Based on changes in consumer decision-making, marketing has a lot of impacts. It's very important for marketers to find out how customers use their products in identity replay, self-branding, and social calling. As these roles become increasingly important, marketing and product development must increase the potential of products used in these roles. This also leaves room for the smart position of the product. If a customer uses the product for their own branding, it is advisable to provide a lot of detail because it uses reasonable decision-making and side-by-side removal. Activate use in social currencies and remind potential customers. Another implication is that decision making should be as easy as possible and can provide changes that outsource decisions by providing the most popular items, such as purchasers.

The process of purchasing a variety of consumer goods varies but can be divided into key steps and stages. They drive efficient and effective targeting and help our customers understand real customers. "Consumer decision-making is the process by which an individual chooses from a choice, product, brand, or idea." Some steps are always necessary, but at different levels, consumer involvement levels are different. Multiple steps may be omitted altogether. The behavior that a global or social marketer shows when a consumer investigates his or her potential and current customer's purchase choices depends on what, why, when, where, how, when, how, and after their purchase, How it affects. This provides a significant competitive advantage especially in the current competitive marketplace where the business life is short and the product life cycle is short.

Purchases may be delayed for a variety of reasons, such as the attitude of others, or the risk perceived as a factor in unanticipated circumstances. Kolter and Keller 2016 believes that "the merchant needs to understand the factors that give consumers a sense of danger and provide information and

support to reduce perceived risks." Model to use for marketing campaigns. It may give us the power to win loyal customers of success in the market. Today's people need more and more for individuals, and it helps to find correlations with common traits.Also important is the difference between generations. How do they respond to marketing campaigns? At least two generations are presented like this century. Globalization also makes cultural differences stronger or fewer depending on the context. But, as previous studies have shown, the behavior of consumers by country is different. This means that not all successful marketing products in Europe are as rewarding in Asia. Because control enhancement leads to performance improvement, research is beginning to understand the role of controlling consumer decision-making information flow.

This new insight is especially important in a new online environment where controlling the flow of information can affect consumer decisions, memories, knowledge, and quality. Studies of information structures (centralized sets of information) are often associated with new electronic markets where consumers are often faced with information overload when making decisions. It is important for the company to convey a positive image through the process. This is because brand awareness is especially important before a product's personal experience or rumor advertising can significantly change a consumer's attitude before making a purchase decision. As the number of online review site access increases, retailers increase their perception of risk, but positive ratings are also useful because 71% of consumers think reviews are more comfortable when they buy the right product. (Pentz & Preez , 2018)

In summary, we believe that the simple consumer decision model described in our text provides a powerful and comprehensive framework for merchants to outline customer research. Any weakness of the model must be overcome as the merchant evaluates the actual process of the consumer. This model is not a universal answer, but ultimately the consumer must apply his/her situation to the client because he or she can freely make the decision-making process as needed. I believe this will give me a good chance to be a trader. Understand the various external and internal influences of consumers to understand how they interact with consumers at different stages of the buying decision process. Through careful communication, consumer responses can be manipulated to benefit the organization or brand they offer (and ultimately purchase). You should also monitor and support the consumer experience by appropriately enhancing these purchases to encourage repeat purchases of current and new users.

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