Digital marketing: an essential tool for company profitability
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Digital marketing: an essential tool for company profitability

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Summary

This study sought to present the theme "Digital Marketing: an essential tool for company profitability". With the technological era increasingly present in the lives of the population, the way of promoting the company also had to be updated, thus Digital Marketing was gaining ground. The general objective of this article was to discuss digital marketing and its role in company innovation. The methodology used was a literature review, where different materials already published on the topic portrayed here were searched in reliable databases. Thus, this research concludes that digital marketing allows a greater portion of potential customers to be reached, thus increasing sales, improving communication with customers and consequently, increasing the company's popularity and profitability.

Key words: Digital marketing. Social media. Profitability.

Abstract

This study sought to present the theme "Digital Marketing: an essential tool for the company's profitability". With the technological era increasingly present in the lives of the population, the way to publicize the company also had to be updated, thus Digital Marketing was gaining ground. The general objective of this article was to discuss digital marketing and its role in business innovation. The methodology used was a literature review, where different materials already published on the subject portrayed here were searched in reliable databases. Thus, this research concludes that digital marketing allows a greater portion of potential customers to be reached, thus increasing sales, improving communication with customers and, consequently, increasing the company's popularity and profitability.

Keywords: Digital Marketing. Social networks. Profitability.

1. Introduction

Consumer needs have changed over the years, and the invention of the internet has changed their behavior. Marketing followed all these transformations (CINTRA, 2010).

Digital marketing is understood as the application of communication strategies with a view to promoting products or services, through digital channels (websites, blogs, social networks, mobile applications, etc.) and electronic devices. In the past, he created communications and campaigns that promoted products and services.

Currently, in addition, consumers have greater power of communication and expression. The internet brought connectivity*peer-to-peer*(point to point), making consumers much better informed than in the past. This drastically changed the way companies relate to their clientele. As a consequence of this, in 2001 we had the explosion of social media (KOTLER, 2009).

At the time, called "Web 2.0", some websites were born, such as Orkut, MySpace and Second Life. Over the years, social networks, such as Instagram and Facebook, emerged and became very popular. Thus, Instagram was created in 2010 by software engineers Kevin Systrom and Mike Krieger.

In 2011, there were already more than 10 million users on the network. In 2012, Facebook bought Instagram for 1 billion dollars. Thus, the network has more than 500 million users worldwide, with 7% of accounts created by Brazilians (PEÇANHA, 2019).

However, with the launch of the first iPhone in 2007, most users now spend more time on them than on any other device, interacting around 2,617 times a day, which makes it crystal clear that we are in the mobile era.

With all these recent changes, entrepreneurs need to sell, be better seen, and traditional means are outdated. The internet allows you to reach a larger audience. For this reason, companies have been using digital marketing since the internet became considered the main source of information worldwide, as it offers competitive opportunities for all types and sizes of businesses, and at a low cost, as it allows data analysis in real time; an interaction with the public; and the

agility in implementing campaigns, resulting in greater profitability. In this way, marketing proved to be more convenient for entrepreneurs (REDDY; SCHULLO, 2007).

In this context, digital marketing has gained significant prominence today, as advertisements have become more creative and, consequently, generate greater interest in looking for a company's products, instead of advertising being taken to consumers.

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As one of the social media platforms used strategically in digital marketing, Instagram's initial objective was to share photos and videos among friends, colleagues and family. However, the network has become a means of commercial activity, as it allows companies to create their profile on it, in addition to being an easy and simple access platform (TORRES, 2009).

This way, there is a more interactive promotion of the company with its customers, making Instagram a means of buying, making sales, and bargaining for new markets using a cell phone.

This study helps understanding that social networks increase conversations and interaction between brands and the public, creating greater notoriety and authority for the brand, being used correctly. Based on these studies, the network proved to be more convenient for businesspeople.

This article had the general objective of discussing digital marketing and its role in company innovation and specific objectives: a) conceptualize digital marketing; b) explain its advantages and disadvantages; c) explain its applications; and d) discuss how digital marketing influences purchasing decisions.

For this study to be developed, the descriptive method will be adopted, with a qualitative approach. Shank (2002, p. 5) defines qualitative research as "a form of systematic empirical investigation into meaning".

By systematic, he means "planned, orderly, and public," following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of investigation is grounded in the world of experience.

Inquiry into meaning says that researchers try to understand how others make sense of their experience. Denzin and Lincoln (2000 p. 3) state that qualitative research involves an interpretive and naturalistic approach: "This means that

Qualitative researchers study things in their natural environments, trying to understand or interpret phenomena in terms of the meanings that people bring to them."

The study was prepared through literature review research. For Marconi and Lakatos (2010), a literature review is a critical analysis of published sources, or literature, on a specific topic.

It is an assessment of the literature and provides a summary, classification, comparison and evaluation. At the graduate level, literature reviews may be incorporated into an article, a research report, or a thesis. At the undergraduate level, literature reviews can be a separate stand-alone assessment.

For Köche (2011), the literature review is generally in the format of a standard essay composed of three components: an introduction, a body and a conclusion. It is not a list like an annotated bibliography, in which a summary of each source is listed one by one.

The search will be carried out in databases of Latin American and Caribbean Literature in Health Sciences (LILACS), Scientific Electronic Library Online (SCIELO), monographs, dissertations, scientific articles.

The inclusion criteria for the bibliographic survey of this study will be text available in full for free, in Portuguese and English and that meet the proposed objectives. Exclusion criteria will be studies that do not meet the study objectives.

2 Concept of digital marketing

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, onto the Internet. However, the particularities of the digital world and its appropriation by marketing have led to the development of channels, formats and languages   that have given rise to unthinkable tools and strategies (COBRA, 2009).

Today, rather than a subtype of conventional marketing, digital marketing has become a new phenomenon that brings together customization and mass distribution to achieve marketing goals. Technological convergence and the multiplication of devices have led to a

opened up the ways in which we think about Internet marketing and pushed the boundaries towards a new concept of digital marketing – user-centric, more measurable, ubiquitous and interactive.

Developing digital marketing strategies offers a lot of potential for brands and organizations. Some of them are the following (FELIPINI, 2010):

Branding: 2.0 platforms and services are a great opportunity to build a brand image on the web due to their scope, presence and constant updates (FELIPINI, 2010).

Completeness: the possibilities of disseminating information through links offer the consumer the chance to approach the organization in a broader and more customized way (FELIPINI, 2010).

Usability functionality: Web 2.0 offers simple and friendly platforms for everyone, in order to improve the user experience and enable their activities (FELIPINI, 2010).

Interactivity: in the context in which organizations seek to establish long-term relationships with their audiences, the Internet offers the possibility of chatting and, therefore, generating a positive experience with the brand (FELIPINI, 2010). This interactivity can be basic, like product reviews, or become a comprehensive experience.

Visual communication: in line with visual thinking, digital marketing offers marketers different tools based on images and videos. This is an attractive way of reaching audiences that can lead to greater engagement (FELIPINI, 2010).

Relevant advertising: Easy targeting and personalization of Internet advertising maximizes production. Furthermore, free from the limitations of other media, this environment has allowed for more attractive advertising (FELIPINI, 2010).

Community Connections: The Internet is a unique opportunity to connect organizations with their audiences and users with each other. This connectivity can improve your experience and enhance the relationship with the product, brand or organization (FELIPINI, 2010).

Virality: The essence of the Internet as a network of interconnected nodes makes exponential expansion of any content possible. Taking the WOM (word of mouth) communication model, viral communication becomes more relevant due to connectivity,

instantaneity and shareability of online platforms that enhance the dissemination of content (FELIPINI, 2010).

Measurement output: online platforms come first in the availability of monitoring options and the possibility of evaluating results (FELIPINI, 2010).

In any case, to make the most of all these possibilities, organizations must ensure that their presence on the Internet or their presence in the different 2.0 channels follows a strategy with concrete objectives, aligned with their brand or organizational image (KOTLER; KELLER, 2013).

Being on the web without adequate planning cannot only mean a lost opportunity in terms of resources and potential, but it can also have a negative impact on the organization, since the public, their needs and perceptions regarding the organization are unknown. .

2.1 Applications of digital marketing

Its practical application allows creating more opportunities for diversification and personalization of products and services; achieve a greater degree of efficiency in the collection, processing, analysis and interpretation of data necessary for the implementation of various business activities; create greater transparency of business processes; create new diversified customer attraction and engagement tools in order to achieve a higher level of customer loyalty; improve customer service and, on this basis, achieve a higher level of customer satisfaction; increase sales revenue and profits; create new business models; to reduce the time to launch new products and services on the market; create prerequisites for better business planning and management; improve the quality of products and services; control resources more effectively; create opportunities to optimize costs, to improve production processes and to create more innovation; create an innovative culture. and increase competitiveness (LIMEIRA, 2010).

It is also important to note that the Internet environment has certain characteristics that strongly influence marketing activity, including providing unlimited communication space in time and space; have clearly defined access channels; provide a high degree of market transparency and transparency in the actions of competitors;

present a wide range of active users who are willing to bear some costs; offer high efficiency for customers; provide opportunities to extend roles; and improve management systems (JONES; MALCZYK; BENEKE, 2011).

Given the above, it can be said that this turbulent technological wave has completely changed the way communication between companies and their real and potential customers is carried out. According to recent data, more than 75% of consumers spend a significant part of their daily lives in a digital environment, making it an important part of their lives and, thus, their true friends when choosing companies, products and services. .

All these changes in market conditions and in consumers' daily lives are leading to the formation of a new direction in marketing, namely "digital marketing" (CHARLESWORTH, 2014).

2.2 Advantages of digital marketing

The application of digital marketing allows companies to be flexible and adapt to changes in the external environment, build effective relationships with their customers, as well as be more receptive to their needs and understandings (CHAFFEY, 2015).

All of this is achieved by the following key benefits of this type of marketing: High

level of interactivity: creates an opportunity for interactive communication with consumers, more responsive to their understanding and expectations of seeking and receiving information. Interactive communication, in turn, creates opportunities to build a dynamic environment, changing space, specific navigation depending on user preferences, dynamic design, use of special high-level computer code, mobile technologies and continuous innovation. Things vary with each visit depending on your skills, information accumulated in the system, and knowledge of your interests and orientation. This, in turn, helps to use many non-standard and interesting ways to attract and retain consumers' attention (CHAFFEY*et al.*, 2009).

Overcoming geographic barriers and limitations in marketing activities: Digital marketing helps companies successfully communicate with their customers, sell their products and services, and find new business partners in real time at any

place in the world; and provides opportunities to respond more quickly and flexibly to user needs and desires.

High degree of measurability of achieved marketing results: often, when conducting traditional advertising campaigns, the results recorded are unclear and imprecise and do not indicate whether funds are spent efficiently, while the results of digital campaigns are easily and accurately measurable (using modern statistical tools) and are available in real time. They allow marketers to track and analyze consumer behavior and build consumer profiles (PATUKALE, 2015).

It facilitates customer segmentation and targeting, thus achieving better targeting of advertising messages and greater effectiveness of marketing activities. High degree of personalization of advertising messages: thanks to the collection of online information for consumers, individual offers can be created, adding value and responding to their needs and desires as precisely as possible, in order to increase consumer satisfaction (SLAVOLA, 2016).

It creates more convenience for the consumer: with the help of digital technologies, they can receive much more and better information about products and services that interest them, buy them at home and save time.

Creates prerequisites and favorable conditions for the successful development of virtual companies. It allows companies to reach more users through the use of social networks (CHRIS, 2015);

Increases traffic to company websites: through the development of qualitative online advertisements, publications on the Internet, related to the company's activity, etc., thus generating user engagement with the thematic content made available to them. This increases interest in the products and services offered and so does sales.

Facilitates communication and interaction with users: thanks to various platforms such as social networks, web applications or websites, users can ask questions and receive the information they need immediately. This way, companies can speak directly to their real and potential customers, build trust and get feedback on the products and services they offer (FEJLING*et al.*, 2019).

It makes it easier to track and analyze competitors' actions. Increases the degree of control and correction in the development and implementation processes of various marketing activities.

Requires less investment: using different digital tools for marketing activities requires less investment than traditional channels, therefore digital marketing has greater profitability (TSVETANOVA, 2005).

Suitable for startups, small and medium-sized businesses: thanks to all the advantages here listed, we can say that digital marketing is very suitable for new and small businesses, as it provides a high degree of efficiency with small investments.

Digital marketing, as demonstrated, has several advantages, but the main ones are optimizing contact with customers and increasing the company's profitability.

2.3 Disadvantages of digital marketing

To create job marketing strategies, based on information and communication techniques and technologies, companies must be well aware not only of the advantages they bring, but also of the disadvantages that are hidden in their application in practice (KRASNOV, 2018).

According to Veleva (2019) the main disadvantages of digital marketing are that the use of digital marketing makes business organizations an "open book" for competitors, this is probably one of the most serious disadvantages of digital marketing, as marketing campaigns digital content can be quickly and easily copied by your competitors.

Thus, trademarks and logos, corporate identities, can be copied and used by them to deceive consumers in order to gain market share. Furthermore, they can easily manipulate consumers through inaccurate information about products, services or brands, which can seriously damage a company's image and lead to an influx of customers (CHRIS, 2015);

In digital marketing, you need to build relationships with a consumer you don't see in person; This requires specific knowledge of the psychology of online consumer behavior. Often, however, marketers

they don't take this into consideration and rely on traditional consumer psychology when designing digital marketing campaigns. This, in turn, leads to lower efficiency, as it does not consider the particularities of consumer behavior and the relationships that are created online;

Digital marketing campaigns can be perceived by users as not very serious if they are not professionally designed and properly targeted (SLAVOLA, 2016);

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Businesses' online reputations can be destroyed by negative feedback; negative comments and information about products and services and trademarks are visible and accessible to all users on the Internet, which can seriously damage a company's image and lead to an influx of customers;

Lack of consumer trust: The fact that digital marketing campaigns involve the use of technologies that track and collect data from users on the Internet leads to privacy concerns, including the security of your privacy. Therefore, people are very suspicious of this type of marketing and often refuse to participate in these events, which is one of the biggest challenges in the development of digital marketing. For this reason, the topic of online trust and its impact on digital marketing strategies is becoming increasingly important and has been the subject of much research in the area (LIMEIRA, 2010);

Overloading the Internet space with online advertising messages: the excess of online advertising messages in the form of banners, the continuous appearance of open and closed windows and the interruption of video materials, etc. can lead to consumer irritation, which will inevitably affect their attitude towards companies;

Digital marketing is not suitable for all types of products, services and companies. There are a series of products and services whose target audience cannot be reached and influenced by the tools offered by digital marketing. This is due to the fact that, for one reason or another, these users are not online or do not trust the information they can obtain on the Internet (KOTLER; KELLER, 2013);

Digital marketing is highly dependent on technique and technology. On the one hand, This requires serious knowledge in the area and, on the other hand, can lead to a series of technical errors, since the information and communication tools offered by marketing

digital are not without flaws. Often, the chosen technical solution does not work correctly and results in incorrect results, causing the advertising campaign to fail. Examples include broken links, slow or non-loading promotional messages or websites, paid advertising buttons that do not work and statistical analysis tools that do not process information correctly and many more;

Use of inappropriate digital tools and applications: there is a wide variety of tools and applications on the Internet and new ones emerge every day. This makes it very difficult for marketers to choose those that will be most effective for specific marketing events and that best meet the needs and objectives of companies (FELIPINI, 2010);

It is very difficult to keep information up to date in the digital world: thanks to the dynamism that is changing the world of digital technologies, information there ages very quickly and has to be replaced frequently with new ones. It has become a serious challenge for many companies, as they do not have the necessary resources for this (COBRA, 2009);

Digital marketing campaigns are often developed and conducted on their own, without aligning with the company's overall marketing strategy, which often results in the inability to achieve intended results, lower efficiency and misuse of funds;

Emphasis on technical solutions to the detriment of content; In the desire to be attractive and fashionable for their customers, companies often exaggerate the technical appearance of advertising messages, leaving the content in the background, which in the long term does not lead to good and stable results (PEÇANHA, 2019).

Thus, like the previous topic that sought to present the main advantages of digital marketing, there are also several disadvantages, however we can mention that the one that stands out most is the lack of planning in campaigns, since without correct planning the profit is not the same. expected, and may even cause losses.

2.4 Digital marketing and its strategies

Marketing emerged decades ago, which is completely different from what we know today, but with the advent of the technological era, new trends in marketing emerged. With

Digital marketing emerged, which uses the Internet as a means of communication, dissemination, advertising and other marketing strategies. Through the Internet, people and companies connect on a global scale. Finkelstein (2011, p. 19) defines the internet as: "[...] a set of countless computer networks that serve millions of people around the world. [...]. It seems to have consolidated itself with a basic global structure that ensures the permanent transmission of communication".

The author mentioned above also pointed out the reasons that led users to use this tool and mentioned that their motivations range from personal communication to having fun on social networking sites or doing business by sharing information and services with customers. .

Limeira (2010, p. 10) states that digital marketing or e-marketing is "[...] the set of marketing actions mediated by electronic channels, such as the internet, in which the customer controls the quantity and type of Information received". Digital marketing has always been an important ally for companies, and the Internet has been used as a tool for dialogue between organizations and consumers, thus becoming a competitive differentiator.

This is a way for companies to conduct their business, focusing on the use of social networks to establish direct and transparent connections with customers, in order to understand and get closer to the target audience, stay ahead of competitors and, thus, giving it a competitive edge.

Limeira (2010) taught, in this context, that companies tend to adopt digital marketing as a competitive strategy and treat it as a business opportunity to obtain and retain competitive advantages for customers through enormous technological advances in information and communication, mainly on the Internet.

This allows the company to establish a closer relationship with its customers. The company seeks to meet customer needs, achieve customization and personalization of the services provided, define products or services that best meet needs and desires and play an active role in the final selection with increased loyalty.

According to Kotler (2007, p. 26), customization "[...] means that the company is able to offer differentiated products, services, prices and channels to each customer on an individual basis". However, he claims that online businesses allow their consumers

customize and define their products, have more interaction and, thus, provide effective interaction with consumers through digital marketing.

It is understood that, with the advent of the Internet and digital marketing, the organizational environment has undergone drastic changes due to information technology. Companies need to be prepared because customers are using this tool to communicate with other users to obtain information about the services provided, to check reviews about brands and products, and to become consumers faster and faster through of digital marketing. The time and space of the communication channel are precise, the cost is reduced, and the customer can customize it.

However, Las Casas (2012, p. 336) states that the benefits provided by the growth of marketing through the internet are: "[...] comfort, speed, lower costs, information, 'closer' relationships and even the possibility of collecting data in greater detail". Digital marketing or electronic marketing can be understood as the company's effort to promote, inform, communicate and sell its products to consumers in general or in a segmented way through the Internet, in order to customize low-cost discounts.

2.5 Internet and social networks

Social networks have increasingly become a means of promoting companies, as the vast majority of the population has access to these networks, making them a great ally for Digital Marketing. Technology has grown a lot in recent years, so, according to Cobra:

> We live in the era called by many the Information Revolution or Technology Revolution, [...] The main driver of the growth of the digital economy has been the internet, The internet is becoming not only a global market, but also a meaning of communication and more efficient distribution of information and with larger audiences (2009, p. 407-408).

Likewise, over time, the Internet has become the main medium, not only in our daily lives, but also in the business world. According to Limeira, the Internet is:

> Derived from the combination of two words in English: interconnected network, which means interconnected network and designates the public global network of computers, interconnected by cables or wireless technologies. Through this network, information, such as texts, sounds and images, is transmitted to any computer that is

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connected to the network. Due to its characteristics, the internet became the first mass media which allows interaction between people, customers and companies at low cost and at the speed of light (2010, p. 13).

Internet usage is growing rapidly, providing different types of services available. Companies can use it to differentiate their businesses, maintain close customer relationships through marketing activities, build business-to-consumer relationships, and promote further development. Customer satisfaction affects the organization's revenue.

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Las Casas (2014, p. 42) presents the concept of social networks: "a group of people, organization or other relationships connected by a set of social relationships, such as friendships, working together or a simple exchange of information". It is also worth highlighting that social networks are used by users as a way to express opinions, establish their own values   and relate to other users.

According to Las Casas (2014, p. 41), "social media is that used by people through technologies and policies on the web for the purpose of sharing opinions, ideas, experiences and perspectives".

Companies need to use and explore this tool to analyze and communicate with customers to establish connections, and then maintain lasting relationships, as this way companies stay connected with the target audience through social networks, which influences the decision of purchasing the product.

Thus, satisfied customers convey their satisfaction with the products obtained, bringing positive results to the brand or company analyzed, which will serve as a message to potential customers and convey a positive image of the services provided by the company or organization. According to Las Casas (2014), the main collaboration platforms for social media, citing Facebook, Twitter, Instagram, etc., can emphasize this point. Companies have the ability to find ways to use technology to promote their products or services. Match your target audience and maintain a close relationship with your customers.

It should also be noted that the greatest influence comes from mutual friends who use it to post or convey their satisfaction after the purchase, thus transmitting the positive image and memory of the company or brand.

According to Christopoulos (2014, p. 75), these new technological networks "allow us to achieve one of the major objectives of marketing, which is a better understanding of users and each segment of products and services. [...] Sales based on more refined segmentation".

The author also mentioned that this type of interaction brings the company and its brand closer to consumers. Through this interaction, users of such social networks will discuss and make consumption decisions based on recommendations from their friends and mutual contacts on the platform. Researchers who analyze stores and social e-commerce warn that the Internet is becoming a partner and no longer a competitor. Increasingly, purchasing decisions occur in several stages, involving the internet, cell phones, social networks and physical stores (GRANDINETTI, 2012).

The first is Instagram, because it is already a very popular social network. The application is well documented and the company's investment rate is 96% (GAMA MARKETING, 2020). This is because in 2020, to compete with TikTok, several content creation tools were launched, such as Reels, and the ability to buy products directly from the app, using Instagram shopping (GAMA MARKETING, 2020).

Then there is WhatsApp, which accounted for 88% of the bet, this is due to its success in the small business version of WhatsApp Business. In third place is Facebook, accounting for 83%. Despite losing popularity, social networks still have the basic tools for creating advertisements (GAMA MARKETING, 2020).

2.5.1 Facebook

Facebook was founded by Mark Zuckenberg in February 2004. Its original objective was to become a social network among students who completed high school and entered university, becoming the fastest growing network in the world, with 59 million users assets, attracting 2.5 million developers on average as taught by Arima and Moraes (2011).

We emphasize that Facebook is a tool used by its users to post, like and share information of interest to them. 44% of its content is shared on the Internet, which guarantees the same authors. In this case, companies that use this new

tool as a marketing strategy will strive to reach more customers and build greater satisfaction and loyalty, thus increasing their market share.

2.5.2 Instagram

Instagram is an application whose function on social networks is made up of personal data, in which the user can post their everyday photos on social networks and share these moments with their friends and followers.

One difference with this application is that it can automatically share your posts on other social networks, such as Facebook, in addition to being able to choose to follow other users, stop following, open your public account or private account, in the latter only the person who accepts the request You can see what you posted on your account, and you can like and comment on friends' posts (MILITELLO, 2011).

Grandinetti (2012, p. 73) makes it clear that "any entrepreneur can post their products on social media and hope that they are publicized and purchased by friends and friends of friends. It is a gateway for small businesses and, especially, for individual entrepreneurs." Given these advantages, many companies have registered with this application to promote their brands or the services they provide, with the advantages of quality advertising and low cost, as registration is free.

It is worth mentioning that companies that use this tool for commercial purposes will have a greater chance of increasing their sales, as their followers will always be looking for news, new images, and will awaken the desire to look for products or services and buy.

2.5.3 Twitter

According to Felicíssimo (2018), Twitter is widely used to disseminate content, allowing interaction between users, including personal updates, updates from friends, media celebrities, etc.

Twitter was one of the first channels to universalize interactions between people and companies. The company has the opportunity to build an audience and speak directly to the public without intermediaries. For people, it is very simple and easy to follow and interact,

obtain information, answer questions and solve problems, especially when compared to our previous channels, such as endless calls to customer service or going to the company for a face-to-face consultation (FELICÍSSIMO, 2018).

Furthermore, Twitter is lightweight and requires almost no commitment. For example, in general, people are more willing to accept tweets than to sign up for a newsletter. Another advantage is that users can easily manage their relationships: they can follow and unfollow companies with one click.

2.6 Consumer behavior

With the advent of the technological revolution (i.e., the information age), a new type of consumer has emerged, who can access information more quickly and widely and have a wide range of options in brands, stores or any other means. This helps you to buy. Kotler guarantees this idea:

> While the Industrial Age was characterized by mass production and consumption, stores overstocked with inventory, everywhere advertising, and deep discounts, the Information Age is moving us toward more precise levels of production, more targeted communications, and determination. of prices supported by better quality information bases (2007, p. 3).

The basic idea of marketing is the art of maintaining and retaining customers by satisfying their needs. Given this concept, it is necessary to understand what motivates consumers to purchase a certain product or service because they expect their needs to be met. It is also important to understand the reasons that lead to these attitudes and preferences for certain brands. Faced with this situation, Tavares teaches:

> Understanding how the consumer is influenced when purchasing is not a simple task, but essential when starting the marketing process, in which one seeks to study why the purchase is made, how and when the customer will choose to purchase your products and services (2013, p. 19).

Kotler (2007, p.122) states that: "understanding consumer behavior is not easy, since customers can say one thing and do another. They may not yet be aware of their innermost motivations and react to influence or change their mind at the last minute."

According to Kotler (2007), consumer behavior is affected by four types of factors: culture (culture, subculture and social class), society (reference group, family and status/social role), individual (age, stage of life, occupation, economic condition, lifestyle, personality and self-image) and psychology (motivation, perception, learning and belief/attitude). Cultural factors have a broader and stronger influence on consumer behavior.

Emphasis should be placed on the need to analyze consumer behavior to achieve the true value that the customer desires in each market segment, as their desires are constantly changing. According to Poser (2010), consumer decisions are made through the desire to purchase a certain product or service, which becomes consumer demand.

It is important to clearly analyze the differences between the company's customers, consumers and users. Still for the aforementioned authors, customers are people who pay for products or services, instead of taking advantage of their advantages, while users enjoy what they buy and consumers use and pay for the products or services they acquire. Now, for Las Casas:

> Consumer behavior is an interdisciplinary marketing subject that deals with different areas of knowledge, such as economics, psychology, anthropology, sociology and communication. The objective is to study the influences and characteristics of the buyer, in order to obtain conditions to make adequate proposals for marketing offers, applying the marketing concept (2012, p. 181).

Therefore, still citing Las Casas (2012), marketers must understand consumers, develop products or services that meet their needs and desires, make a positive contribution to the success of the business and determine the factors that affect consumer behavior. that lead to shopping.

Tavares (2013) highlighted that, considering the difference between desire and demand, the consumer will be affected by several factors and will face different characteristics before making a decision. Companies that seek to attract consumers and meet their needs will have a huge impact on their sales. In addition to improving profitability, it also emphasizes the importance of companies carrying out market research to analyze the factors that lead to consumer decisions, as the environment is competitive and constantly changing. In addition to customer behavior and needs, service professionals

marketing also need to find a balance in their decision making (SAMARA; MORSCH, 2005*apud*TAVARES, 2013).

2.7 Consumer behaviors on the internet and purchasing decisions

The profile of the virtual consumer is different from the in-person consumer, as the former has a global market to explore and the latter is limited. According to Samara and Morsch, in the new context of the current information age, a new type of consumer emerges, such as:

> As an individual who has multiple facets. [...] He consumes goods and services in a global market, is aware of his rights and fully exercises his role as a citizen, as well as using the web daily to learn, work and live, in addition to being better informed (2012, p. 246).

According to Giglio (2010), the Internet is changing consumer behavior, who prefer to use this tool to make purchases, believing it to be quick and safe, and emphasizing practicality and agility is our new positive tool for online customers. line, which directly affects the purchasing decision. The consumer highlights that "the internet offers the security of encapsulation and anonymity, with the enormous advantage of being in contact with the entire world without setting foot outside the home" (GIGLIO, 2010, p.185). Lemos also teaches that:

> Consumers are living in a world where the old asymmetry of information between sellers and customers no longer exists. The internet solved this in an exemplary and radical way. Today, consumers can find several options for what they are looking for, discover how products work, compare their characteristics and receive reviews from real customers and experts (2014, p. 34).

According to Blackwell, Miniard and Engel (2013), the consumer decision-making process can be analyzed as a "map" to guide consumers in making decisions based on the PDC model (Consumer Decision Process), which aims to to "analyze how individuals order facts and influences to make decisions that are logical and consistent for them" (BLACKWELL; MINIARD; ENGEL, 2013, p. 7).

In relation to the aforementioned author, this process went through seven stages: identification of needs (initial desire stage), search for information (impact stage), evaluation of alternatives before purchase (evaluation and selection criteria), purchase (acquisition stage),

consumption (use of acquired goods or services), post-consumption evaluation (satisfaction or dissatisfaction) and disposal.

Figure 1 – How consumers make decisions for goods and services.
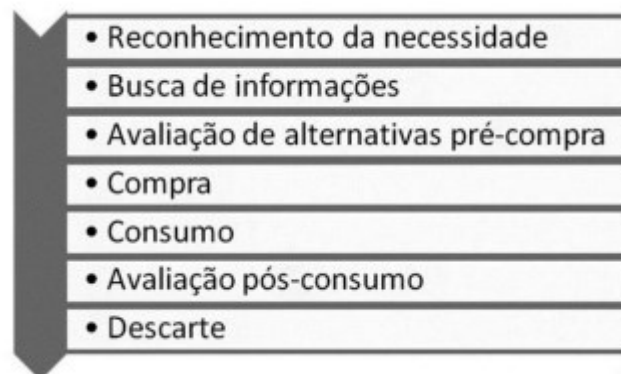
Source: Blackwell, Minard and Engel (2013).

In this case, it is important to highlight that the consumer is usually unaware of these processes that affect the completion of the purchase. Organizations need to understand that "the consumer is king" (SAMARA; MORSCH, 2012, p. 3) and realize that no one buys a product just for it, there is always the need to satisfy themselves and fulfill their desires. Therefore, companies need to understand that this will add value to their business and become a differentiator in relation to other companies.

Final considerations

In the early days of the Internet, the system was outdated and the pages were very simple. There is no interaction channel between the company and the customer, communication is unilateral, just like in traditional marketing methods.

The Internet developed, and digital marketing began to be established around the 2000s. The increase in the number of users has caused companies to invest more and more in this field, bringing enormous technological and technological changes.

We are attentive to all these sports and, like digital marketing, we are constantly evolving, adapting more and more to the brand's needs and the public's image.

Digital marketing is marketing carried out in a digital environment. It uses tools like social media, email marketing, and websites. The network environment allows companies

get closer to their audience, and that's when they need to know how to communicate appropriately.

In addition to promoting direct and personalized communication between the company and consumers at the right time, digital marketing is also an excellent tool for strengthening the brand and, thus, obtaining better sales.

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Digital marketing can help micro, large and medium-sized companies gain more business opportunities, since this type of strategy allows them to reach consumers on a much larger scale, thus increasing their profits.

Using online strategies was the prerogative of more adjusted companies that can really make large investments, especially to create a good website. Fortunately, today, access to these services and strategies is increasingly easier, and even small entrepreneurs can use digital marketing strategies.

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