



NEW DEVELOPMENTS IN DIGITAL MARKETING AND THEIR IMPACT ON CONSUMER BEHAVIOUR

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ABSTRACT

In recent years, digital marketing has undergone a profound transformation driven by rapid technological advancements, evolving consumer expectations, and shifts in global communication dynamics. This chapter explores key emerging trends—such as influencer marketing, AI-powered personalization, voice search optimization, video-centric content, and omnichannel strategies—and their influence on consumer behaviour. By drawing on current literature, real-world case studies, and industry best practices, it examines how these developments shape consumer preferences, engagement, trust, and decision-making. The findings highlight the critical need for businesses to remain agile and customer-focused within the constantly evolving digital environment.

KEYWORDS: Digital Marketing, Consumer Behaviour, Artificial Intelligence, Influencer Marketing, Customer Engagement, and Omnichannel Strategies

Introduction

In today's business landscape, digital marketing has become a vital component of strategic planning. With consumer attention increasingly moving away from traditional media toward digital channels, businesses are compelled to embrace innovative methods to engage audiences and foster lasting relationships. The rise of advanced tools and technologies

has not only transformed promotional practices but has also reshaped consumer behaviour—impacting everything from initial product discovery to the final purchasing decision. This chapter explores key emerging trends in digital marketing and analyzes their influence on consumer behaviour at different stages of the buying journey.

Background

In its early stages, digital marketing centered on fundamental tools like email newsletters and banner ads to capture online attention. As technology advanced, the discipline evolved dramatically with the rise of big data, artificial intelligence, mobile innovations, and the pervasive reach of social media. Today's consumers are digitally empowered—researching products, comparing alternatives, reading reviews, and demanding personalized, authentic brand interactions. As a result, digital marketing has shifted into a more dynamic, data-driven, and customer-centric practice than ever before.

Justification of The Study

The relevance of this study lies in several key factors:

1. The dynamic nature of digital marketing trends demands ongoing research and monitoring.
2. Consumer behaviour has become increasingly multifaceted, shaped by diverse digital interactions.
3. Businesses require up-to-date insights to refine strategies in line with shifting market expectations.
4. There remains a noticeable gap in comprehensive studies that connect emerging digital trends with behavioural outcomes, particularly in the post-pandemic context.

By examining and interpreting these developments, this chapter offers valuable

contributions to both academic literature and practical applications in the fields of marketing strategy and consumer psychology.

Objectives of The Study

The chapter is guided by the following objectives:

1. To highlight the major emerging trends within digital marketing.
2. To evaluate the influence of these trends on consumer behaviour.
3. To assess the effectiveness of innovative marketing strategies in shaping consumer decision-making.
4. To offer practical insights that can support marketers and business strategists in adapting to evolving market dynamics.

Literature Review

Influencer Marketing

Kapoor and Dwivedi (2021) emphasize that social media influencers have become pivotal in shaping brand perception and influencing purchase intentions. Their authenticity and relatability often hold greater persuasive power than conventional celebrity endorsements.

Artificial Intelligence and Personalization

Chaffey (2023) highlights that AI-driven technologies allow marketers to deliver hyper-personalized experiences, leading to enhanced customer satisfaction and loyalty. Predictive analytics further strengthens this by anticipating consumer

needs and behaviours, thereby improving engagement strategies.

Mobile and Voice Search

Statista (2023) reports a significant rise in mobile-first interactions and voice-enabled searches. As consumers increasingly expect seamless, on-the-go digital experiences, marketers are compelled to prioritize mobile optimization in content and design.

Video Content and Interactive Media

According to Deloitte (2022), short-form video content drives higher engagement, particularly among millennials and Gen Z audiences. Platforms such as TikTok and Instagram Reels have reshaped media consumption, fostering more interactive and immersive forms of communication.

Omnichannel Marketing

McKinsey (2022) underscores that consumers now demand a seamless experience across both digital and physical touchpoints. Omnichannel strategies ensure consistency in brand messaging and strengthen customer relationships through an integrated approach.

Methodology

Research Design

This study adopts a qualitative research design to explore the connection between emerging digital marketing trends and consumer behaviour. The qualitative approach was selected because it enables

a detailed examination, interpretation, and contextual understanding of how consumers perceive and respond to various digital marketing strategies.

Data Collection

The study is based on secondary data gathered from credible and authoritative sources, including:

1. Peer-reviewed academic journals
2. Market research reports (e.g., McKinsey, Statista, Deloitte)
3. Case studies of leading global and domestic brands
4. Industry surveys and consumer feedback reports

Data Analysis

The gathered data was analyzed through content analysis, allowing for the detection of recurring patterns, emerging themes, and consumer sentiments. This approach also made it possible to compare digital marketing strategies across different industries, emphasizing their impact on consumer attitudes and purchasing behaviour.

Results and Discussion

Influencer Marketing: Trust through Authenticity

The findings reveal that authenticity is central to the effectiveness of influencer marketing. Consumers tend to trust influencers who reflect values, lifestyles, and experiences similar to their own. In particular, micro-influencers—those with smaller, highly engaged followings—are

seen as more relatable and credible than traditional celebrities or macro-influencers.

This sense of authenticity strongly influences purchase intentions, especially in consumer-focused sectors like fashion, beauty, and lifestyle, where buying decisions are closely linked to self-expression, personal style, and social validation.

The results also support existing research indicating that consumers increasingly prefer genuine endorsements over overtly promotional content. When influencer collaborations are perceived as transparent and aligned with the influencer's personal brand, their impact on consumer behaviour is significantly enhanced.

AI & Personalization: Creating Individual Experiences

Artificial Intelligence and Personalization

The findings indicate that artificial intelligence (AI) has fundamentally reshaped consumer expectations, particularly regarding personalization. AI-powered tools, including behaviour tracking systems and recommendation engines, allow brands to provide real-time, customized experiences. Consumers increasingly expect businesses to anticipate their preferences, offering suggestions aligned with past behaviour and predicted needs. Leading brands like Netflix and Amazon exemplify this trend, using AI to enhance engagement, retention, and customer satisfaction. The results confirm

that personalization not only adds convenience but also strengthens brand loyalty, as consumers feel recognized and valued.

Mobile Optimization & Voice Search

The study highlights that mobile-first consumers prioritize convenience, expecting websites and apps to load quickly, navigate intuitively, and support voice-enabled search. As mobile browsing and shopping dominate digital behaviour, brands without mobile-optimized content risk lower visibility in search rankings and reduced consumer engagement. Voice search, in particular, is transforming user interaction by enabling faster, hands-free queries, underscoring the importance of mobile responsiveness and conversational SEO for competitive advantage.

Video Marketing: Engaging the Attention Economy

The results demonstrate that video has become the most effective content format for capturing consumer attention. Brands that leverage storytelling and short-form videos achieve higher engagement, brand recall, and conversion rates. Live streaming further enhances transparency, trust, and immediacy, strengthening consumer-brand connections. This trend aligns with the shift toward the attention economy, where concise, visually engaging, and authentic content has the greatest impact on consumer behaviour.

Omnichannel Strategies: Consistency Builds Loyalty

The analysis confirms that integrated omnichannel strategies are crucial for fostering brand loyalty. Consumers increasingly expect a seamless journey across online platforms, mobile apps, and physical stores. Brands that integrate CRM systems and marketing automation can maintain consistency in messaging, tone, and service quality across all touchpoints. This consistency enhances customer satisfaction, builds trust, and strengthens long-term loyalty, making omnichannel approaches essential for competitive success.

Conclusion

The study illustrates that digital marketing has evolved from a supplementary tool to a core driver of brand communication and competitiveness. Key trends-including influencer marketing, AI-driven personalization, video marketing, and omnichannel strategies reshaping how consumers discover, evaluate, and purchase products. To remain competitive, businesses must adopt adaptive strategies, investing in advanced technologies, high-

quality content, and data-driven insights. Such an approach not only boosts engagement but also fosters long-term loyalty and trust. Future research should explore emerging technologies like augmented reality (AR), Web3, and the metaverse to assess their potential in redefining consumer experiences and digital marketing practices.

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