

The Impact of Digital Marketing Strategies on Consumer Purchase Behaviour: A Critical Literature Review

LCDB 7009- Critical Literature Review

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Background:

Digital marketing is currently an important part of business. Organizations can now easily connect with customers through social media, search engines, email, websites and online advertising. Digital technologies have changed businesses to promote their products and services in new and effective ways compared to the past. Therefore, digital marketing has become essential for attracting customers and building long-term relationships (Stephen, 2015).

The Rapid growth of modern technology has significantly changed consumer behaviour. Nowadays, before purchasing a product, people search for information online, compare various products, read reviews from other customers and then make a decision. Meanwhile, companies also use various digital marketing strategies, such as social media, mobile marketing, content marketing and online advertising to generate consumer interest and influence purchasing decisions (Cioppi et al., 2023).

Many previous studies have shown that digital marketing can positively influence consumers 'purchase intentions, trust, engagement and actual buying behavior. However, these studies have been conducted across diverse countries, industries and types of digital marketing methods. It is difficult to clearly understand how digital marketing influences consumer buying behavior by analyzing the findings of all these studies collectively. For this reason, a critical literature review is necessary to compare previous studies, identify gaps in existing research, and provide direction for future research (Efendioğlu, 2024).

Research Aim: To explore how digital marketing strategies influence consumer purchase behaviour by critically reviewing the existing literature.

Research Objectives:

1. To examine the impact of digital marketing strategies on consumer purchase behaviour.
2. To explore the key factors that influence consumer purchase behaviour in the digital marketing environment.
3. To identify future research directions on digital marketing strategies and consumer purchase behaviour.

Theoretical background:

Theory of Planned Behavior (Ajzen,1991):

This study is based on the **Theory of Planned Behavior (TPB)**, proposed by **Ajzen (1991)**. This theory explains how people make decisions before engaging in specific behavior or action. According to this theory, a person's behavior is influenced by three key factors: Attitude, Subjective Norms and Realized Behavioral Control. Here attitudes mean the individual's positive or negative feelings regarding behavior; Subjective Norms understand the influence of family, friends, or society; And Behavioral control indicates the individual's perception of how easy or difficult it is to perform the action. These three factors influence an individual's purchase intention, and that intention influences their actual purchase behavior (Ajzen, 1991).

The Theory of Planned Behavior (TPB) is suitable for this study because it helps to explain how digital marketing strategies influence consumer purchasing behavior. For instance, social media marketing, online advertising, influencer marketing and email marketing can shape consumer attitudes, influence purchasing decisions and encourage the purchase of products. This theory will provide the theoretical foundation for this critical literature review. It will help analysis and comparison of previous research regarding digital marketing strategies and consumer purchasing behavior.

Selected Review Approach

Narrative Literature Review:

Narrative literature review is a review approach in which previous research on a specific topic is examined, compared and critically evaluated. Through this process, researchers gain and

understand existing knowledge, findings of various studies and provide direction for future research (Grant & Booth, 2009).

Narrative literature review is suitable for this research because it allows the researcher to critically analyze previous studies on digital marketing strategies and consumer purchasing behavior. Also, it helps to find the comparison of findings from various studies, the identification of key factors influencing consumer purchasing behavior and provide recommendations for future research. Compared to systematic review or scoping review, this method allows for a more in-depth and flexible analysis and discussion of the existing literature. Therefore, it is the most suitable method for this topic.

However, the objective of this study is to identify or systematically collect previous research. Instead, it aims to critically evaluate, compare and synthesize existing literature regarding digital marketing strategies and consumer purchasing behavior. Therefore, 'Narrative Literature Review' is the most suitable method to fulfill the aims and objectives of this study.

References:

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