



## MARKETINGDIGITAL:

### THE CONSUMER OF THE TECHNOLOGICAL AGE

## DIGITAL MARKETING:

### THE CONSUMER OF THE TECHNOLOGICALAGE

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#### Summary

Discussing the new paths of digital marketing and its relationship with consumers in the technological era is of fundamental importance. This study aims to analyze, through a bibliographic review, the position of academia on the role of digital marketing as a promoter of consumption in the technological era. The aim is to consider the evolution of e-commerce based on the actions proposed by digital marketing, as well as to investigate the role of the consumer when influenced by it. There is a perception that, since the global pandemic process of 2020, in Brazil specifically, there has been a greater demand for consumption online, through store chains that increasingly develop their digital marketing channels as a means of building customer loyalty and, at the same time, promoting consumption.

**Keywords:** consumer, marketingdigital, consumption.

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## Abstract

Discussing the new ways of digital marketing and its relationship with the consumer of the technological era is of fundamental importance. Thus, this study aims to analyze, through a literature review, what is the position of academia on the role of digital marketing as a promoter of Consumption in the Technological Era. It is intended thus to consider the evolution of electronic commerce from the proposed actions by Digital Marketing as well as investigating the role of the consumer when influenced by it. There is a perception that from the global pandemic process, in Brazil specifically, there was a greater demand for online consumption, through store chains that are increasingly developing their digital marketing channels as a means of retaining the consumer and at the same time promoting consumption.

**Keywords:** consumer, digital marketing, consumption.

## 1 INTRODUCTION

This study presents as its theme to analyze the marketing digital and the consumer of the age technological. The research is justified due to a time when the population worldwide realizes that going to supermarkets, shopping malls, fairs and markets in general have become dangerous due to the pandemic, caused by the spread of the coronavirus. Covid-19.

The general objective of this research is to analyze the role of marketing digital as a promoter consumption in the technological era. In this sense, we intend to observe the following specific objectives, namely, the evolution of electronic commerce based on the actions proposed by marketing digital as well as the role of the consumer when influenced by it.

In this way, the marketing digital ends up becoming a potential tool for promoting products and brands necessary for consumers to have access to the goods they need to buy for their subsistence. This process can result in a consequent increase in product sales.

In fact, it becomes possible to infer that the marketing Digital is a tool that helps to spread the product more widely through social media. At the same time, customers value companies that are always on social media and seek to build closer relationships with customers.

Advertisements supposedly play the role of conveying information about products and brands. A means of promoting consumption in a visual way as well as growth in

broadcasting and in themarketingthrough small or large illustrative photos, as in the case of advertisements that need to communicate the existence of a certain product on the market.

In this way, brands emerge in various media, mainly newspapers and magazines and promote the sale of products, offers of services and freelance professionals, among others.

These are advertisements that can be viewed through other vehicles such as posters, painted panels and loose leaflets installed strategically in supermarkets, stores or even on walls and vehicles (buses, metro).

According to Kotler and Keller (2012), the contemporary context points to the coexistence of elements, such as new technologies and globalization, which require professionals tomarketing skill and competence to ensure the success of your management.

Background, as Ribeiro (2012, p.3) states, whoever deliberated on “major decisions economic were the governments”. In the current era, this “role is played by companies, since they decide what, how, when and where to produce the goods and services that will be consumed by the world”.

Therefore, it is believed that companies have the ability to transform the environment in which they operate and drive important changes.

In addition to the technological transformations implemented in the daily lives of companies, the world today also needs humanization, empathy, something that captivates them and generates comfort and security to make a purchase, whether it isonlineoroffline.In a digital environment or even in a physical setting, the respect that a company wants its brand to have is the same respect that this organization needs to convey to its consumers.

Respecting human beings, their individuality, without judgment is a path that companies hold to foster themarketingdigital and thus generate financial and personal prosperity. The quality of work is the basic requirement for success.

A quality that themarketingdigital can develop from research future trends and finding a balance between the consumer's personal taste and how the market acts and filters what the consumer may need most intensely.

Thus, to carry out this study, qualitative bibliographic research was used. In order to present the research carried out, this study was organized as follows. In the first topic, named 'TheMarketing',An overview of the meaning of this term, its historicity and relevance for the development of subsequent topics is presented.

In the item named 'TheMarketingDigital and the Consumer of the Digital Age', seeks to discuss the understanding of the meaning of consumer and explain what is conceptualized about themarketingdigital.

Furthermore, it explains the influence of social media and the digital age on the expansion ofand-commerce.The influence and relevance of themarketingdigital in consumer behavior when making a purchase, whether in aonlineasoffline.This is the topic of study of this research, which will guide its conclusion.

## 2 THEORETICAL FRAMEWORK

### 2.1 TheMARKETING

As a result of technological advances, information is propagated, for the most part often image-based. These images gain public space in large cities. Consumers are persuaded by photos in airports and supermarkets through visualization associated with the desire to consume. Images play a very important role in transmitting information to all generations.

THEmarketingis an object of study that proposes different ideas and thoughts and reaches all types of people, companies and businesses. Its presence in everyday life is easy to perceive. For this reason, every year themarketingdevelops and presents new and different strategies.

In the classic work by Kotler and Keller (2012), 'Management ofMarketing',respected as the 'bible ofmarketing',the authors explain the purpose of companies and their relationship with the marketing,therefore, it conceptualizes in a simplified and direct way themarketingas something that meets needs profitably. Still according to Kotler and Keller (2012, p. 3) there is an expansion in the evaluation when addressing marketing management by stating that it:

[...] occurs when at least one party in a potential exchange relationship seeks ways to obtain desired responses from the other parties. We therefore view marketing management as the art and science of selecting target markets and capturing, retaining, and retaining customers through the creation, delivery, and communication of superior customer value.

Through themarketingit is possible to build an evaluation process of needs and measure their extent and intensity and, at the same time, determine the probability of profit. It is also important to emphasize that brands are the competitive differentiator and allow the consumer to identify with the values and ideals of the product and thus feel satisfied. In this way, it is understood that the marketing,The product and the consumer are fundamental variables in the success of new and current businesses.

THEmarketing,In addition to being used by companies as a means of growth and expansion, it becomes a means of pleasure for the customer and provokes the sensation of discovering something new, in addition to making the shopping experience even more satisfactory.

In reality, as Kotler and Keller (2012, p. 3) propose, “themarketinginvolves the identification and satisfaction of human and social needs”. At the same time, it involves planning and creating a product. For this action to play a prominent role, it is necessary to plan each stage of the marketing of a given product.

The marketing plan is an extremely important process since, as Dolabela (2008, p. 138) explains, it is aimed “at understanding customers, competitors, suppliers and the environment in which the company will operate” and adds that it “must identify the most promising business opportunities for the company and outline how to penetrate identified markets, how to conquer them and maintain positions”.

For Dolabela (2008, p.138), the plan ofmarketingis “a communication instrument that combines all the elements of the marketing mix into a coordinated action plan”. It is important that companies develop more effective and attractive communication that stands out amidst the multitude of information that reaches the consumer.

Communication, in general, makes it possible to establish dialogic actions between human beings. Therefore, it is extremely important to understand that a company is a living organism and that, therefore, in order to achieve success, synergy between everyone is essential. Communication makes it possible to achieve this goal.

## 2.2 DIGITAL MARKETING AND THE DIGITAL AGE CONSUMER

Many companies and social media software are looking for new ways to generate information at a fleeting speed as a means of connecting with as many people as possible, a factor that significantly expands the way in which marketing can become an influencer in the act of making a purchase.

According to Telles (2015, p. 137), “social networks are part of the social media category, which allow people with common interests to come together and interact with each other, sharing different content”.

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Thus, in his studies, Telles (2015, p. 137) cites “relationship networks, the Facebook®, LinkedIn®, Instagram®, Whatsapp®,among many others, where it is possible to create a profile, communicate with other users and share content”.

Digital marketing, as understood by Oliveira (2010, p. 39), has both the conceptual basis and objectives similar to marketing conceptualized as conventional, “however, unlike the conventional version, it has tools that are aimed at the digital environment”.

However, Adolpho (2011, p. 185) states that the marketing digital allows “a greater number of consumers to know the company, trust it, buy from it and tell other people about it”.

In reality, as Kotler et al. (2017, p. 20) state, we currently live in “a completely new world” in which “the power structure is undergoing drastic changes”. Thus, for Kotler et al. (2017, p. 20), “the Internet, which brought connectivity and transparency to our lives, has been largely responsible for these transformations” and adds that:

There are several examples of how connectivity has disrupted established industries that seemed to have high barriers to entry. Amazon disabled physical bookstores, and later, the publishing industry. Likewise the Netflix shook up physical video stores and, alongside sites like Hulu, messed up satellite and cable TV service. The same thing happened with Spotify and Apple Music, that changed the way music distribution works.

The 21st century consumer, as Ceretta and Froemming (2011, p. 158) state, is less connected to television and radio and, in contrast, gets information and purchases through internet, “where the entire process is faster, opening up a range of possibilities, such as comparing prices”.

There is a diversification in consumer style and it is currently understood that conversations generated in groups, whether family or friends, end up being decisive in terms of credibility. Even more so than the advertising itself delivered by the brand. As explained by Kotler et al. (2017, p. 21) “social circles have become the main source of influence, surpassing marketing communications and even personal preferences” and they add that:

Consumers tend to follow the lead of their peers when deciding which brand to choose. It's as if they're protecting themselves from false claims by brands or sly advertising campaigns and using their social circles to build a fortress. Today's market is becoming more inclusive and the new consumer is increasingly social and horizontal, embracing new ways of looking at purchases through technology. What was once just a consumer item is now becoming a possibility for customer loyalty.

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Currently, young people are trend indicators because, as Kotler et al. (2017, p. 26) argue, they are skilled at identifying new developments and follow them closely; they are also “agents of change because they are more concerned with themselves and with what is happening in the world. Today's young people will, in the near future, be the primary target and probably the most profitable customers”.

In this sense, according to research designed by Nielsen (2020, p. 145), it is assessed that e-commerce Brazilians saw above-average growth “starting from new consumers, shortly after the first case of Covid-19 in the country”. In his studies, Nielsen (2020, p. 145) states that it was possible to identify that growth in e-commerce “was marked by those consumers who made their first purchase online during this period”.

Another research worth mentioning is that promoted by the Locomotiva Institute when reporting that “e-commerce Brazilian, in 2020, obtained great indexes, in the segments of market place, which represented a growth of 32.6% in March” (E-COMMERCE BRAZIL, 2020, p. 5).

It can be inferred that, in order to intensify this growth, the marketing digital plays a prominent role as well as innovation which, in the conception of Tidd and Bessant (2015, p. 15), largely depends on the consumer's ability to “find new ways of doing things, as well as to obtain strategic advantage, in this way there will be new opportunities to gain and maintain the advantage”.

In fact, Godes and Silva (2012, p. 29) state that “consumers, on average, consult this information at least four times before purchasing a product/service”. When purchasing a product from a given brand, it is necessary to understand that feelings, anxiety, and previously experienced experiences are present in this process, which ultimately personalize the generation of values, often unique, in the act of purchasing.

A target audience is called a consumer and it is essential to note that contemporary consumption represents one of the bases of social ideology. The consumer revolution is expressed and interpreted in different ways: political, economic, psychological, environmental, among others, and the importance of the act of consumption is interconnected with the relationships of individuals in society, playing an extremely significant role.

[...] when we set out to study consumer behavior, we are seeking to reflect on what motivates consumers to buy, how they make their purchasing decisions, which external and internal factors influence these decisions, how products or services are acquired, consumed and subsequently evaluated, and how they dispose of the products acquired. (CERIBELI; MERLO, 2014, p. 1)

The consumer at the time of purchase, as explained by Moreti et al. (2020, p. 4-5) “is often influenced by internal factors, which involve personal experiences, personality and needs”. The authors also emphasize that “when there are similarities in internal factors among people in society, a general demand is perceived, which for companies is seen as an opportunity”.



In the opinion of Moreti et al. (2020, p. 4-5) “a consumer may know a certain product, being influenced by an external factor that is the offer and from that wanting to satisfy the desire created”.

People are different in terms of their way of being, thinking, perceiving, in relation to lifestyle, social class, age, etc. They have different interests and also differ in terms of consumer needs and desires. One product does not fit all people. Businesses also differ in relation to the competition in terms of size, product quality, prices, means of advertising and consumers. (BANOV, 2018, p. 3)

In reality, consumers find themselves faced with new temptations, excited and quickly dissatisfied. At the same time, they long to be seduced and they are the ones in control. It is impossible to ignore the fact that the consumer is the key element in the mechanism that governs the capitalist and consumerist community of this century.

Despite this, Longo (2014, p. 64) states that “we live in an era in which everything is reinvented, re-discussed and reprogrammed. The companies that will survive are those endowed with the ability and capacity to learn, unlearn and relearn”.

Consumers, in the opinion of Kotler et al. (2017, p. 21), “tend to follow the lead of their peers when deciding which brand to choose”. In fact, the authors state that “consumers should be considered colleagues and friends of the brand” and add that “the brand should reveal its authentic character and be honest about its true value. Only then will it be trustworthy”.

According to Kotler et al. (2017), even though the impact of connectivity has conquered a significant share of the market, it will not completely replace companies in the offline, in the same way as marketing online will not completely replace in-person shopping, but both need to coexist to bring a better experience to the consumer. Companies offline are physical stores, where consumers make their purchases in person. Companies need to work online and offline integrated for a better result.

### 3 METHODOLOGY

This work is considered a literature review which, according to Lakatos and Marconi (2017), constitutes a research through which a documentary survey is carried out and hypotheses and possibilities are raised. Specifically, this work addresses the marketing digital and the consumer in the technological era, in which the keywords are consumer, digital marketing, consumption. These words were used to search for the subject to be addressed in this course completion work.



This research is classified as exploratory and qualitative in nature, which according to Minayo (2011, p. 21) “answers very particular questions” and in this specific study, the relationship between marketing digital with the consumer in the technological era.

It became possible in this way to prepare summaries, reviews and basic notes for the development of this study and in this way present to the reading public the relevance of digital marketing at the current time since, in the understanding of Minayo (2011, p. 97) “[...] the first task we propose is a bibliographic research work, capable of shedding light [...] on the object of study”.

Bibliographical research, according to Andrade (2010, p. 25), is “a fundamental skill in undergraduate courses, since it constitutes the first step for all academic activities”. The author also adds that bibliographical research constitutes “laboratory or field research, which necessarily implies preliminary bibliographical research. Seminars, panels, debates, critical summaries, monographs do not dispense with bibliographical research”.

At this point, there is a need for a literature review to clearly know who has already researched something similar, searching for similar or identical works, research and publications in the area. Initially, the literature review structures and analyzes the material to support the entire theoretical framework that in this study aims to analyze the marketing digital from the consumer of the technological era. The study included visits to articles, books, academic texts, websites, reports.

## 4 RESULTS AND DISCUSSIONS

The marketing digital applies the concepts of marketing traditional through the Internet. To this end, it considers strategic actions in Internet and mobile technologies. It becomes possible to reference that the marketing digital is an extension of marketing traditional, that is, actions adapted to the new reality emerge with a view to delivering value to the consumer through a more complex market (LONGO, 2014).

An advertising piece needs to awaken attention, interest, desire and action in its target audience, with the objective of these topics being to encourage and attract new consumers, reward customers and increase repurchase rates (TIDD and BESSANT, 2015).

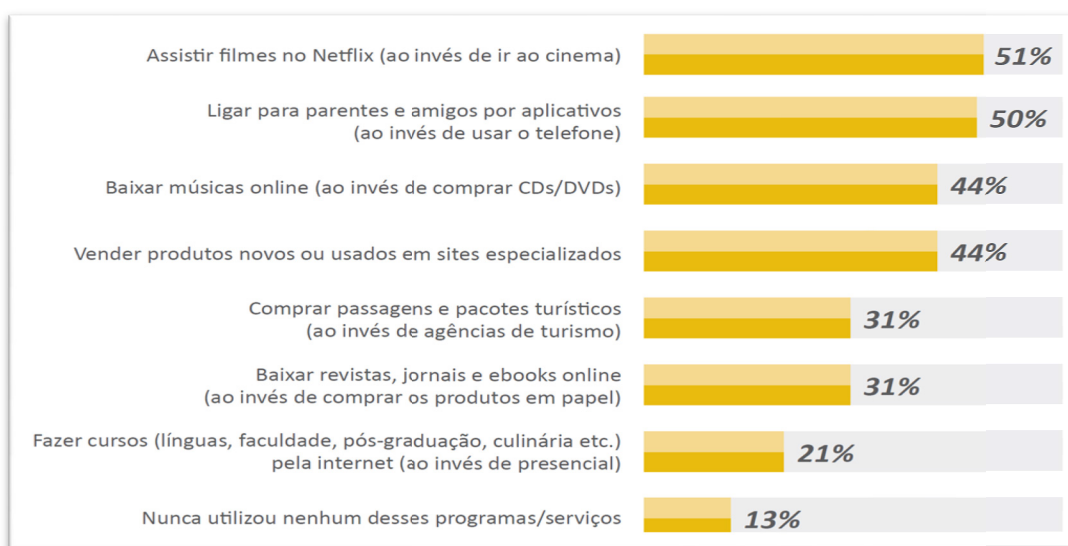
The evolution of electronic commerce based on the actions proposed by marketing digital is possible to be endorsed based on research promoted by the Agency We are Social in 2019, which, according to Paredes (2020), confirms the sum of 130 million active social media consumers. This research also highlights that Brazilian consumers are the ones who use social media the most.

In studies developed by Kotler et al. (2017, p. 45) “connectivity also transforms the way we see competition and consumers. Collaboration with competitors and co-creation with customers are now essential.” The author also states that “competition is no longer a zero-sum game. Customers are no longer passive recipients of a company’s segmentation, targeting and positioning actions.”

Connectivity, in the opinion of Kotler et al. (2017, p. 46), “accelerates market dynamics to the point where it is practically impossible for a company to stand alone and depend solely on internal resources to be successful”. Furthermore, “companies need to face the reality that, in order to win, they must collaborate with external groups and even involve customer participation”.

According to research carried out by the AgencyWe Are Social in 2019, the number of mobile device users, such as smartphones, reaches the mark of 143 million and social media users, through mobile devices, total 120 million consumers, as seen in Table 1.

**TABLE 1 - USE OF ONLINE PROGRAMS/SERVICES TO SAVE MONEY**



Source: National Confederation of Retail Managers (CNDL) and SPC Brasil. (undated)

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Explain strategies for marketing digital is understanding that we live in the era technological and, therefore, there are multiple formats or languages of digital culture, among them, social networks, streaming of audiovisual productions, such as Youtube, Twitch, Globoplay, among others. There are also streaming of audios like the Spotify, the Castbox, among others. It is impossible not to mention the

podcast,youblogs,the news portals,websitesseveral,tag, hashtag,forum,fanfic, fanart, lives, games,among so many types of social space.

They are spacesonline that promote and, at the same time, connect the consumer and the marketingdigital. In reality, the content posted on social media allows consumers to be continually informed. Information is available quickly and, as a result, brands or products easily gain prominence, often through the opinions of other customers.

In Brazil, as Turchi (2018, p. 2) states, the growth ofInternetimpresses and goes “from 2.5 million users in 1999 to more than 139 million in 2017”. This same author also highlights that Brazil occupies tenth place inrankingof billinge-commerceworldwide and points out that Brazil is the “only country in Latin America that appears among the top 10, with 4.1% of the country’s total retail sales in general”.

Also according to Turchi (2018), there is an increase in the use ofInternetin classes C and D. In the opinion of Kotler et al. (2017, p. 33) “a new type of consumer, the one that will be the majority in the near future, is emerging globally, young, urban, middle class, with strong mobility and connectivity”.

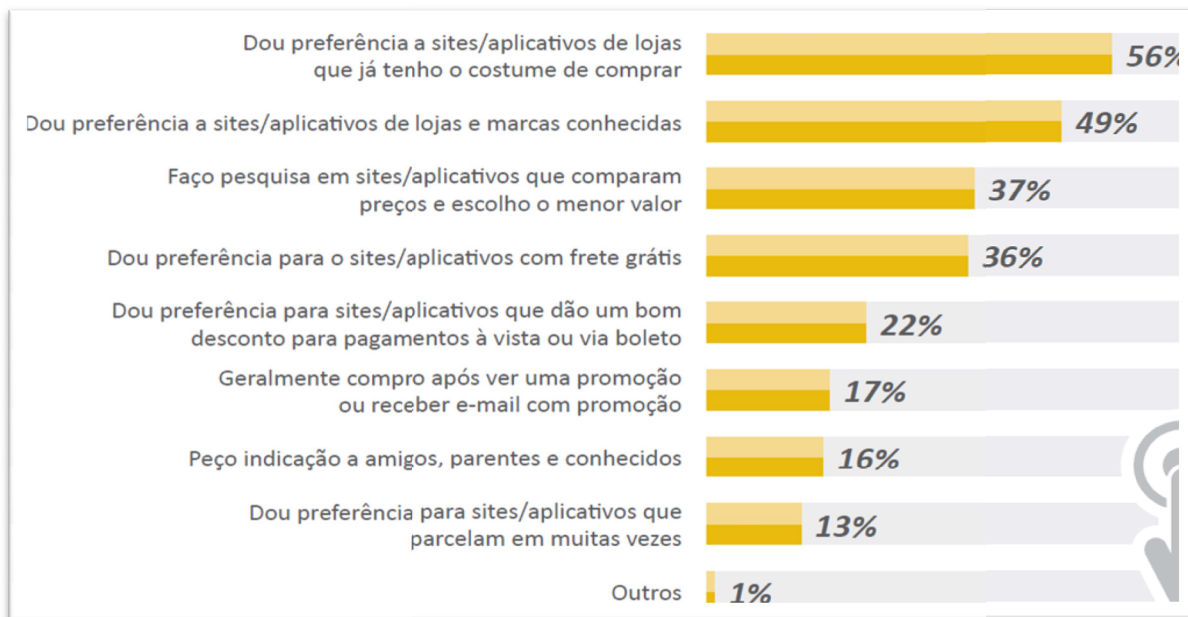
According to research carried out by the technology company SPC and the National Confederation of Shopkeepers (CNDL) in 2019, it becomes possible to understand more clearly the factors that determine the choice ofsites/applications used by consumers when shopping online.

Understanding consumer behavior, which navigates throughInternet,and their expectations when making a purchase, is of utmost importance for companies as they look for competitive advantages in virtual spaces.

THEmarketingdigital, of course, is the tool that companies have to continually grow across the broad spectrum of the structureonline,and which is increasingly integrated into the consumer’s life. The use of strategiesmarketingdigital on social networks is a manifest convergence, which is currently expanding amid the social isolation necessary to protect against the virusCovid-19.

This fact is justified by studies by Silva et al. (2021, p. 7) who indicate that “throughout the month of April 2020, e-commerce showed an evolution of 81% compared to the month of April 2019”. According to ABCComm - Brazilian Association of Electronic Commerce (2020), “some products that showed a large increase in sales volume were toys/games (434.70%), supermarkets (270.16%) and sporting goods (211.95%)”. Exactly as proposed in table 2.

**TABLE 2 – CONSUMER CRITERIA WHEN CHOOSING SHOPPING SITES**



Source: National Confederation of Shopkeepers (CNDL) and SPC Brasil (undated).

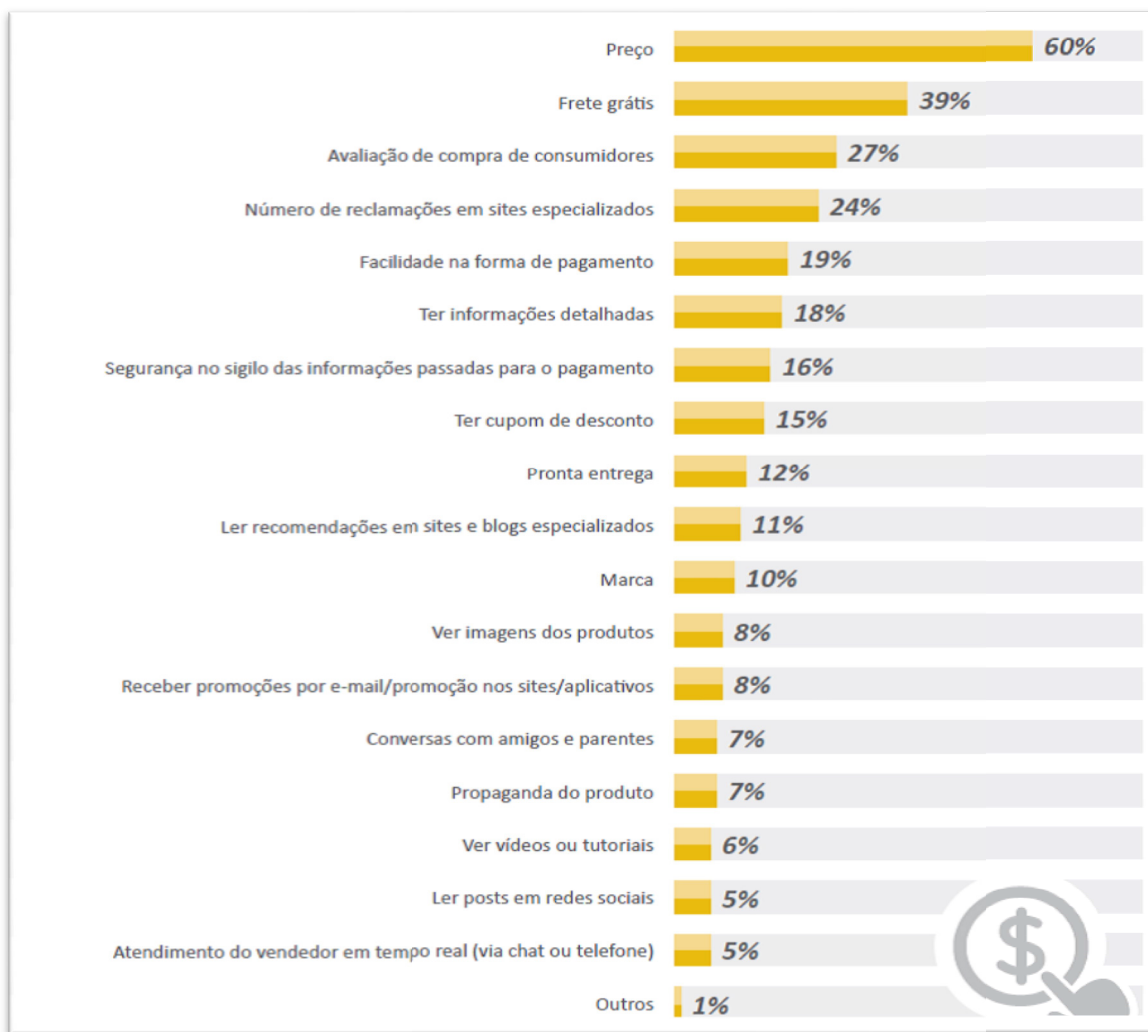
Although reliability and quality of shopping experiences are determining factors in consumer behavior, components such as price, free shipping and purchase reviews, previously made by other consumers, are decisive for the consumer to make and decide on future purchases. Exactly as the table listed above recommends.

A purchaseonlineconsists of the applicability of advertising techniques through digital media such as websites, blogs, social networks, among others. Thus, themarketingdigital and commerce online have become the main tools of themarketingof relationship since theInternet enables and facilitates interaction between companies, brands and consumers (TIDD AND BESSANT, 2015).

This action makes it possible to develop an evaluation process of consumer needs as well as to measure their extent and intensity and determine the probability of profit.

Therefore, it is important to highlight the profile described in research carried out on the topic of Consumer Purchasing Behavior. Online, duly organized by the National Confederation of Shopkeepers (CNDL) and the technology company SPC Brasil. This study highlights the factors that help in purchasing decision-making by Internet.

**TABLE 3 - FACTORS THAT HELP IN MAKING INTERNET PURCHASING DECISIONS**

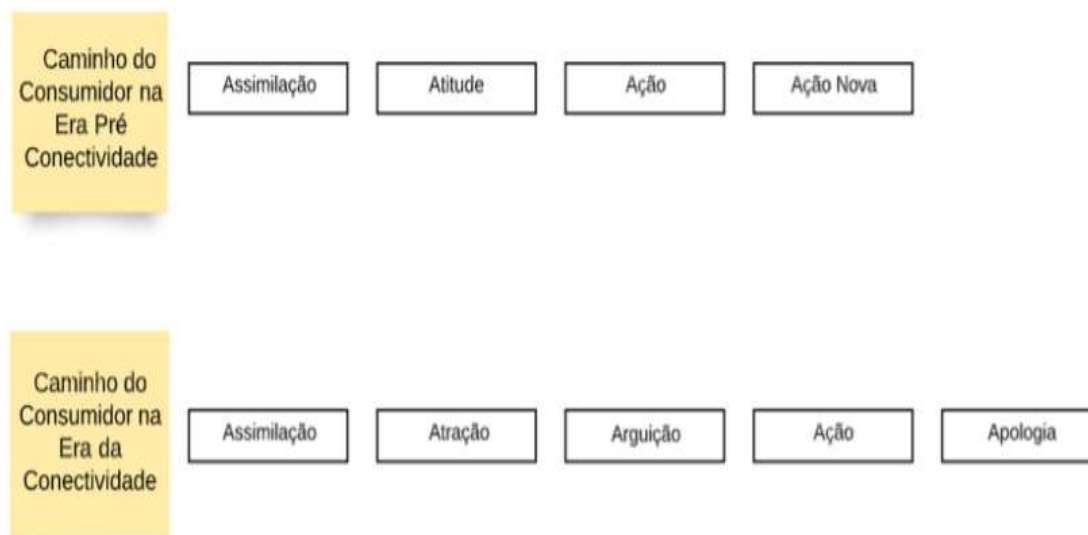


Source: National Confederation of Retail Managers (CNDL) and SPC Brasil (2017, p. 4)

Therefore, Kotler et al. (2017, p. 64) state that “in the digital economy, customers are socially connected in horizontal communication networks”. The social scenario is made up of customers who need to be participants, who can express opinions and, at the same time, be heard. Thus, the company's focus becomes offering what the consumer wants to have and buy.

There are many changes with the advent of technological transformations interconnected with a pandemic moment. Studies by Almeida and Soares (2019, p. 6) point to the possibility of there being “a new consumer path to be traced with more decision-making power and which depends exclusively on the customer to strengthen or diminish a brand in the media”, as proposed in Figure 1.

**FIGURE 1 – THE CHANGING CONSUMER PATH IN A CONNECTED WORLD**



Source: Kotler et al. (2017, p. 53).

According to Kotler et al. (2017, p. 54), it is possible to distinguish changes that occurred during the transition from the pre-connectivity era, a time when the world was not experiencing a pandemic, to the connectivity era, and it is added that:

Previously, consumers decided what their attitude towards brands would be. Now, there is an initial attraction that is influenced by the community around the consumer to determine what their final decision will be. Previously, retention or repurchase by the customer was considered loyalty. Now, the willingness to defend a brand is the definition. Today, customers are actively connected to each other and develop research and advocacy relationships with brands, since depending on the direction taken in the conversation, the brand can be strengthened or weakened.

In the digital economy, Kotler et al. (2017, p. 90) state that “the path must be redefined as the five As – assimilation, attraction, argumentation, action and apology, which reflect the connectivity between consumers”, as explained in Figure 2.

Figure 2 notably describes the beginning of a new consumer path that, amid the pandemic, uses digital systems much more to make purchases and, to do so, uses, as explained by Kotler et al. (2017, p. 91), “the assimilation process, where the customer has an immense list of brands and can, for example, remember past purchasing experiences”.

**FIGURE 2 – MAPPING THE CONSUMER PATH THROUGH THE FIVE AS**



Source: Kotler et al. (2017, p. 53).

Kotler et al. (2017, p. 91) states that “with this, the consumer moves on to the attraction stage, which means creating a list with a smaller number of brands that are taken into consideration by him”. The authors point out that “in the argumentation process, consumers research the brands that can be chosen”, research carried out with people who are closer to them or carried out by research tools in the Internet. It is at this stage that the consumer who was researching online may prefer to go somewhere to try the product.

In the action stage, Kotler et al. (2017, p. 92) state that “the consumer makes a purchase based on all their previous research. If the product presents a problem, the company needs to be prepared to serve the customer quickly”. At the end, there is the Apology which, according to the author, “indicates that the customer may repurchase the brand and recommend it to other consumers”. A brand brings together multiple meanings.

According to the proposal, Kotler et al. (2017, p. 34) state that “connectivity is possibly the most important agent of change in the history of marketing” and the author also points out that “although it can no longer be considered new, it has been changing many facets of the market and shows no signs of slowing down”.

Connectivity is justified through studies by Teixeira et al. (2020, p. 13) when reporting on social media and stating that “the most used by participants are WhatsApp, with 69.7%, and the Instagram with 18.4% of users”. According to these researchers, “among the people who do not use it, 50% consider it difficult to use social media, and all of them said they would like to learn how to use it”.

In this context, consumers find information at their disposal that is shared by other users and that gains greater loyalty than advertisements.



conveyed by the companies themselves. In this sense, the studies by Teixeira et al. (2020, p. 13) certify that in the fierce dispute between the “purchase online or purchase in physical stores in the sample surveyed, 52.6% prefer to purchase online” and states that the motivation that drives 47.2% of consumers to make their purchases digitally is precisely the possibility of researching the “value of the product”, which in the authors' understanding, “online prices are better, the consumer notices and values this.”

It is known that both globalization and technology have changed consumer habits and both factors have made customers increasingly demanding in what they are looking for.

In reality, an unsatisfied consumer does not remain loyal to a single company. In a highly technological age, there is also the risk that this customer will share his dissatisfaction with other customers and thus discredit the image of the company and in general, as Kotler and Keller (2018, p.141) state:

A highly satisfied customer remains loyal longer, buys more as the company launches new products or improves existing ones, speaks highly of the company and its products, pays less attention to competing brands and advertising, and is less sensitive to price.

It is important to keep in mind that customers in the digital age and the age of fast information are more perceptive and more cost-conscious and, therefore, much more demanding. Therefore, it is up to companies to reflect on mechanisms that provide high levels of satisfaction as well as maintain a more assertive relationship that can help to ensure customer loyalty.

The search for new paths in marketing digital as pointed out by Silva et al. (2021, p. 11) “it is essential for companies to maintain their active productivity” and state that their concern “must be to quickly and satisfactorily meet the needs of consumers, who are increasingly present in the virtual environment and attentive to prices, promotions and convenience in purchasing”. Still for Silva et al. (2021, p. 11) “a good shopping experience online will be a differentiator and the relationship between cost and benefit will be increasingly prioritized by customers”.

It is understood that, possibly, at the end of the global pandemic process, the consumer's routine will be different from before and, on the other hand, it is the role of the marketing digital establishes itself as a set of tools that encourages purchases online. After all, the scenario that is now unfolding indicates that in fact with the unexpected closure of commerce as a means of containing the advance of Covid-19, digital media has become the most important resource for the consumer.

It is important to emphasize that in order to undertake with more assertiveness, it is necessary to have more resilience, whether in life or in business. On the other hand, companies whose focus is to grow significantly lack the tools of marketing digital are developed imbued with positivity, that works on its verbal communication and is attentive to the market that surrounds it.

In the event of a problematic situation, companies must know how to adapt and seek for solutions and lead through emotional intelligence. Agility and assertiveness can also be decisive in relating to different technological environments and the consumer who needs to make their purchases from these environments.

Worldwide, since March 2020, we have been experiencing an unprecedented crisis that could both leverage a company's business and promote its failure. Other crises may arise and therefore the marketing digital, continuously permeated with assertiveness and agility can, a priori, lead to success.

## 5 FINAL CONSIDERATIONS

Currently, technological advances as a means of disseminating information integrated into a barrier-free market are causing changes in consumer behavior. The unprecedented pandemic that has been occurring worldwide since March 2020, with the World Health Organization's guidelines for staying at home as a means of protection, has seen the digital shopping market expand.

Based on what was presented in this work, it can be concluded that nowadays the consumer participates more intensely in the world online, and they use the internet to share their experiences and find quality products at an appropriate price.

Therefore, as a means of building customer loyalty, companies begin a process of strengthening their sales area. marketing digital through a set of tools that, with the assistance of an assertive team, seeks to get to know the consumer better and, consequently, build customer loyalty.

Therefore, investment in online media becomes essential as it promotes an increase in the number of online consumers as well as bringing them closer to the entire cycle. marketing. Another significant factor is the cost-benefit, speed and flexibility when shopping online, which makes the consumer more involved. These actions can be measured.

THE marketing digital, in addition to promoting the company's expansion, becomes, for the consumer, motivating, pleasurable, makes the new emerge through advertising on social networks, banners, windows pop-ups, advertising in blogs, through the email marketing and

marketing of permission and remarketing. It is important to highlight that digital entrepreneurs currently have different formats to start their online activities.

Every year the marketing digital develops and presents new and different strategies in times in which personalized and individual relationships with consumers are increasingly valued and encouraged.

In this context, user experience management follows the marketing digital and thus generates value for customers. It consists of a set of interactions that, combined with sales, become powerful experiences and great returns for the company.

This study made it possible to understand how consumers behave when faced with new interactions and experiences in the virtual environment, whether they are contact, visual, olfactory, or auditory. Once we recognize the changes and ways consumers act, it can be inferred that there is a high tendency for new consumption habits to be established, even if the pandemic is finally controlled.

In the academic context, the contributions of this study are correlated with the analysis of the theoretical study of the relationship between marketing digital with the consumer of the technological era. A consumer who takes up more space in virtual contexts when making purchases.

Through the results arising from this study, it is expected that business organizations will expand their departments more significantly. Marketing and understand that through the strategies designed by this sector, they can increase their revenue.

A limitation throughout this study was due to the pandemic of Covid-19, since there is not, in the theoretical framework, a considerable number of writings on the subject that could generate a better analysis in the relationship of marketing with the consumer.

However, this research was justified by presenting, through several academic professors, a recent possibility of relating the marketing digital with the customer and provide the opportunity for the reading public to become familiar with this scenario and to increasingly incorporate a new concept of purchasing into their lives.

This research opens the way for future research on effective investments in digital environments with a focus on getting to know the market more deeply in order to promote your brand, in addition to enabling reflection on a system of delivery, so that products reach homes more quickly. As people rarely leave their homes due to the Covid-19 pandemic, it is also possible to develop and study a proposed strategy for marketing digital that interacts with the consumer and makes him understand that a certain brand will be delivered by delivery with safety, hygiene and reliability, so that he starts to buy continuously, attracted by the marketing digital developed by the brand.

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