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Abstract

Digital Marketing is a new form of marketing and opportunities for enterprises to communicate with potential customers. It is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media.

The digital marketing campaign is becoming more prevalent as digital platforms are increasingly incorporated into marketing plans and every digital device instead of going to a physical shop. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

The purpose of this study is to examine the impact of digital marketing on the buying behavior of the youths in the Buea Municipality. Specifically, the study assesses the extent to which digital

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marketing is used by consumers in Buea Municipality, identifies the factors influencing the buying behaviour of the consumers of digital products and services in Buea Municipality and study the effects of digital marketing on consumer buying behavior in Buea Municipality. To achieve the study objectives, the study sampled 100 users of MTN mobile digital services using a structured questionnaire through convenient simple random and sampling techniques. Data were analysed using SPSS 21.0.

Findings revealed that a majority of the consumers are aware of digital marketing and often make use of digital marketing channels such as websites, social media, multimedia ads and emails. The major products and services purchased online by consumers were convenience goods, speciality goods, shopping goods and many others.

Major reasons for using digital channels for purchasing marketing channels for purchase decision making were low prices, displays of a variety of products, options for various modes of payment and easy buying procedures. Major factors affecting consumer purchasing decisions in consumption of digital marketing products were due to its conveniences such as easy delivery on time, option for comparison between products and display of detailed information. Time-saving was another major factor that influences consumer buying decision making, as digital shopping takes less time to access the varieties of products. Also, a sense of security was another determining factor that influences consumers buying decision making as most individuals want to buy only from safe and secure digital channels and channels they have a sense of trust in. The study concluded that most of the consumers are satisfied by the usage of digital marketing for their purchase of goods and services.

It was suggested that MTN Mobile and other digital marketing cooperation should provide a secure and safe method of payment of online products and services for its consumers.

Keywords: Digital Marketing, buying behavior, consumer behavior MTN mobile.

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Abstract:

“Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.” Digital marketing is the new method of marketing commodities using-digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. The development of digital marketing has altered the method companies use technology for promotion, as digital podiums are progressively changed into advertising plans, as individuals use digit campaigns like mobile, computer/laptop and tablet instead of visiting physical market. Digital-marketing elements like search engine-optimizing is also called as organic method of ranking the website, pay per click or SEM, content-marketing, email-marketing, social media, social-media optimization, show promotion besides e-commerce marketing are becoming more common in advertising technology.

The study deals with the consumer behaviour towards online usage and its further benefits. The tools which are used to develop and promotion of product service by CDC-Cameroon Development Corporation in the world market. Marketing is changing rapidly, the system of marketing moving towards digital. CDC has to understand the new era of marketing system and make similar changes in their business operations. The study will help customers to understand the significance of having online web presence, and the importance of digital marketing.

The aims of this research are to identify the tools and techniques of online marketing, analyse online buying behaviour of online customers, determine the strategies used in digital marketing, understand the important terms used in digital marketing, study the types of advertisements.

Data collection method was Primary and Secondary data. Research configuration is a lot of systems and techniques that are used in assembly, flouting down and estimating the aspects

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indicated in the exploration issue. It is an edge work that has been made to determine answers to look into studies. It gives certain plan about how an inspection will happen which incorporates how info is collected, what tools are applied and how the tools are used in dissecting the gathered information.

PRIMARY DATA COLLECTION: It is direct information, it is gathered legitimately. The distinctive technique for assembly vital data is near to home meeting, survey, review and so into the open. As my project is clear study there is no vital data collected thusly. Primary data source of the study is interview and observation Interview: interview has been made with some online customers, where several random of questions were asked related to digital marketing and the repose has been recoded. Observation: observation has been made on digital marketing tools and techniques and strategies that they use to promote their business.

SECONDARY DATA COLLECTION: Auxiliary data is collected from efficiently current springs in diverse suggestion brochures and annals. Secondary material aimed at the examination were collected from the periodicals, sites and diverse historical investigations. To meet goals, the investigation utilized subjective research. The clear investigation stood complete by audit of present writing that aided in approval and withdrawal of the significant factors and issues. Information was gathered from auxiliary bases. Auxiliary sources stood periodicals, sites, records, office officials. In the examination I have gathered information from auxiliary sources.

The study needed analysis of digital marketing in the following domain: Global Presence, Cost efficient? Trackable and measurable result, Data and results recorded, Personalization. .

Outcomes regarding consumers, CDC presently have online users of 20 million all over the world, among them 60% are males and remaining are females. There are 12 million mobile handlers amongst them 70% are men and remaining 30% are women, 14 million entire internet populace are share of communal media. CDC produce want to shape cool attendance over digital podiums because the client will do investigation about the creation after sighted an order and receiving enthused. Companies are receiving more touch opinions to reach target agricultural products in a cost-effective way.

OUTCOMES REGARDING ANALYSIS OF DIGITAL MARKETING –

Meta title and description is displayed by google pixel width but not by the length of characters. URL structure always has to be mentioned with the primary keywords. URL structure has to be with hyphen and include location if it is given with spaces it will take with percentage. H1 has to be with one focused keyword, Google crawls will only crawl h1 tag under header tags so it has to be focused more. Google will never crawl images it will crawl the text behind it. Image optimization has two tags alt and title tag. To display the name of the image when we place the cursor. We use title tag.

CONCLUSION

The actual conclusion of this research demonstrates that the ultimate destiny of promotion is in the pointers of progressive. DM isn't just concerned around putting advertisements in entrances, it includes of incorporated managements & coordinated stations. In this computerized period promoter isn't the concierge for a product, persons who are related over the advanced phases are the supervisors. Additional that customers are profoundly informational, rescuers & electronic media is the key phase for dual way communication amongst products & customers. Advanced broadcasting is the finest phase to alteration ended an article to a product. Meanwhile it is savvier and it give tract of trace emphases to promoter. Progressive media isn't just for promise, products can shape their customers or they can grasp their present customers. Electronic phases assistance to shape the result of product appraisal in impartial meetings. The examination focused on the purchaser buying behavior proves that, customers of CDC produce are deeply information seeker & they will do look into about an item beforehand setting off to a merchandizing plant. So products need to offer phases to customers to understand their value or to get a truthfully texture of that product. I sincerely accept that this venture tale will be all things considered valued for promoters to understand the electronic promoting and also to anticipate upcoming systems.

Internet promotion in specific plays a vital share in somewhat promotional plan and it is fetching the basis of numerous establishments' complete promotional policies.

Keywords: Digital Marketing, CDC, Internet, Customer behavior, optimization, data collection.

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