

FIRST EDITION

CONSUMER BEHAVIOR:

The Impact of Social Media and Digital Marketing



Deni Adha Akbari



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Consumer Behaviour: The Impact of Social Media and Digital Marketing

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Acknowledgments

The ability to adapt and grow through change is not only favorable in today's ever-changing corporate world, but also necessary. "Change Management and Organizational Development: Turning Change Into Opportunity" is a comprehensive reference for professionals, executives, and organizations navigating the complexity of change in the digital age. This book is designed to provide readers with an in-depth grasp of change management and organizational growth, as well as the tools, tactics, and insights required to transform change difficulties into strategic opportunities.

The rate of change in today's business world is unprecedented. Technological breakthroughs, evolving market dynamics, globalisation, and, more than ever, the digital economy have all contributed to a rapidly changing corporate landscape. This book acknowledges these obstacles and provides a methodical approach to effective change management, ensuring that organizations survive and thrive.

About the Authors

Deni Adha Akbari is a professional who is enthusiastic about applying artificial intelligence to digital marketing and neuromarketing. Deni, who is based in Jakarta, Indonesia, has extensive experience in digital marketing, having worked on numerous stages of integrated marketing communication such as smart blogging, search engine optimization, and keyword research. Deni serves as the Indonesian Children's Care Community Foundation's deputy managing partner, where she oversees business development, promotions, and human resources. He is critical in improving promotional activities and ensuring that corporate objectives are reached efficiently. Deni also works as a Digital Marketing Specialist at Alvin Adam Public Speaking School and a Digital Marketing Lecturer at Universitas Muhammadiyah Prof. Dr. Hamka (UHAMKA), where he delivers high-quality instruction and prepares students for successful careers in digital marketing. He has also held key positions in promotion and admissions, public relations, and affiliate marketing, exhibiting a thorough understanding of digital marketing tactics and techniques.

Introduction

Evolution of Consumer Behavior in the Digital Age

The digital age has seen a major upheaval in consumer behavior, owing to rapid technological innovation and widespread internet access. This period has broadened the channels through which consumers connect with brands and transformed the way they make purchases. The digital age confronts marketers with a complex mosaic of opportunities and difficulties, ranging from the growth of social media platforms that act as both marketplaces and forums for customer feedback to the introduction of big data analytics that enable tailored marketing methods. As we investigate the growth of consumer behavior in this new period, it becomes evident that understanding the digital consumer's psyche is analogous to deciphering a dynamic jigsaw, with each piece representing a different aspect of digital interactions, preferences, and proclivities. This narrative is about more than simply how technology affects consumer behavior; it is also about how these changes redefine marketing techniques, requiring firms to be adaptable and analytical in their approaches to engaging the modern customer.

The Influence of Social Media and Digital Marketing on Consumer Decisions

In today's digital age, the pervasive influence of social media and digital marketing has profoundly altered the terrain of consumer decision-making. These dynamic platforms function as active marketplaces for ideas and products, as well as critical forums for companies to communicate with consumers, impacting their views, preferences, and, ultimately, purchase decisions. As we look deeper into the delicate dance of consumers and digital marketing techniques, it becomes evident that social media channels are more than just passive information conduits; they are active participants in shaping consumer identity and choice. This evolution represents a considerable departure from old marketing paradigms, prompting marketers and organizations to reconsider their ways of engaging with the modern, digitally informed consumer. Through the lens of marketing research, we investigate how this dynamic digital ecosystem influences consumer behavior, from the whisper of product discovery to the thunder of viral trends, providing insights into the power of digital narratives in steering the customer journey.

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