

## Exploring the Role of Instant Messengers in IoT (Internet of Things): A Study of their Impact on Consumer Behaviour in Digital Marketing

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### *Abstract*

**Aim:** This study approaches the Internet of Things from the perspective of digital marketing, which is becoming essential and increasingly competitive for businesses when it comes to marketing

**Data Sources:** The study exercised primary and secondary data to attain the framed objectives of the study. The primary data is obtained from the Singapore.

**Sampling:** The study was conducted to know the effectiveness of instant messengers on consumer behaviour as a digital marketing channel and with 52 respondents as a sample from Singapore.

**Findings:** The study has found that the perception of the effectiveness of instant messaging as a marketing channel could be better as compared to the other digital marketing channel & finally concluded that millennials were more responsive towards instant messenger as a digital channel compared to non-millennials.

**Implications:** The study outcomes, that instant messengers as a marketing channel should be more utilised and could still be an avenue for marketers to differentiate themselves from competitors, it is showing that millennials were more responsive than non-millennials. The product and price factors are the critical differentiator between targeting millennials and non-millennials. Millennials tend to rank product quality higher than price, whereas non-millennials are more price-conscious.

**Keywords:** *digital marketing, consumer behaviour, instant messaging, social media.*