**DECISION MAKING PROCESS IN BUYING**

1. Problem Recognition
2. Pre – Purchase Information Search
   1. Personal sources (family, friends, neighbours, acquaintance).
   2. Commercial sources (Advertising, sales person, dealers, packaging, displays).
   3. Public sources (mass media, consumer, rating organisation).
   4. Experimental sources (Handling, examining, using the product).
3. Evaluation of Alternatives
4. Purchase Decision
5. Post – Purchase Behaviour

**IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR**

1. Consumers have become researchers
2. Digital word of mouth is trusted the most
3. Consumers are not afraid to experiment
4. Consumers frequently switch brands
5. Consumers now have a lower tolerance level

**TYPES OF DIGIAL MARKETING**

1. Push Digital Marketing (Behavior Targeting)
2. Pull Digital Marketing (Social Media Campaign)

**ADVANTAGES OF DIGIAL MARKETING**

1. Reach
2. Measurement
3. Interactive and Engagement
4. Time
5. Cost

**AD AVENUES**

1. Search Advertisements
2. Display Advertisements
3. Mobile Advertisements
4. Social Media Advertisements
5. Video Advertisements

**MARKETING IN THE DIGITAL AGE**

1. Brick - and Mortar Company
2. Click - and Mortar Company
3. Click – Only Company

**SOCIAL MARKETING CONCEPT**

1. Company (Profit Max)
2. Consumers (Wants & Satisfaction)
3. Society (Human Welfare)

**TYPES**

1. Social Marketing
2. Not – For – Profit Marketing
3. Cause – Related Marketing
4. Sports Marketing – Marketing Through Sports / Marketing of Sports
5. Guerilla Marketing
6. Viral (buzz) Marketing (word of mouth)
7. Experimental Marketing
8. Search Engine Marketing
9. Tourism Marketing
10. Personal Branding