

## Consumer Perception Towards Digital Marketing

P. Dadapeer, Research scholar, School of Management and Commerce

Career Point University, Kota, Rajasthan, Email: [phatandada@gmail.com](mailto:phatandada@gmail.com)

Dr. N. Ramanjaneyulu, Professor & Head, Department of M.B.A., Malla Reddy Engineering

College (Autonomous), Hyderabad. Email: [ramanjimba09@gmail.com](mailto:ramanjimba09@gmail.com)

### ABSTRACT:

In the modern world, everything modernizes into the digital market, and no Business is an exception. The use of digital marketing, social media marketing, and search engine marketing is also on the rise due to increasing technological advancement. The number of internet users is growing rapidly every day, and digital marketing is making many profits because it is mainly dependent on the internet. Digital marketing is a new form of online marketing which provides facilities to provide goods and services to customers. Consumer buying conditions are changing, and they are leaning towards digital marketing rather than traditional marketing. The foremost aim of digital marketing is to meet the customers globally and provide multi-services. The main objective of this paper is to understand the impact of the digital market in business and analyze customer behavior towards digital marketing.

**Keywords:** *Online Marketing, Technological Advancement, Traditional Market,*

*Digital Market, Customer behavior, Search engine marketing.*