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New Developments in Digital Marketing and How They Affect Customer Behaviour

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Abstract

One of the key marketing elements that uses digital media, online platforms, and technology to promote products and services is digital marketing. For marketers and companies, digital marketing is becoming practically essential. Everything nowadays, from apparel to medication, can be delivered to our home with only a few clicks. Digital marketing trends include content marketing, social media marketing, email marketing, display campaigns, influencer marketing, interactive marketing, chatbots, visual search, and more. This study aims to determine how current and developing patterns in digital marketing influence consumer purchasing decisions and the degree to which these trends influence consumers. We have every right to consider the expanding use of digital marketing as the internet becomes more and more integrated into people's daily lives. The use of social networks and the internet should be used by businesses to market and sell their goods as digital marketing is crucial to their operations. By focusing on mass marketing, new advancements in global marketing encourage businesses to engage with their clientele in novel ways. Marketing entities use the internet to carefully select their clients and cultivate enduring connections with those they have already chosen. This work highlights the investigation into the extent to which Macedonian businesses comprehend the effects of digital marketing on their operations and the evolution of standard means of communication.

Keywords: *Digital World, Marketing, Customer Behaviour, Impact on Customer Behaviour, Traditional vs Modern Change Due to Digitalization*