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IMPACT OF DIGITAL MARKETING IN CONSUMER BUYING BEHAVIOUR

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Chapter 1: Introduction

In modern days consumer buying behavior has been changing at a faster rate which involves different factors known as price, quality, packaging, age, status, and buying behavior of consumers. This changing buying pattern has been corresponding with the youth preferences of modern society, where the introduction of digital platforms has a significant impact. In addition, the modern world has been changed and revolutionized by technology observed in the last decades. Consuming information regarding buying patterns has been observed through excessive use of the internet, which has global coverage. Consumers can collect information regarding various products with minimal effort and time, and the internet helps them collect information across the world within a few hours, which also affects the buying pattern. Therefore, in this paper, mainly the researcher has focused on the facts of digital marketing that has a crucial role in consumer buying behavior. This first chapter is one of the essential parts of this dissertation, which discusses the reason for choosing the topic for further research.

1.1 background of the topic:

In modern days the development of technology has a crucial role in marketing activities, bringing opportunities and challenges for any kind of business and producing an emerging venture to change buying patterns by consumers. Technology controls everything, so increasing global internet connectivity modifies current business marketing strategies to enhance maximum customer networks. In addition, Ozili (2021) has identified that the sudden pandemic outbreak also forced the digitalization of the business, potentially impacting marketing activities. Since the 21st century, the business has transformed into digital activities and engaging customers to identify consumer needs. In this scenario, the marketing activities are helpful to transform the business delivery activities, which help to engage the consumers and get feedback from the customers' regular basis. Based on statistics, it is observed that in modern days 91 % of businesses are engaged in different digital initiatives to change the business process for better engagement of consumers (Digital Adoption Team, 2022). However, another report focuses on consumers who indicate that more than 3.5 Million people, such as almost half of the global population, focused on the internet in 2001, and in 2017 nearly about 4 million people had active subscriptions to internet access, which controls the purchasing behavior of ordinary people (IEA, 2023).

On the other hand, another study shows that digital marketing gets a rapid space due to enhancing internet utilization; therefore, statistics pointed out that the global digital market value is reached approx USD 321 billion in 2022, and it has expected to grow further at a CAGR of 13.1 % in between 2028 that creates values of USD 671.86 billion (expert market research, 2023). Using a global comparison of digital advertising and traditional offline advertising in the global marketplace, it is clear that digital mode has a performance of \$346 billion. In contrast, offline advertising will have a market of \$196 billion in 2021 (Marino, 2023). These reports indicate that the digital age and the rise of online shopping are responsible for changing the existing business model that allows measuring future ROI. As the reports indicate that consumers are tech savvy, the prime changes focus on changing consumer behavior to make purchasing decisions. Using the opinion of Świeczak (2017) opinion, change in modern marketing concepts makes it more exciting. Most organizations are market-driven, which anticipates promising opportunities to maintain business growth and its outcome.

1.2 Problem statement of chosen topic:

From the overview of Christina et al. (2019), the rapid development of technology and external market circumstances have been identified as the stimulation of the modern marketing process and changing the consumers' behavior. Different reports indicate that advances in technologies, payment, logistics, and trust indicate growing demand of consumers based on the internet that has developed a US \$ 1.9 trillion global shopping area where most ordinary people participate in shopping activities literally (KPMG, 2017). Using the opinion of Zielke et al.(2023), it is clear that consumers' shopping habits have changed in the last decades due to the growing use of technology. This transformation also changes the outlook of businesses in a wide range where product varieties and new services are also involved. In this context, changes in consumer patterns indicate changes in the marketing strategies of businesses where the implementation of the digital process via mobile and online windows is very prominent; therefore, it can be described that digital marketing is responsible for changing the marketer pattern also.

However, there are lots of surveys regarding the use of digital marketing and changing buying patterns of consumers, but after discussing all the reports, it is clear that Nigeria registers the highest web traffic with using of mobiles at 83 %, in which India identifies second rank with 73.8 % web traffic via mobile in 2021 and these two countries focus on the utilization of internet

by more than 20 % of the global population (APN News, 2023). Another opinion points out that modern consumers are not loyal to the business, and consumers' behavior is very complex, which has gained significant attention from marketers. In the future, researchers should focus on this hanging consumer behavior due to external environmental pressure along with the identification of consumers purchasing decisions. Henceforth this research is essential to identify the potential knowledge gap to evaluate the impact of digital marketing on consumers buying patterns across the world.

1.3 Scope of this study:

Digital marketing is identified as an online communication process between consumers and marketers where the online advertisement has the importance of reaching a wide range of target audiences quickly. Consumers' behavior focuses on studying consumer actions and identifying to know the underlying motives. This type of research is essential to great key insights into predicting consumer preferences and observing the consumer's buying pattern. Chaffey and Smith (2017) have stated that digital marketing activities save time and reduce cost, which significantly impacts both consumers' and sellers' behavior. It also ensures product quality. This research is effective in studying the key opportunities to interact with different brands and focuses on the popularity of digital marketing among consumers. The scope of this paper includes those people who have internet access and knowledge about digital marketing in the global environment to evaluate the positive result of this research.

1.4 aims and objectives:

The aim of this chosen paper is to study the future consequences of digital marketing along with the impact of consumer buying behavior in the digitalization of the business.

In order to satisfy the aim of this paper, the following objectives are used which are as follows:

- To enable the shopping experience through digital marketing
- To develop the positive buying behavior of the Customer
- To identify the benefits of digital marketing
- To determine the Customer's brand experience

With researcher also should follow the following objectives, which include

- To focus on the secondary research paper to find out the knowledge gap
- To point out the particular information
- To define a proper methodology
- To discuss all the potential and possible facts and figures gathered by both primary and secondary data collection processes.

1.5 research question:

- What is the strategy to enable the shopping experience of consumers in digital marketing?
- How to develop the positive buying behavior of customers?
- What are the benefits of digital marketing?
- How to determine the Customer's brand experience?

1.6 significance of this paper:

The primary significance of this paper is depending on the consumers who can change their buying behavior and personalize this process as per their demand via using digital advertisements. Using the opinion of Dastane (2020), digital marketing trend depends on modern technological advancements and current market competition, which adds greater conveniences, values, and more options to modern consumers for changing their buying patterns. On the other hand, this trend provides both challenges and opportunities to business marketers. Henceforth, this study shows in-depth research to identify valuable insight into consumers changing buying behavior during this digital era and using digital marketing as a strategic tool; the researcher discusses helping business organizations to adopt different strategies for maintaining competitive advantages.

However, Viscusi et al. (2018) have identified that government activities are the primary economic driver in our society, so the digital marketing landscape has a significant economic impact. Digital capable businesses have new economic growth and become more profitable compared to the brick-and-mortar business landscape. The survey of US e-commerce indicates that e-commerce sales increased by 32.1 % compared to brick-and-mortar sales which showed only a 6.9 % enhancement in 2020 (Ward, 2022). Thus it is focused that digital marketing also

adds value to the economic growth of the global market, so the researcher focuses on the study of digital marketing and changing consumer behavior to understand the particular insights of fast-moving digital marketing nature.

1.7 structure of the paper:

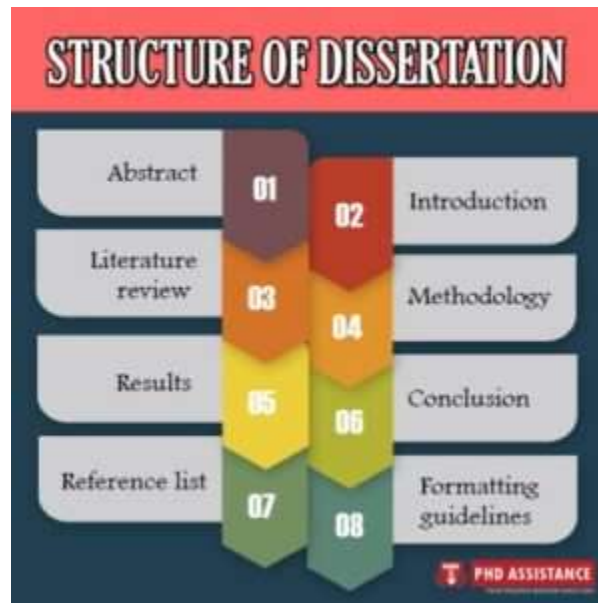


Fig 1: structure of the dissertation

(Source: Research gate, 2023)

The above pictorial diagram is clearly pointing that this dissertation paper is divided into mainly five chapters; in which chapter 1 is an introduction that describes elaborate views of the chosen topic and the rationale for choosing the topic based on the aims and objectives of the identified paper. The second chapter is a literature review that describes existing literature and gathers relevant theoretical data to maintain the insights of this paper. The third chapter is a methodology that is responsible to shows the overall research process, whereas the fourth chapter indicates findings and data analysis that shows the data collection procedure along with a discussion of collected data. The last chapter is the conclusion and recommendation, which indicates the overall summary of the paper and recommendations to develop further research.

Chapter 2: Literature review

2.1 Introductions:

This is an important section that is based on existing theories on the particular topic. Here, the chosen topic is the impact of digital marketing on buyer behavior; therefore, using the opinion of Reis et al. (2020), the literature review is responsible an academic writing that indicates the knowledge and understanding of existing academic literature that indicates particular discussion of different articles. The purpose of this section is responsible for collecting relevant information for synthesizing existing data to point out a cohesive summary in the particular field. Through this section, the substantive findings can be investigated to understand the scholarly opinion of different authors, which focuses on the identified objectives and research questions in the previous chapter. The first section describes the concepts of digital marketing and consumer behavior, whereas the second section focuses on the main findings based on chosen objectives in the first chapter, whereas the last section analyses the potential literature gap, which helps to insist that this current research enhances the existing knowledge.

In this paper, the existing literature can be identified through internet-based search engines, Google Scholar, academic textbooks, and university library-based resources.

2.2 Digital marketing:

Mainly digital marketing is responsible for understanding the consumers' requirements and allowing the customers to mix the product with the excellent feature of digital media. In this scenario, Bala and Verma (2018) have identified that the local market is experiencing a radical change towards digitalization where consumers are looking for the best deal to purchase a product or services through using the internet system. In this scenario, digital marketing involves search engine optimization, search engine marketing content automation, influencer marketing, social media involvement in the marketing process, and others. Through the research, the author also focuses on the opportunities of digital markets to attract consumers using digital transformation. Supporting the same viewpoint, Malar (2016) has also opined that digital marketing has a diverse area that introduces video advertisements, social marketing, banner ads, word ads, and other areas which analyze and implement the new trend to the success of any business for competitive advantages. The author describes that without marketing organization

cannot sell any product or service; therefore, digital marketing is identified as a core business activity to attract revenue for the success of any business. Henceforth, using the opinion of Robul et al. (2020), digital marketing is the innovative services of an organization that utilizes digital technology for mass media devices using radio, TVs, and the internet approach to reach a wide range of consumers in everyday life.

2.2.1 Different channels of digital marketing:

Based on the opinion of David Stone and David Woodcock (2014), modern digital marketing depends on the performances of various technologies to the analysis of the comprehensive performances of a business marketing campaigns for the future decision-making process. It is observed that a digital marketing platform is identified solution which supports different functions in the realm of marketing over the internet. The digital marketing process is used different tools for its online services to other businesses to attract potential consumers; some crucial tools are as follows:

2.2.1.1 SEO or search engine marketing

SEO is one of the crucial content marketing tools that affect businesses through their digital content, and it affects the online visibility of the web page or websites of a business to get "organic" results. As SEO helps to enhance the traffic on the websites, therefore, the algorithm seems to be changed continually to achieve success in online business (Panchal et al., 2021). In modern days SEO algorithms focus on the user experiences for the quality of the webpage.

2.2.1.2 Email-marketing:

The most crucial digital marketing tool that is used by most businesses across the world henceforth, Hartemo (2016) has identified that this marketing tool is effective in empowering consumers. E-mail marketing strategies present different suggestions which are very popular among marketers, but at the same time, the author represents its negative side where consumers enhancing demand makes threatens this tool to survive in the future; henceforth, marketers should have sufficient knowledge of this digital marketing strategy.

2.2.1.3 Social media marketing:

This is another essential marketing concept that is used with the help of social media websites and social networking to introduce different products and services in the market. It engages the market and consumers based on their culture, which is also identified as e-marketing and digital marketing (Evans et al., 2021). This is a prevalent trend in the modern period, where Facebook, Twitter, and Instagram are involved in maintaining dynamic two-way communication. Therefore, a brand cannot miss the opportunity to promote the business via this online marketing.

2.2.1.4 Pay-per-click marketing:

Using the opinion of Kapoor et al. (2016), this is an innovative advertising tool that is used by so many organizations to develop a proper search engine optimization that has a structured process, but at the same time, this paper also focuses on the disadvantages of this marketing where time investment is a big deal. However, at the same time, Raurich and Llonch-Andreu (2022) have also opined that this marketing process helps to get direct traffic for online marketing activities where changes in performances and brand campaigning point to the promotion and awareness about the business.

2.2.2 Importance of digital marketing

Digital media promotion affects the business to advertise the products, which indicates the inclined condition of customers toward impulsive transactions. Using the opinion of Herhausen et al. (2020), businesses are focusing on customer psychology that controls the buying habits and decision-making process using incentives, promotions, and transactions to purchase the products. Additionally, the global marketplace indicates the highest revenue numbers that improve purchasing experiences. However, digital marketing helps the brand or different business to target the audiences and promote the products and services; though traditional marketing is also essential to attract customers, digital marketing has a specific audience niche to maintain a successful business (Rukhaiyar, 2022). Therefore, the advent of superior technology also creates much revenue for the target audiences because modern digital marketing affects the business based on its size and type. For example, in the case of the tourism business, modern digital marketing has a critical role where using this digital marketing, consumers get instant access to understand new offerings and best prices. It is observed that different travel brands' spending on

digital ads grew by 6 % in a year from 2019 to 2023 (www.ETBrandEquity.com, 2021) that, accelerating the customers to attach social media marketing strategies for maintaining brand loyalty. Furthermore, another report indicates that the travel industry will accelerate its growth up to six times faster from 2021 to 2023, where the industry will increase their spending on digital marketing activities by 70 % in 2023 compared to 2021, while it was 63 % (BI India Partner, 2021).

However, digital marketing is essential for controlling buying behavior, and it is studied by Ramesh and Vidhya (2019) where Tamil Nadu in India has been chosen for the study population, and it is observed that consumer perception controls by digital marketing channels. The majority of people in Tamil Nadu focus on different special media applications, which include Facebook, Instagram, LinkedIn, and others, to gather knowledge about the products or services, and these kinds of digital channels help customers support 24*7 by focusing effective interaction with customers. At the same time, Stephen (2016) has observed that influence from social media influence consumer decision-making concepts where word of mouth has a vital role in controlling the digital buying intention of consumers. Thus overall research on the consumer buying behavior and digital marketing, it is noted that consumers' purchase intention has several characteristics which are controlled by digital marketing features, and the characteristics of enhancing modern digital marketing are also controlled by the consumers purchasing intention.

2.2.3 Benefits of digital marketing

During covid situation, people understand the value of digital marketing with the help of artificial technologies and 5G facilities. From the overview of Gupta (2020), digital marketing creates opportunities for all types of businesses by focusing on a wide range of target markets, and digital marketing helps to precise the market area as per consumers' demand. The authors focus on several challenges of digital marketing that a marketer has been facing during the process, but at the same time, this digital marketing service has a significant on brand awareness to maintain the reputation of the business. In this context, Abirou and Abghour (2022) have also described that technology facilitates digital marketing and helps companies to capitalize on emerging ManTech solutions for targeting consumers. Therefore, in both global and local areas, digital marketing keeps its footprint via effective targeting and efficient marketing strategies. It is observed that global reach is possible due to the wide use of social media marketing, whereas

local visibility is also essential to serving the consumers at their doorstep services (Simplilearn, 2023).

However, sales funnel leads that digital marketing helps in the consistent business processes where website traffic is one of the critical factors to maintaining high growth in the business activities. Digital marketing strategies are also effective in differentiating genuine buyers from "window shoppers" and maintaining customer loyalty which improves the consumer journey with any particular business activity (Membrillo, 2022). Thus digital advertising helps different ranges of businesses in their best areas to provide business support.

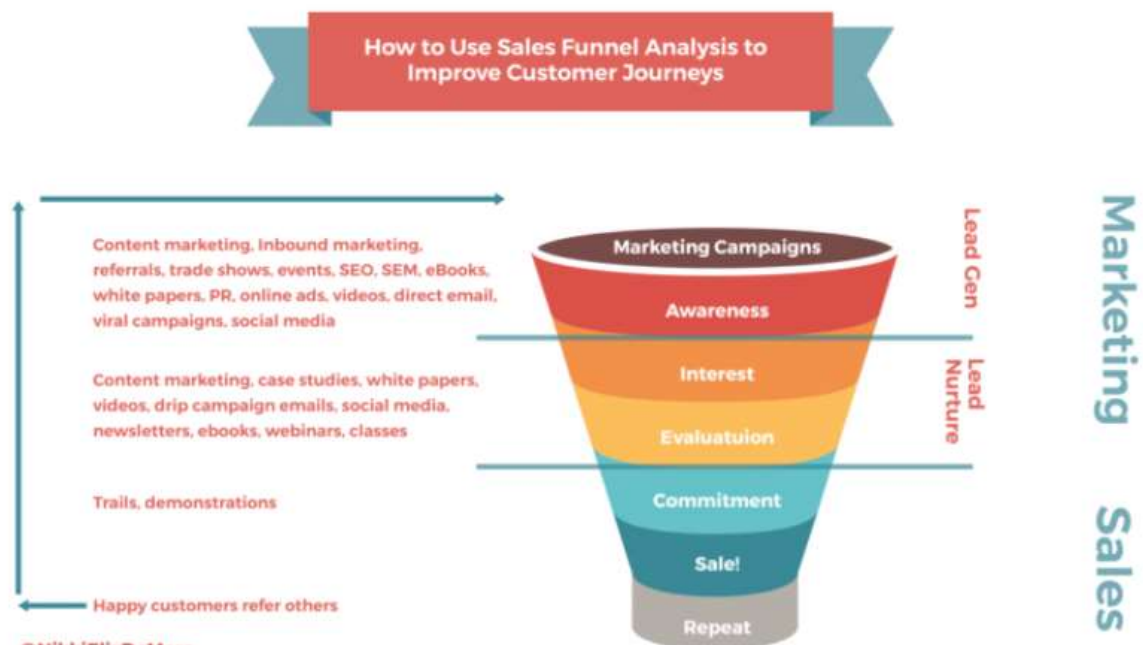


Fig 2: Sales funnel to generate leads online through digital marketing strategies

(Sources: Membrillo, 2021)

2.3 Consumer behavior during the digital era:

As opined by Trudel (2019), a consumer behavior study is not only dependent on the understanding of consumer demand and needs but also it is based on the study involving the decision-making process of the consumers. Using the opinion of the author, it is clear that consumer buying behavior depends and varies on the individual culture and social lifestyle, so it is changing rapidly across the world. For example, if anyone spends more on digital marketing

before the pandemic, then it shrinks after the pandemic. In the UK, before the pandemic, online retail sales were \$ 84.0 billion, which increased during the covid period, and currently, it is \$ 560 billion (United Nations Conference on Trade and Development, 2021). At the same time, across the world, online business shares in the retail market also enhanced after the Covid pandemic, which shows that Covid 19 boosted digital marketing to change consumer behavior. Additionally, Evans et al. (2022) have stated that the recent fast development of modern technologies has an impact on the changing behavior of consumers that increases the option to choose a better one for consumers. Usually, the digital era helps to access so many benefits for consumers, which indicates the changes in consumer demand, and it includes innovation, creativities, reduction of environmental costs, budget-friendly, and others. Therefore, from the overall discussion, it is observed that people have online shopping trends after the Covid pandemic.

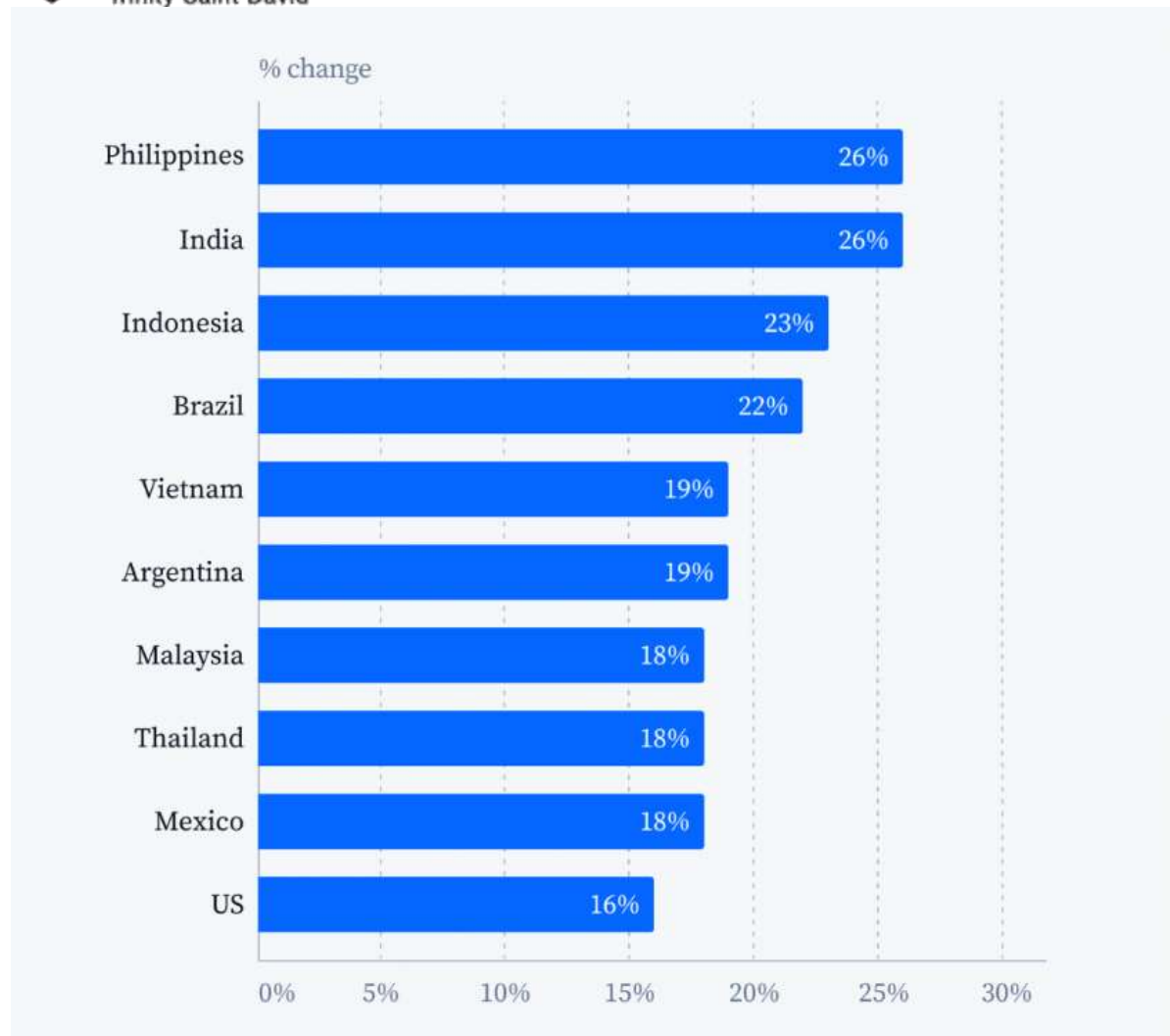


Fig 3: ranking of countries by the retail sales growth rate in 2022

(Source: Fokina, 2023)

Based on the opinion of Fokina (2023), it is observed that the statistics indicate countries in the Asia-Pacific region are currently witnessing of fastest growth for online sales in retail marketing, where the main reason is the dynamic nature of new technologies along with their demographic shape. Most countries have more youth generation who prefers these online shopping trends.

2.3.1 Shopping experiences of consumers in digital marketing:

After analyzing some existing literature, it is observed that in society, a highly competitive marketplace faces modernization, which affects the creativities and innovations based on lower

costs and enhancing worldwide companies. Therefore, online shopping is a good option for consumers to maintain creativity in their choice, but it has little worry to consumers regarding product damage and thievery, but at the same time, it brings advantages for both consumers and sellers. Using the opinion of Mohamad Anwar et al. (2021), due to market openness, consumers get the freedom to choose the right product as per their requirements, and the business markets identify future trade opportunities through the current state of e-commerce. In this scenario, Indriyani (2021) has also identified that online marketing offers enormous web-based marketing opportunities where advertisements have a crucial role in influencing the shopping behavior of ordinary people. Web-based advertisements also boost retailers to modify their products or services to maintain competitive advantages. The authors also focused on e-commerce activities to take risks; therefore, the investigation shows that the leading risk factor for online shopping in this digital era involves the trust factor. Therefore women have to change the nature of online shopping behavior. Supporting this argument, Aiolfi et al. (2021) have focused on the risk of the online behavioral advertising process, which investigates how repeated personalized message from sellers affects the purchase decision of sellers. However, there is a risk in understanding the shopping behavior in online retail settings, and privacy concerns of consumers play a significant role in influencing their purchasing patterns. Moreover, the findings of these arguments indicate ethical issues in marketing activities that affect successful digital advertising campaigns. Henceforth it is observed that online shopping experiences have both benefits and risks in promoting the online purchasing process.

At the same time, the opinion of Dabrynin and Zhang (2019) investigates the online consumer experiences in the Chinese market, where authors noticed that online shopping is identified as an essential instrument for the communication of businesses across the world where customers and sellers are identified as a significant factor. In this report, authors focus on the number of internet users numbers which was 4.2 billion in 2018, in which the majority belong to ASEAN countries. The paper indicates 49 % of total internet users belong to Asian countries where China achieves first ranking. This study is essential for the authors to understand online consumers' experiences in the Chinese market. Supporting the risk factors in the previous two articles, the authors also argue that online consumer also experience risks of digital marketing that affects purchase intention. The authors also noticed the enhancing the Chinese economy due to online sales in

different industries, which indicates \$1.33 trillion in 2018, which increased by 23.9 % from previous years.

At the same time, consumer engagement strategy has a significant impact on controlling the purchase intention of consumers, and the engagement strategy affects the relationship between a firm and a consumer, where social media plays a crucial role in creating opportunities for maintaining solid relations (Venkatesan, 2017). The opinion of these authors also pointed out that the pre-purchase and post-purchase behavior of consumers advocates for the brands to maintain the consumer journey towards business development. Additionally, the supporting viewpoints of Bilgihan et al. (2016) focused on the role of newly developed e-commerce in enhancing consumers' shopping experiences. The finding of this paper indicates that the potential revenue of the E-commerce business hooks the customers to provide better online experiences.

2.4 Factors influencing buying behavior of customers:

2.4.1 Characteristics of digital marketing and customer buying behavior:

Using the opinion of Veleva and Tsvetanova (2020), digital marketing is identified as an integral part of the business transformation process, which focuses on new marketing techniques, and it is relevant to the current situation of marketing, which is based on communication technologies. Using digital marketing technologies, a business can access more effective customer relationship management processes to satisfy consumers at a higher level. Therefore, the first characteristic from this literature is observed that digital marketing satisfies consumers properly as per their demand and helps businesses to maintain customer relationship activities carefully. However, another piece of literature, Saura (2021), indicates that digital marketing introduces different technologies in their business process where data science is involved, and it brings proper decision-making to enhance the knowledge of both consumers and sellers about the digital marketing environment. Supporting this view, Jonas (2022) has observed that digital marketing has measurable techniques because the word digital contains the "digit" itself. Henceforth using social media ads to invite clients acts as an asset that can be measured through its success rates. In this scenario, multi-channel facilities are also crucial to maintain online communication that helps audiences to understand the business process in the digital marketing environment. At the same time, the cost is another characteristic of digital marketing that has a crucial impact on the

digital marketing concept. It is observed that in current days, digital marketing ads enhance gradually due to their low budget compared to the traditional market. The following pictorial diagram indicates the increasing rate of digital marketing in India, which shows the popularity of digital marketing among marketers.

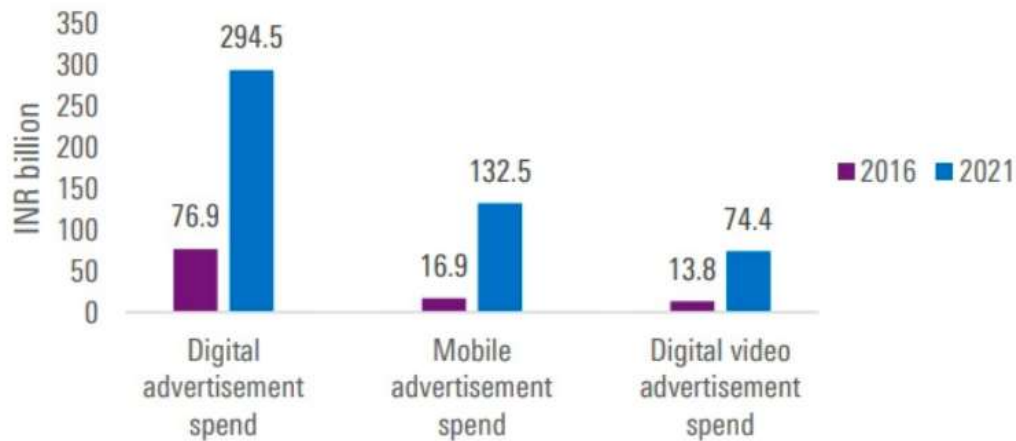


Fig 4: Growth of digital marketing in the Indian market

(Source: Team Pepper, 2022)

However, it is observed that traditional marketing is 62 % more expensive compared to different digital marketing activities TNS Experts (2022), which includes content marketing, e-mail marketing, and others. Therefore using the opinion of different authors, it is identified that digital marketing is more beneficial to continue the online presence of a business to attract a wide range of customers.

The rapid growth of modern technology, including the development of intelligent devices, IoT, along with Artificial intelligence or AI technology, helps to transform the consumers buying patterns and refine the promotional strategies of the business in the coming days. Based on the literature of Zhang et al. (2020), Engel-Kollat-Blackwell (EKB) theory helps to understand the organizational techniques to maintain comprehensive advertising messages that boost the positive connection between customers and marketers. In this scenario, using the opinion of various scholars, it is observed that consumer behavior has been controlled through different

characteristics, which include sociological, psychological, and personal economic sectors. Rangaiah (2021) has pointed out that consumer psychology is essential to influence their behavior, and it helps to measure purchasing intention. In this scenario, motivation and perceptions of a product or service are essential characteristics that influence consumers to control their buying behaviors. On the other hand, a social factor also controls purchasing decisions which include Family and cultural factors that change the ideologies to control the buying pattern of a business. In addition, different demographic characteristics such as age and income lifestyle also have a crucial role in controlling the buying behavior of the consumers to achieve successful relationship management among sellers and customers. Supporting this characteristic of consumers' buying patterns, Abbasi (2017) has also focused on the self-esteem of the customers, where excitement and new product knowledge have a significant role. The observation from the literature pointed out that the psychological factors of excitement and self-esteem affect the targeted behavior of consumers, which influences buying intention of the customers. Thus the discussion of this literature indicates the relationship between consumers' characteristics with the buying intention, which has positive consequences on the consumers buying behavior.

2.4.2 Positive buying behavior of customers:

Using the opinion of Zhao et al. (2021), consumer buying behavior is essential to understand business development activities. In this scenario, it is focused that to meet the customers' needs, purchasing influence is essential. Using the opinion of these authors, it is observed that the "Adaptive Hybridized Intelligent Computational model (AHICM)" affects consumer behavior to develop the entire business process. It indicates that new beliefs, new products, and psychology helps the consumer segments based on the consumer requirements to maintain the purchasing process. However, the knowledge of buying behavior highlights several factors, such as consumer feelings, consumer environment, and consumers' motivation to handle different types of products. On the other hand, the traditional model of consumers' decision-making process indicates purchasing behaviors of humans, and Engel-Kollat-Blackwell's (EKB) five-stage model shows that consumers buying needs always depend on the financial status of people, quality, and availability of products or services, and others to design the marketing mix of a business (Zhang et al., 2020).

At the same time, another report indicates that consumers' behavior and beliefs are changing fast after the Covid period. It also changes people's lifestyles; therefore, purchasing decisions have been affected critically. In this scenario, behavioral science indicates that consumer' new beliefs drive the changes in the behavior of consumers and maintains long-term loyalty to the business activities. In this scenario, sustaining new habits help to shape emerging offers of the businesses that control consumers' behavior. Behavioral science also supports influencing consumer behavior towards the positive side and evaluates the changing behavior of consumers through existing habits and routines. Therefore, after a specific analysis, it is observed that covid 19 has a significant role in changing consumer behavior across the global marketplace. For example, during grocery shopping during the Covid pandemic, it was observed that consumers' new beliefs about socializing helped to reshape the consumers' behaviors, and it shaped the behavioral shifts to position the product and better brands for the new normal situation (McKinsey & Company, 2021). On the other hand, Ali et al. (2016) have also pointed out that need recognition is another criterion to influence the positive behavior of consumers where digital marketing allows focusing on the customers' preferences. Therefore, from the overall discussion, it is clear that digital marketing and technology both are effective in adding value to consumers' motivation to maintain exact buying decisions

2.5 theoretical perspectives:

The theoretical background is very effective in observing different information on the chosen topic, "impact of digital marketing on consumers buying behavior ."Henceforth it is observed that all over the world, digital marketing has a similar impact on controlling consumers buying behavior. Therefore, using behavioral theory, different authors pointed out the intention of consumers purchasing patterns along with "*customer-led positioning theory*, Engel-Kollat-Blackwell (EKB) theory, and Skinner's theory" theories are also significant to analyze the scenario to understand the role of the chosen topic in the current market.

2.5.1 Customer-led positioning theory

To identify the positioning of the consumers in marketing activities, this customer-led positioning theory has a crucial role, which shows that the demand of customers is essential for marketers to introduce various products or service criteria to the customers. Using the opinion of *Thomas (2007)*, the Customer led approach always helps to maintain a stimulating balance in the

practice of various businesses in the global marketplace, and it creates consumer values for a dynamic brand positioning process. However, digital marketing is connected to this theory because marketing is a concept that has a significant role in impressing the human mind, and the Customer led approach helps to evaluate the consumer requirement first, which is another criterion of the online marketing process. Based on the PWC report, it is noticed that the Customer led approach accelerates digital transformation fast as modern people have less time to access traditional marketing (*PricewaterhouseCoopers, 2023*); therefore, digital marketing takes the place of those advantages which helps marketers to control the market demand.

2.5.2 Engel-Kollat-Blackwell (EKB) theory

Another opinion of Zhang et al. (2020), the decision-making model has five crucial steps, which include "Problem recognition, Information searching, Alternative evaluation, Purchase, and the last one is post-purchase." Using this model, Chang and Chen (2021) have focused on evaluating the modern Customer's journey, which shapes the journey of Omni-channel distribution. From this literature, it is clear that nowadays, Omnichannel is very popular among customers to grab retail products; therefore, using this model, authors can reshape the purchasing decisions of Gen y customers, and it is described that the modern generation uses online reviews and others judgments before purchasing the product to have quality experiences. Thus both marketers and customers get benefits from this consumer purchasing process which leads to profits through the Omnichannel strategy for digital marketing.



Fig 5: Five-stage model of the consumer buying process

(Source: Zhang et al., 2020)

2.5.3 Skinner's theory

In this scenario, to understand the consumer's buying decision, Skinner's theory is another important model that introduces changing the behavior of the customers in which three key steps are involved. It includes a neutral operant that indicates enhancing or decreasing responses due

to influencer, the next step shows reinforces where responses start to increase, and the final step is punishers, which indicates reducing responses and repeating the same process (Zhang et al. 2020). However, this theory motivates people by showing different stimuli, such as rewards and punishments, and it influences the consumer buying pattern through market development and transformation. Using the opinion of Mohd Dali et al. (2020), post-pandemic consumers' opinion is controlled by the chosen model where the author indicates that different stimulus affects consumers buying decision in which economic stimuli is essential, which also restricts the socialize movement. As a result, digital marketing utilization has increased also.

However, theoretical conceptualization is also very crucial to clarifying the identifying existing knowledge regarding digital marketing and its impact on consumers' buying behavior. In the next section, the literature gap has been described, which helps to motivate this literature in further proceeds.

2.6 literature gap:

In this paper, to understand the chosen topic, different literature is evaluated and analyzed that shows various data regarding digital marketing and its importance in the modern era. However, other literature also focuses on the consumers' behavioral patterns; but still, there are certain areas that are not clearly discussed. Moreover, it is observed that most of the papers have no particular effect of digital marketing-related theories to change the consumers' behaviors, and some papers are used too old theories to discuss the concept. Another loophole indicates that modern people have become very moody, and the Covid pandemic had a severe impact on changing the marketing of different industries such as manufacturing, fast fashion, banking, and others, but there are few areas which are invented by scholars to show the changing nature of people. Therefore, the influence of people's behavior in those industries is not examined clearly by scholarly works. All these loopholes motivate me to focus on this paper to understand the right direction of digital marketing's impact on overall consumer behavior and research the current scenario.

2.7 Conceptual framework:

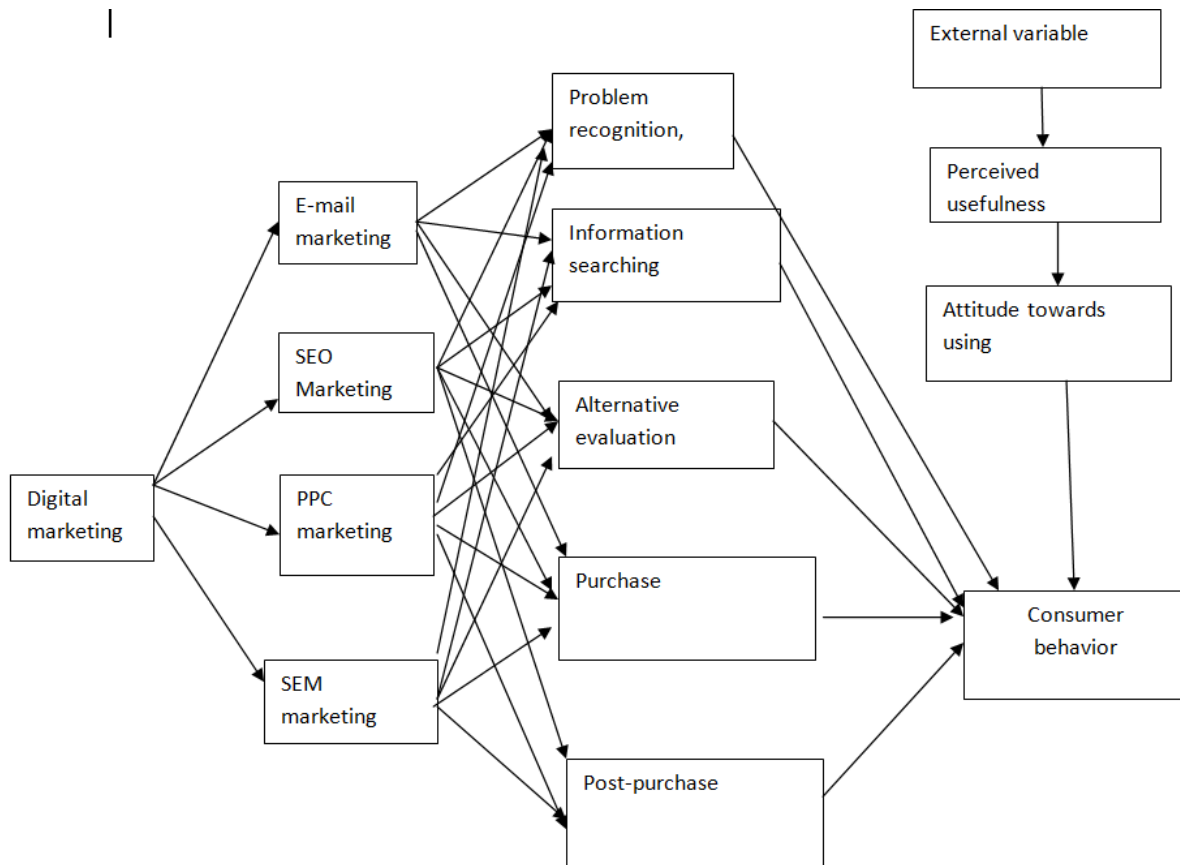


Fig 6: Conceptual Framework

(Self-made)

Chapter 3: Research method and methodology

3.1 Introduction

This is another crucial chapter of this paper which describes the overall research process that includes an explanation of different methods to conduct this research. Using the opinion of Gupta and Gupta (2022), research methodology is identified as a logical and systematic pan to find the outcomes of the chosen research problem so through this methodology section; the researcher can ensure the validity and reliability of the results to address the potential aims and objectives of this paper. This research methodology entails a lot of factors which include study population, research strategy, research philosophy, research approach, sample technique, and sampling size, along with data collection methods and analysis process to define the scope and limitation of the research activities.

3.2 Research process:

Using the comment of Vairoletti (2016), research methodology is identified as theoretical and systematical analysis that indicates the knowledge related to the main principles of the research process where different ideas are incorporated, such as paradigms, different theoretical models, and both qualitative and quantitative methods. In this particular paper, Saunder's research onion model is used, which shows different decisions for developing research methodology. Using the opinion of Al Kilani and Kobziev (2016), the research process mainly works from outside of the onion inwards, showing the ranges of choice to progress high-level philosophical and practical knowledge. Though this is not a perfect model for choosing research methods but to some extent, it helps to understand the decisions to think about the research design process. This chosen model indicates the peeling of each layer; therefore, using this framework, the researcher can design a robust research method to maintain a series of decisions for chosen systematic research. In the following section, using the Onion model of Saunders, each layer has been described and provided the final decisions for the continuation of this research.

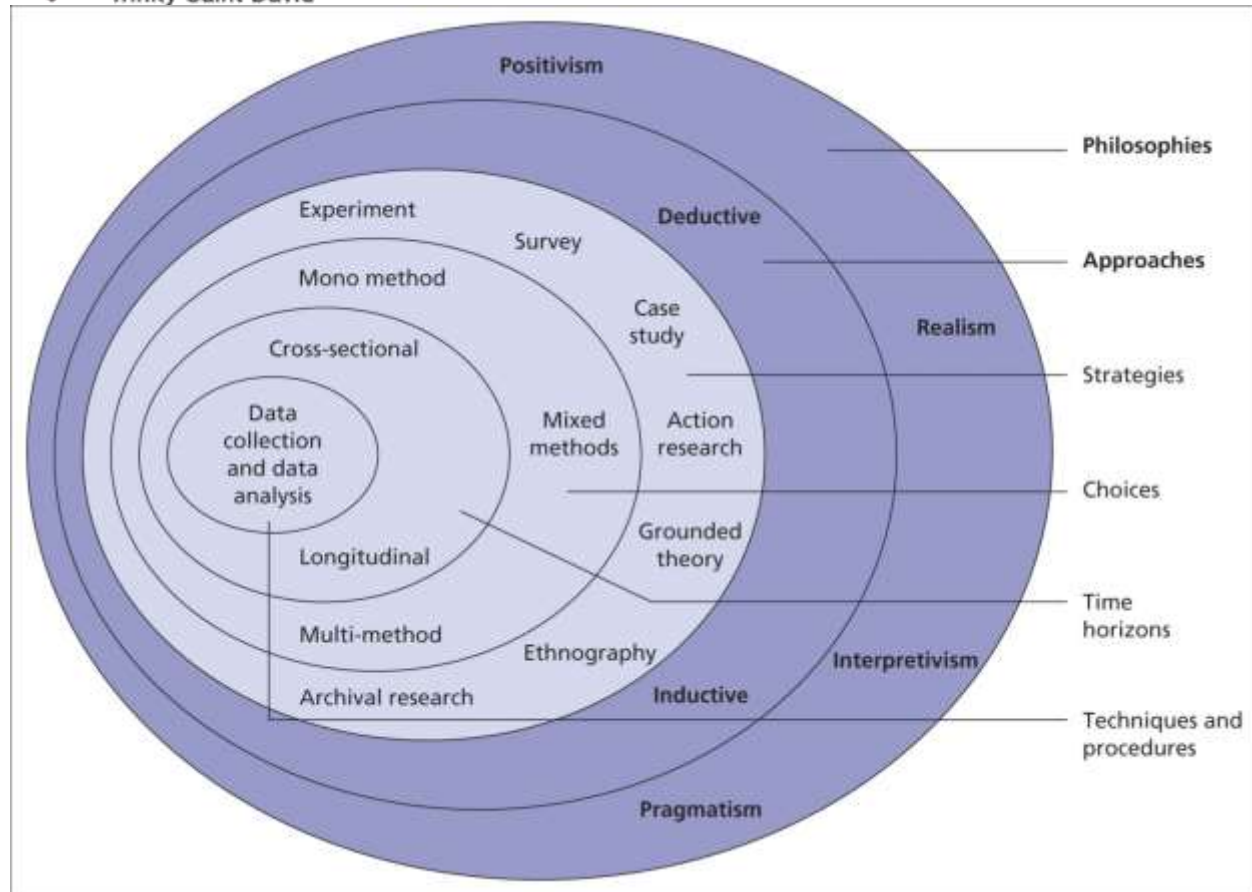


Fig 7: research onion model

(Source: Research Gate, 2023)

3.3 research philosophy:

The very first layer of this research onion framework is identified as research philosophy which shows the foundation of the research process, and through this layer, a set of beliefs of each researcher have been described that direct the entire research process. In this context, Melnikovas (2018) has observed that in Saunder's onion model, there are four types of research philosophies which include realism, interpretivism, positivism, and pragmatism philosophies. In this scenario, realism philosophy indicates the idea of reality that denotes the present condition of the human mind. This philosophy assumes a scientific approach to developing knowledge, whereas interpretivism philosophy indicates the influence of social and cultural factors on the human mind to make beliefs for the entire research; therefore, the study focuses on holistic views to show the actions. Additionally, pragmatic philosophy indicates the importance of the possible

best tools to investigate the incidents, but this philosophical approach mainly defines the practical viewpoint where knowledge is not fixed. Marsonet (2019) has observed that positivism is a philosophical view where knowledge exists outside of the study, therefore, there was no personal viewpoint, and the overall paper depends on the identified objectives. In this scenario, the main chosen philosophical viewpoint is positivism philosophy to gain certain advantages to improve the factual data of this paper. This entire philosophy points out that setting of hypothesis is also possible, which will be met to gain results. This philosophical view is used in this paper, which can cover a wide range of situations within a short time period to describe the chosen topic. This philosophy only shows factual knowledge; henceforth researcher will use this philosophy in this study.

3.4 Research approach:

As opined by Alase (2017), the research approach shows the procedure of selected methods which is essential to collect, interpret and analyze the data, and it includes a broad assumption of the entire process to address the chosen research issue. Using the second layer of the onion framework, there are two approaches which include inductive and deductive approaches, where both are used to inform the decisions in terms of data collection and analysis for this study. However, in this paper, to conduct the research on the topic of "impact of the digital market on consumer buying behavior," a deductive approach has been chosen to investigate the changes which are rooted in the theory of evolution, that is, the well-established starting point. From the viewpoint of Pandey (2019), Sanders' model indicates that the deductive approach explains the causal relationship among the concepts and variables and focuses on measuring the concepts quantitatively. In this scenario, it is observed that the deductive approach mainly focuses on testing the existing theories, whereas the inductive approach indicates the particular search pattern to conclude the observation and the development of theories from the observation (Hall et al., 2022). From the description of both approaches, it is clear that deductive reasoning is identified as a logical approach to progress the general idea to define a specific conclusion. In order to collect data for a particular topic, deductive reasoning shows scientific investigation where existing theories are studied to test emerging theories or hypotheses for a particular observation. Using the opinion of Pandey (2019), the deductive approach should establish its role for this paper, which helps the researcher to collect the theory, and existing data on a particular

topic and helps to develop the particular research question for further study. For this reason here, the deductive approach is most suitable where the responses of the existing data focus on covering a positive conclusion.

3.5 Research design:

Using the literature of Sileyew (2019), the research design is identified as a set of processes that should use in the analysis and collection of particular variables to define the research problem. There are four different types of research designs which include descriptive, confirmatory, exploratory, and explanatory research designs. Each design has a significant role in the research process to collect the data where. Swedberg (2020) has identified that experimental research design focuses on the investigation of a problem that is not clearly defined; therefore, this methodological approach explores those research questions which have not been previously studied, so using this process for thorough research is not possible as the chosen topic is a popular topic in concurrent time. Moreover, Decoteau (2017) has identified that explanatory research design is a method to explore something which has limited information, so this method helps to increase the knowledge of the particular topic that has future occurrence. However, in this paper, the chosen topic is already a popular topic, and the existing secondary data indicates its popularity in society; therefore, this approach is not suitable for this research.

In this paper, the researcher has identified a "descriptive research design" to complete the current research, where descriptive design is identified as a conclusive research process that can define the identified objectives with the help of answers from chosen respondents. Moreover, Siedlecki (2020) has observed that this design systematically collects information to discuss the chosen situation and incidents in a flexible way. Moreover, this research design focuses explicitly on "WH-research questions" to define a particular research problem with proper justification. Thus, in this paper, descriptive research design has been used.

3.6 Research paradigm:

From the study of Mertens (2019), mainly two types of research paradigms are identified, which include constructivism philosophy and post-positivism philosophy; in this paper, the researcher has identified constructivism research philosophy that is based on the underlying assumption of the current topic. In this scenario, different labels of the constructivist paradigm reflect the

theoretical knowledge that shows reality. In this scenario, the chosen approach, "constructivism-based research paradigm," shall be used as an organizational approach and focuses on human nature. This paradigm identifies the foundation of positivism philosophy by providing an opportunity for the researcher to analyze information using a structural parameter. Therefore, Thramboulidis (2003) has observed that this paradigm is beneficial for this particular behavioral research process which is also the consideration of the application of creating a good idea where a conceptual framework is proposed for this investigation paper. Thus, choosing a constructivism-based research paradigm is appropriate for this paper.

3.7 Research choice:

This is another essential layer of the research onion framework which indicates the choice of data types that are used for this particular research process. In this paper, typically, to cover the research approach, a mixed method of data types is used, which is a combination of both primary and secondary data types. Based on the opinion of Guetterman et al. (2021), the mixed method of data is responsible for representing conceptual and analytical processes to integrate both qualitative and quantitative data for facilitating the research findings. However, in this paper, mixed-method provides a complete description and interpretation of the collected data to make a vast knowledge of small sample qualitative findings through quantitative analysis (Harvard Catalyst, 2023). Thus, in this paper, to meet the particular aim of this topic, the mixed method is appropriate for the researcher.

3.8 Research strategy:

Brannen (2017) has mentioned that research strategy is the overall plan to conduct the research and collect the data correctly. In this paper, both qualitative and quantitative research strategies are used to conduct this project because qualitative strategy helps to provide a deep understanding of the opinion of existing papers on the particular topic, whereas quantitative study indicates quantifying the behavior attitudes along with the opinion of different variables. In this scenario, Aspers and Corte (2019) have focused on using both qualitative and quantitative strategy enhance the validity of these results and, at the same time, introduce the combined strength of both strategies; thus, both strategies are helpful for this paper.

3.9 Data collection

Using the observation of Whang and Lee (2020), the data collection technique is most crucial, which shows the process of collecting data to answer the particular research problems and probabilities that also helps to evaluate the data collection to increase the knowledge. However, as in this paper, both qualitative and quantitative method is used to collect the data; therefore, in this paper researcher will use both primary and secondary data collection techniques. In this scenario, Fallon and Fallon (2016) have observed that primary data collection is based on a survey process where a quantitative strategy is used along with secondary data collection, where this paper relies on existing research activities which adds valuable knowledge and insights. Using a "survey questionnaire," the researcher has collected primary data that focuses on the quantitative method. Survey questions are basically related to the deductive approach and it is are frequently used with different questions like "how often", 'do you,' 'what,' 'why' and 'how far' to collect the information from responses. For the primary research process, a number of 15 survey questions are used, which should be processed through an online technique where survey forms and sheets are prepared using Google form, and will distribute to respondents with the help of social media and e-mail. Here, the chosen numbers of participants are 20, which is defined through a random sampling technique and using the opinion of Etikan and Bala (2017), random sampling helps to produce an accurate response to the collected data. On the other hand, Reda and Neska (2016) have focused on the secondary data collection method, where existing research is used to gather essential information to reach the chosen research questions for the completion of this research paper. Different scholars' opinion supports those secondary data added value to the existing research by providing valuable knowledge from existing sources of information, which includes "Google Scholar, ProQuest, Elsevier, Science Direct" and others. Secondary data collection sources are enormous and also involve different external sources of trade associations, public records, websites, governmental reports, business reports, and news articles. To maintain this paper, approx 30 articles are chosen using random sampling, in which ten research articles are used to analyze the data.

3.10 Data analysis:

After data collection in both processes, data analysis is the most critical area that focuses on the particular knowledge obtained from this paper. Furuya-Kanamori et al. (2018) have opined that

primary data are collected in a quantitative way using graphical representation, whereas secondary data are analyzed in the qualitative process using thematic analysis. Here different themes are identified on the basis of chosen research questions and help to maintain the credibility of this paper. Based on the opinion of Ahmed and Ishtiaq (2021), the reliability and validity of both data collection depend on the research question, which is identified in chapter 1. Moreover, for this paper, the credibility of the research depends on the proper data collection method, so using the opinion of Keung et al. (2020), for primary research main inclusion criteria are population age, proper diagnosis, and relevant factors along with the duration of the investigation, health consciousness of participating respondents whereas exclusion criteria are involved any kind of addiction for the participants while collecting data. In this scenario, secondary data collection in terms of existing research exclusion criteria involves any kind of biases, and inaccurate data collection, whereas inclusion criteria involve the publication of a paper, which must be within 5 to 6 years, the authenticity of the collected data, and all.

3.11 Ethical considerations:

Some ethical norms should be focused on by the researcher in which Arifin (2018) has identified that respondents can withdraw their participation name at any time from the survey process, and the researcher cannot force them to continue. In addition, the researcher should send the ethical participation form to seek their consent for this paper. Moreover, no personal information of respondents has been disclosed by the researcher and follows the data protection act 1998 for this paper. Additionally, Keung et al. (2020) have focused on the honesty of the secondary data collection process, which ensures no impact of both internal and external conflicts in this study. The confidentiality of the collected data is maintained by protecting the information via using password-protected library compartments in the university for the next six months of the completion of this paper, and then it is deleted automatically.

3.12: Limitation of this paper:

Some limitation of the data collection method affects the reliability and validity of the data collection process in which offline data collection involves. Due to Covid 19 protocol and lack of time to complete this paper forces to collect of primary data via online media, which affects the authenticity of the data collection; significant concern in this online process involves the "return



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Y Drindod Dewi Sant
University of Wales
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of consent," which also affects to start of the data collection process. Thus elaborate research cannot proceed in this scenario.

Chapter 4: Findings and Analysis

4.1 Findings

4.1.1 Findings of Primary data

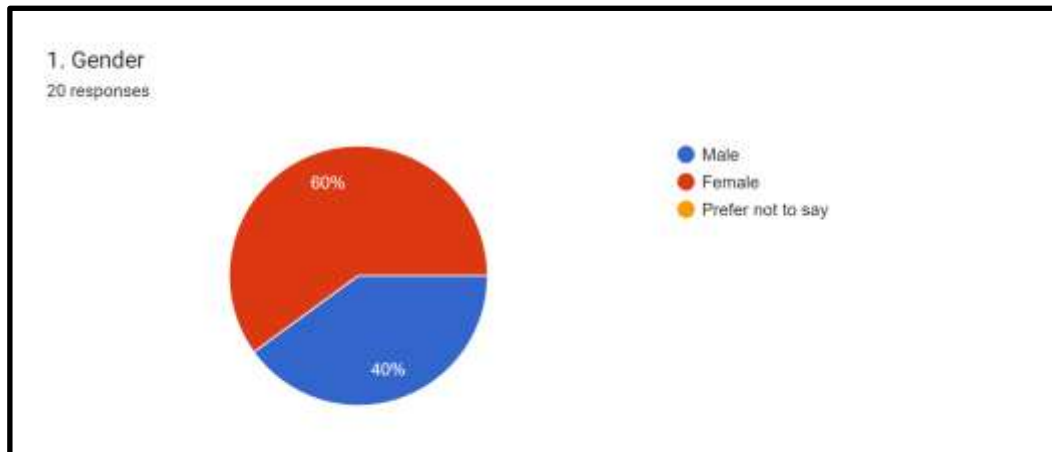


Figure 4.1: Survey Question 1

(Source: Self-created)

The gender of all the survey participants has been represented through the above figure. The figure represented that most of the survey participants are female about 60 per cent and the rest are male participants.

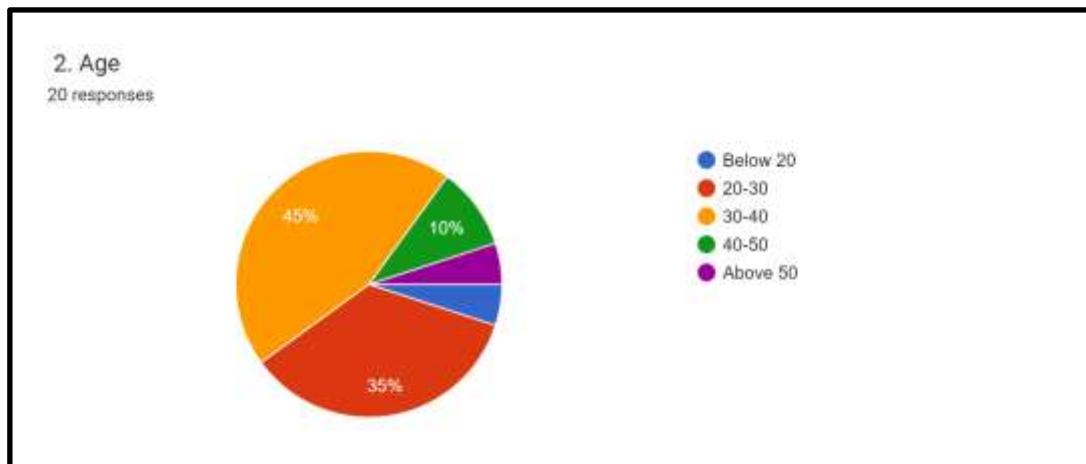


Figure 4.2: Survey Question 2

(Source: Self-created)

The age ranges of survey participants have been represented in figure 4.2. The figure shows that most of the survey participants are from the age group of 30-40 years about 45%. There are 35%

of participants in the survey from the age range of 20-30 years and 10% are from the age range of 40-50 years. There are few participants from both the age range of below 20 and above 50.

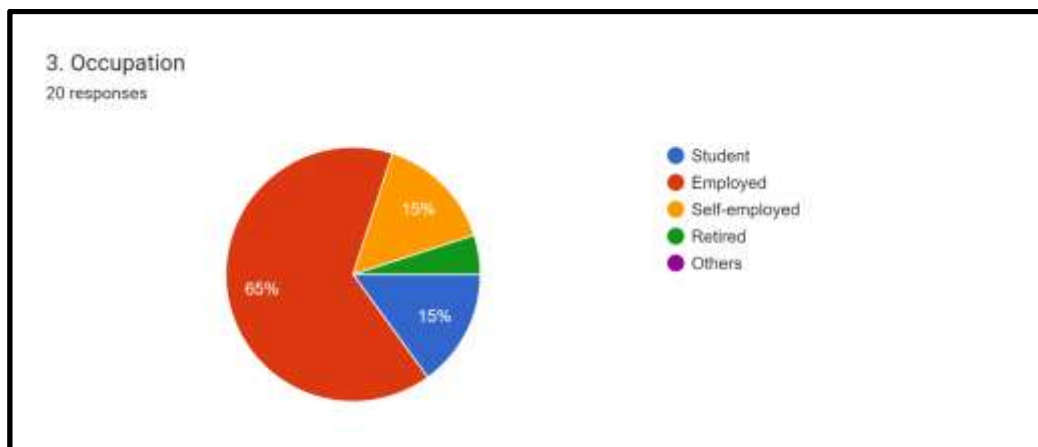


Figure 4.3: Survey Question 3

(Source: Self-created)

The occupation of survey participants is shown in figure 4.3, where most of the respondents are employed about 65%. The responses to the survey are from both self-employed and students about 15%. There are 5% of participants are retired persons.

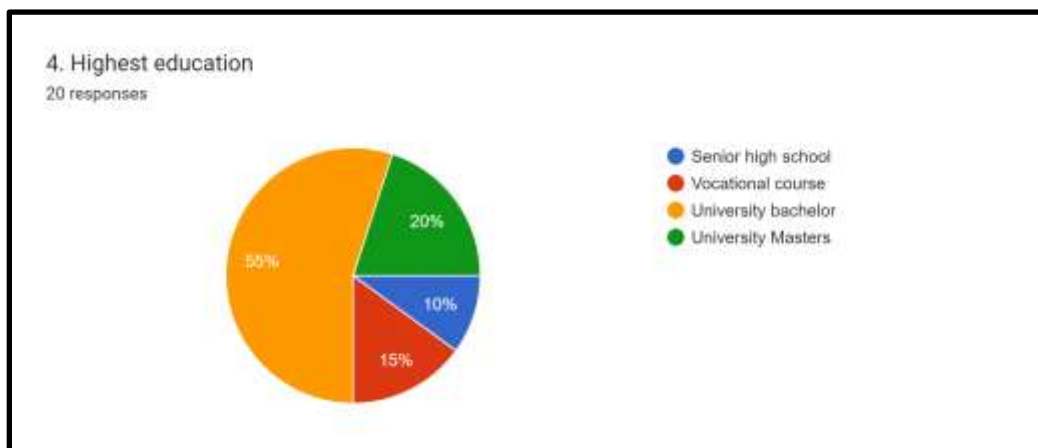


Figure 4.4: Survey Question 4

(Source: Self-created)

Figure 4.4 represents the highest education of survey respondents, and it has been seen that there are 56% of university bachelors, and 20% of participants are University Masters. The highest education of 15 per cent and 10 per cent of the survey respondents are in Vocational courses and Senior High school respectively.

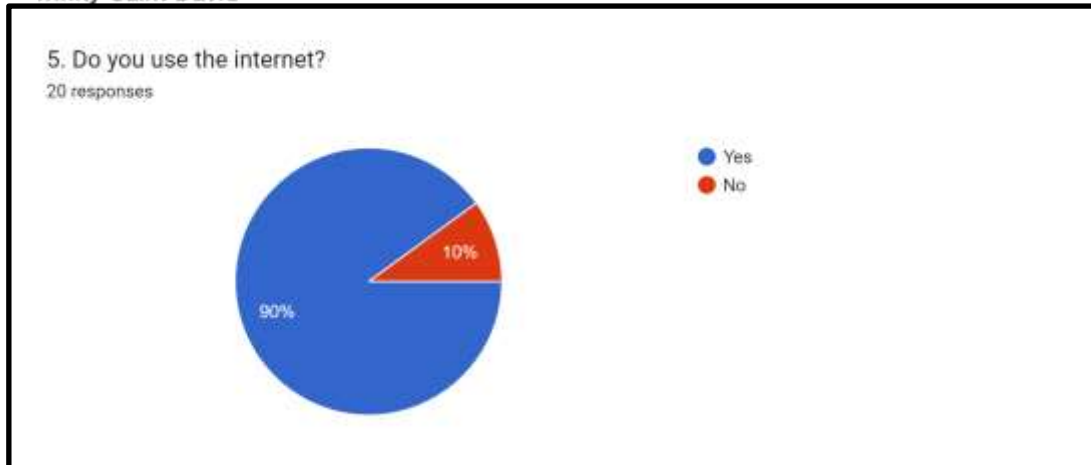


Figure 4.5: Survey Question 5

(Source: Self-created)

The responses about internet use among survey respondents have been shown in the above figure. From the above representation, it has been viewed that most of the participants are used the internet. About 90% of the survey participants are using the internet and only 10 per cent are not using the internet.

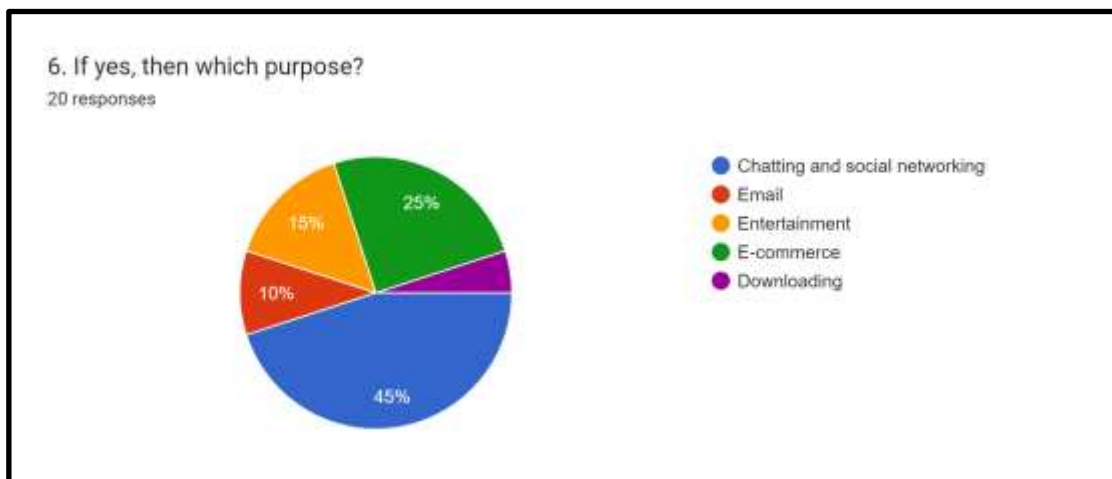


Figure 4.6: Survey Question 6

(Source: Self-created)

The purpose of internet use among the survey participants has been shown in figure 4.6. It represents that most of the participants used the internet for chatting and social networking about 45 per cent of people. 25 per cent of people used the internet for E-commerce, 10 per cent use the internet for Email purposes, 15% of survey respondents use it for entertainment, and only 5 per cent of people use it for downloading.

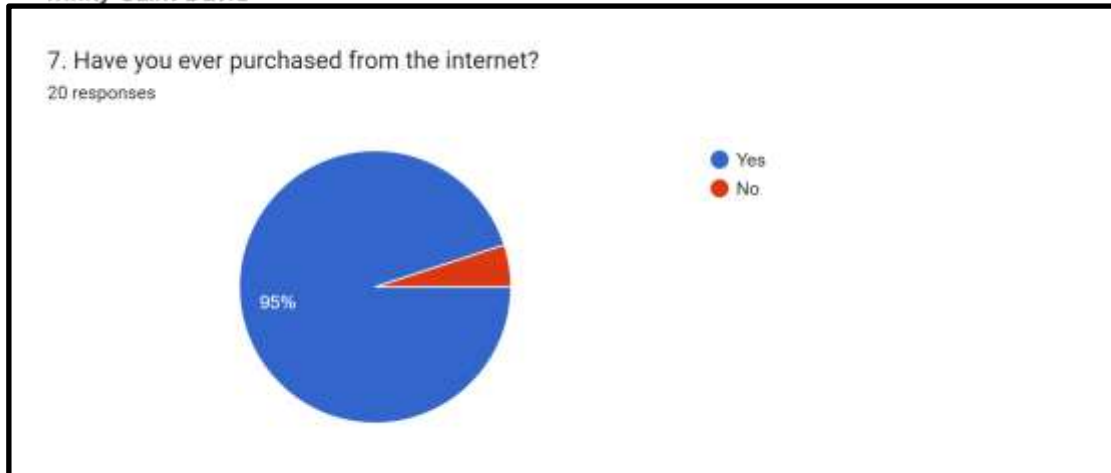


Figure 4.7: Survey Question 7

(Source: Self-created)

The response of survey participants about their internet purchases has been shown in figure 4.7. The figure depicts that about 95% of the participants used the internet for purchasing purposes and only 5% are not used it for shopping purposes.

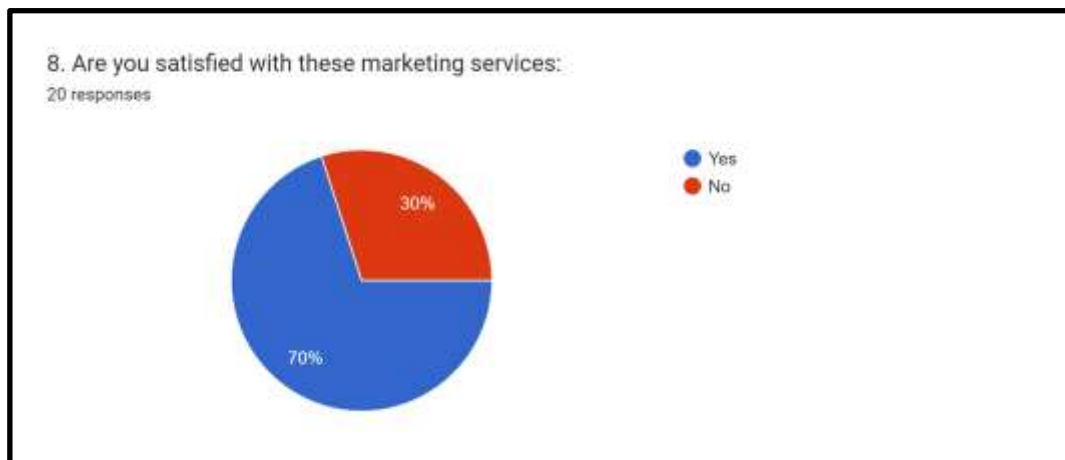


Figure 4.8: Survey Question 8

(Source: Self-created)

The internet marketing experience of survey participants is presented in the above figure. The figure depicts that most people are satisfied with is marketing experiences. About 70% of the respondent are satisfied with internet marketing and 30 per cent are not satisfied.

9. How do you get information about products?

20 responses

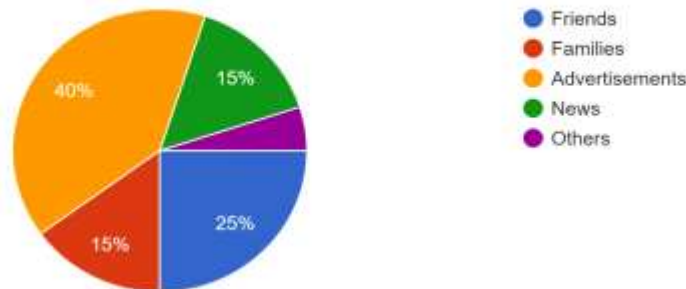


Figure 4.9: Survey Question 9

(Source: Self-created)

The source of information on products for the respondents of the survey that they purchase through the internet is represented in figure 4.9. Most people get product information from advertisements, about 40%. 25 per cent get information from friends, 15 per cent each get information from families and news, and 5% get information from other sources.

10. Do you collect information before purchasing the product?

20 responses

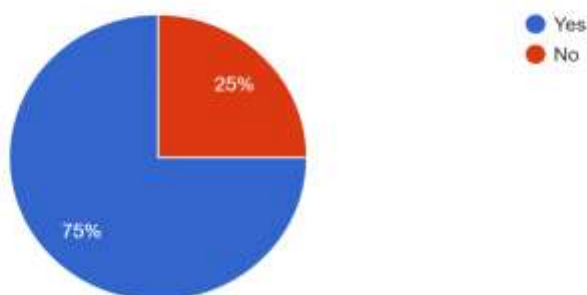


Figure 4.10: Survey Question 10

(Source: Self-created)

The information related to the information collection trends before product purchase has been shown in the above figure. The figure represents that about 75% of the survey respondents collected information regarding the product before the purchase and 25 per cent do not collect information before the purchase.

11. What type of information do you collect?
20 responses

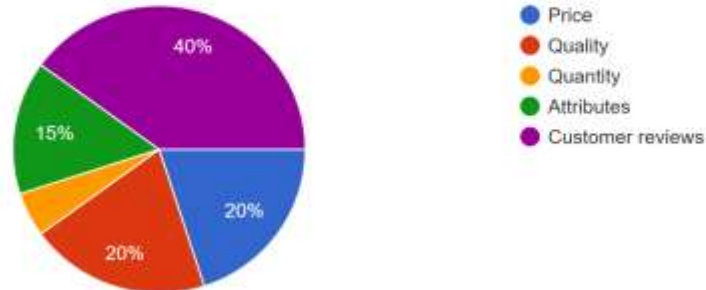


Figure 4.11: Survey Question 11

(Source: Self-created)

The type of information collected about the products has been represented in figure 4.11. From the figure, it has been seen that most of the respondents about 40% collects information about customer review. 20% each respondent collects information regarding quality and price.

12. Did you ever purchase from an online site?
20 responses

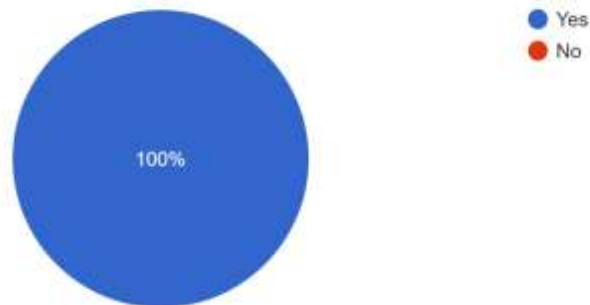


Figure 4.12: Survey Question 12

(Source: Self-created)

The response regarding online purchases has been represented in figure 4.12. The figure depicts that all the survey participants purchase products from online platforms.

13. If yes, then what type of products have you chosen?

20 responses

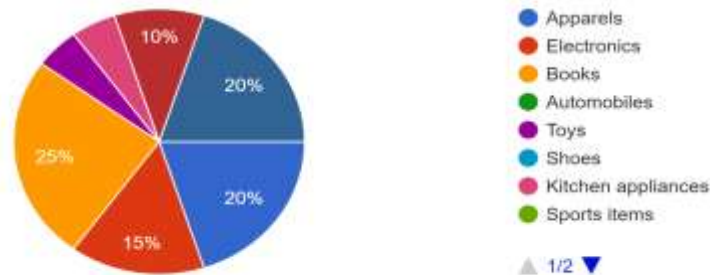


Figure 4.13: Survey Question 13

(Source: Self-created)

The product that they purchase online is presented in the above figure. 25% purchase books online, 20% each purchase apparel and shoes, 15 per cent purchase electronics, and 10 per cent buy kitchen appliances.

14. Are you aware of the concept of digital marketing?

20 responses

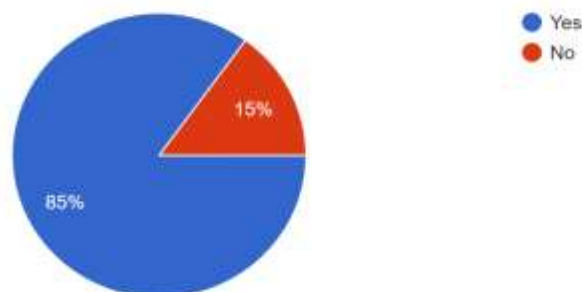


Figure 4.14: Survey Question 14

(Source: Self-created)

The awareness of the concept of digital marketing among the survey participants has been represented in figure 4.14. **85% of survey respondents** are aware of digital marketing and **15% of them** are not aware of digital marketing.

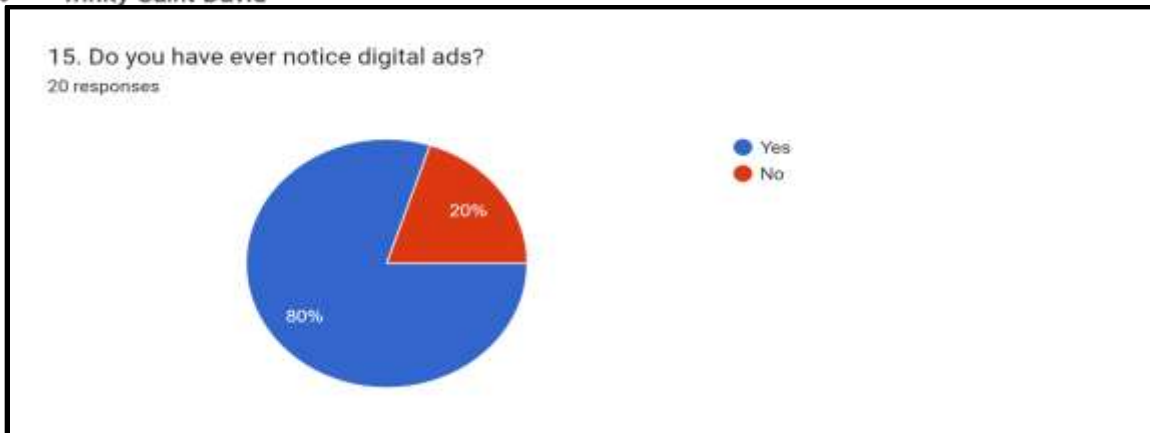


Figure 4.15: Survey Question 15

(Source: Self-created)

The knowledge about the digital ads among survey participants is represented in figure 4.15. 80% of the survey participants noticed the digital ads whereas 20% are not noticed this.

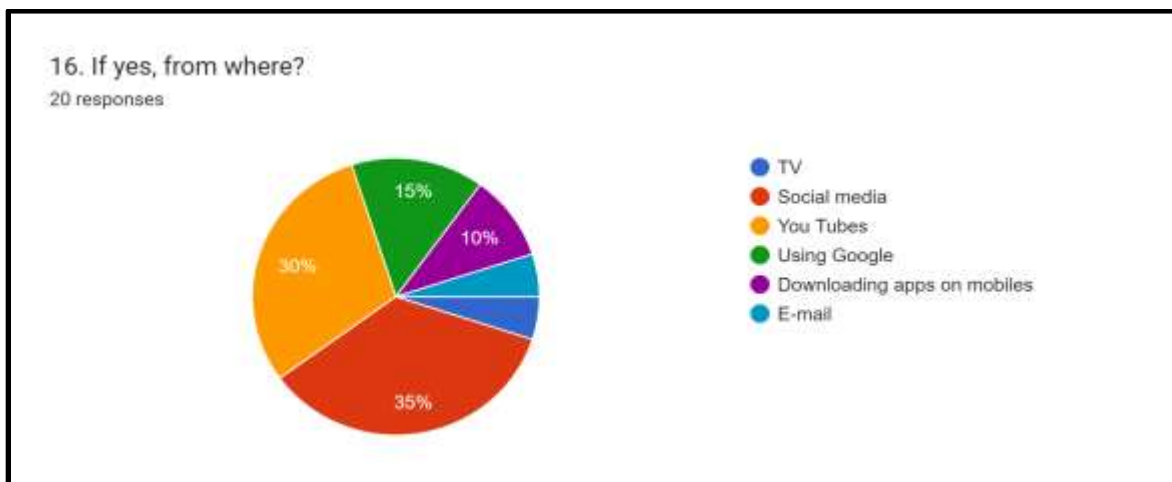


Figure 4.16: Survey Question 16

(Source: Self-created)

The source of the digital ads through which the survey participants noticed it is presented in figure 4.16. From the figure, it has been seen that about 35% of the survey participants notice digital ads on social media, 30 per cent on YouTube, 15% using Google, and 10% on “Downloading apps on mobile. Rest noticed it on TV and in Emails.



17. How do you normally purchase products?

20 responses

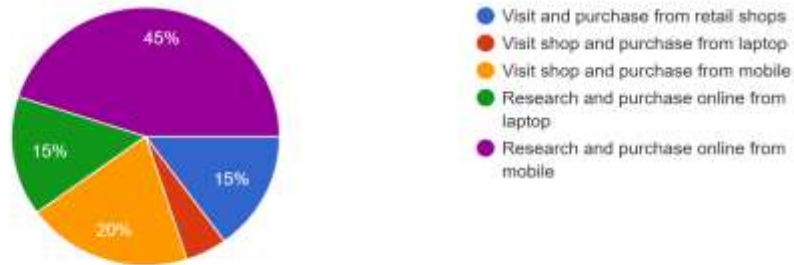


Figure 4.17: Survey Question 17

(Source: Self-created)

The online purchase rate of survey samples is represented in figure 4.17. The figure represents that 45% of the survey participants research the product and purchase it online through mobile. 20% of the survey participants “Visit shop and purchase from mobile”, 15% each of the survey participants “Research and purchase online from laptop” and “Visit and purchase from retail shops”, and the rest are “Visit shop and purchase from laptop”.

18. What is your general experience after purchasing?

20 responses

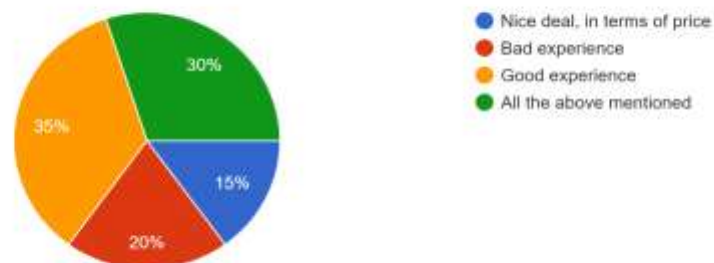


Figure 4.18: Survey Question 18

(Source: Self-created)

The general online purchasing experiences of customers are presented in figure 4.18. About 35 per cent of people’s experience is good, the experience of 30% of the survey respondents is mixed, 20% of the survey participants experienced bad, and the experience of 15% of the survey respondents is “Nice deal, in terms of price”.

19. How do you like to share your experience with others?
20 responses

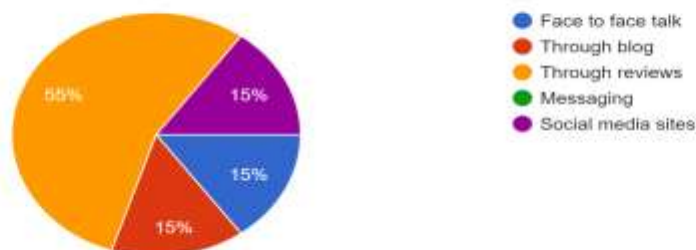


Figure 4.19: Survey Question 19

(Source: Self-created)

The preferences of people to share their shopping experiences are shown in the above figure. Figure 4.19, it has been seen that 55% of the survey respondents prefer to share their shopping experiences through reviews, and 15% of the survey participants like to share their experiences through blogs, messaging, social media platforms, and face-to-face talking in each category.

20. Have you ever purchase anything online by going through digital advertisements on social media for the same?
20 responses

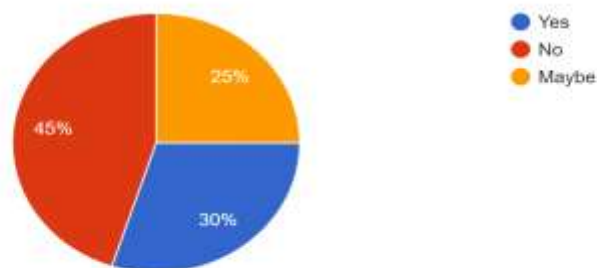


Figure 4.20: Survey Question 20

(Source: Self-created)

The online purchasing experience through digital advertisement on different social media among people has been presented in figure 4.20. 45 per cent of the survey participants responded that they purchase from online platforms directed through digital advertisements on different social media sites. In this context, 30% of participants say “No” and 25% responded, “maybe” about the online purchase directed through digital advertisement.

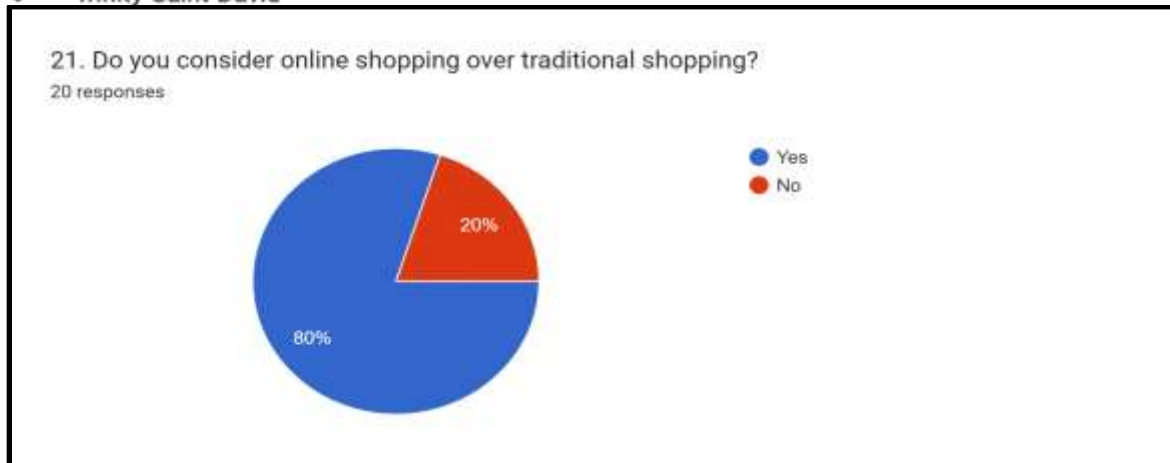


Figure 4.21: Survey Question 21

(Source: Self-created)

The consideration of online shopping over traditional shopping among people is presented in figure 4.21. About 80 per cent of the survey participants considered online shopping over traditional shopping methods. And 20% considered traditional shopping.

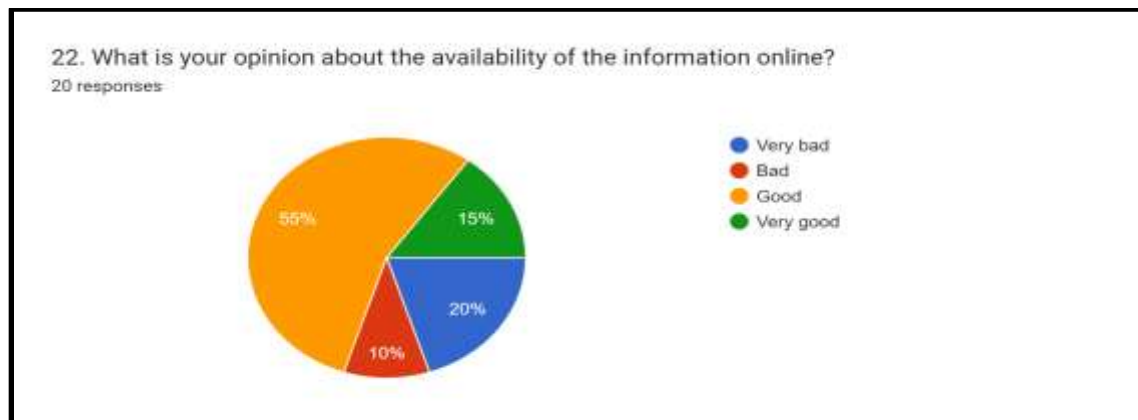


Figure 4.22: Survey Question 22

(Source: Self-created)

The opinion related to available information on online platforms is shown in the above figure. 55% of the survey participants opined that available online information related to products is good, 25% opined about it is very bad, and 15% says it is very good.



23. Have digital channels such as advertisements, social media altered your online purchase decisions?

20 responses

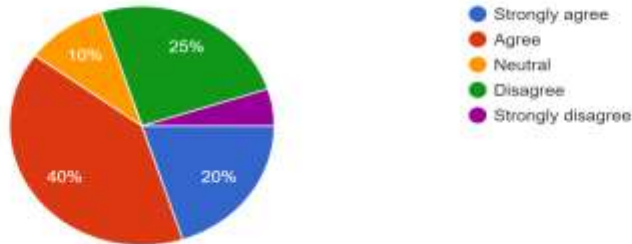


Figure 4.23: Survey Question 23

(Source: Self-created)

The figure represents that 40% of the survey participants agreed and 20% strongly agreed that different digital channels like social media and advertisements are able to alter online buying decisions.

24. Do you look at product description, website reviews and blogs about product before purchasing online?

20 responses

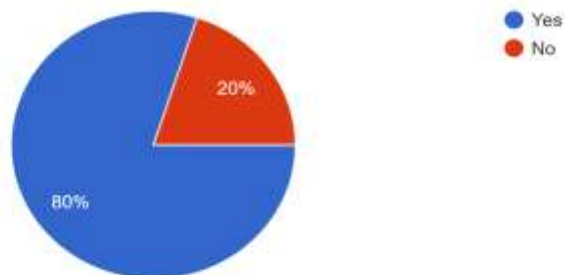


Figure 4.24: Survey Question 24

(Source: Self-created)

The above figure represents that 80% of the survey participants look for website reviews, product descriptions, and blogs related to product information before their online purchase. However, 20% of the survey participants are not do all this.

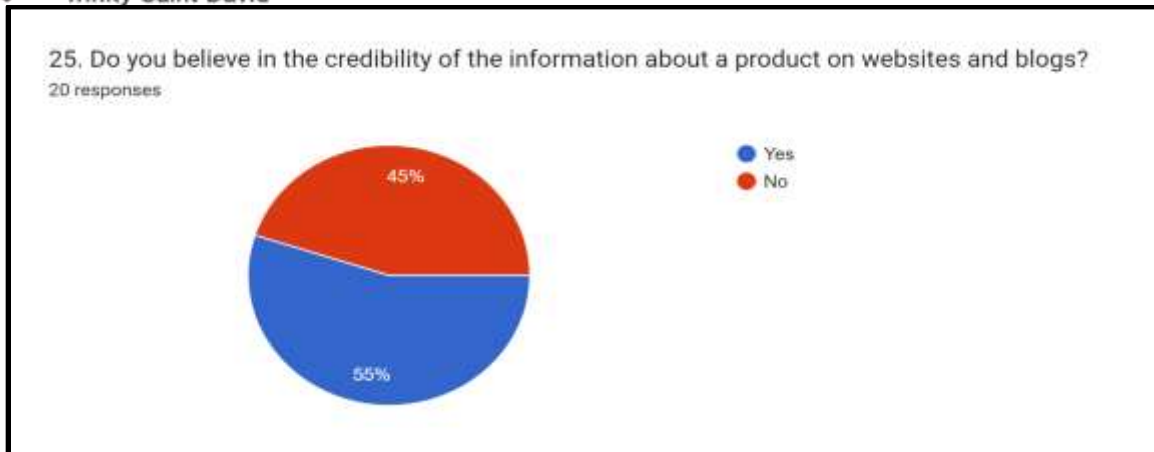


Figure 4.25: Survey Question 25

(Source: Self-created)

The participants believe related to the credibility of information related to products ads can be availed through blogs and websites are shown in figure 4.25. 55% say 'yes' about the credibility of information related to products in blogs and websites whereas 45% say 'no'.

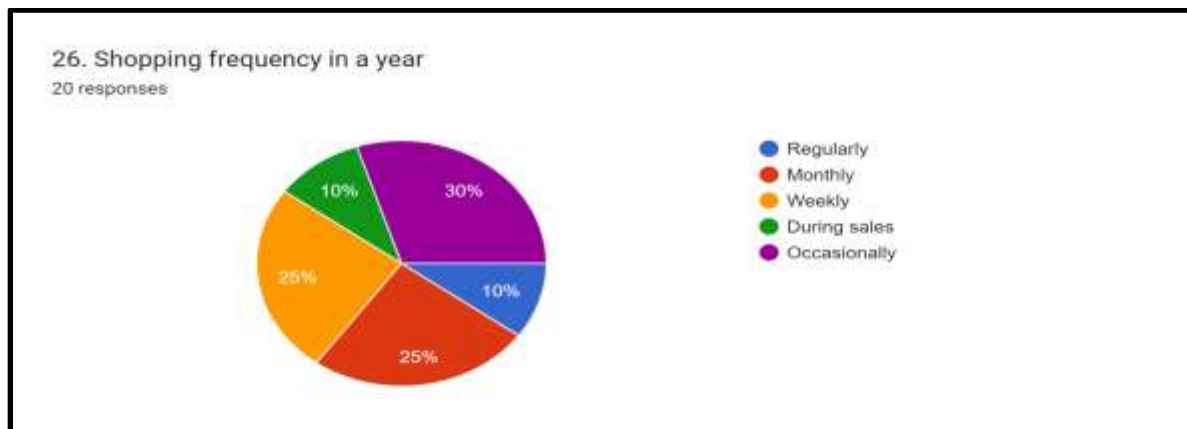


Figure 4.26: Survey Question 26

(Source: Self-created)

The frequency of online shopping of people is presented in figure 4.26. 30% of the survey respondents are shopping occasionally, 25% each monthly and weekly, and 10% each for regular and during sales.

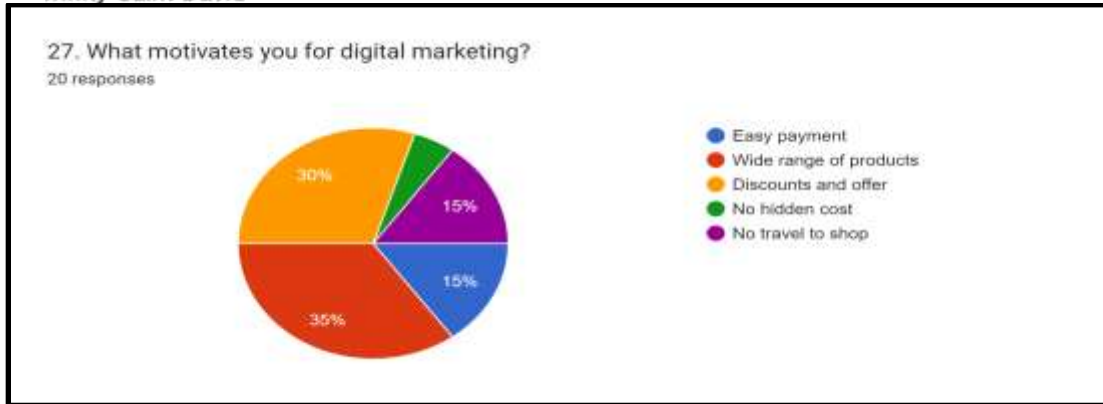


Figure 4.27: Survey Question 27

(Source: Self-created)

The motivating factors of digital marketing have been represented in the above figure. The “wide range of products” is the key motivating factor among 35% of the survey participants. 30% of the survey respondents are motivated by the “Discounts and offers”, 15% of each is motivated by easy payment and “no travel to shop” factors, and the rest is by “no hidden cost”.



Figure 4.28: Survey Question 28

(Source: Self-created)

The trends of price comparison among people on different websites are represented in the above figure. **35% and 30%** of the survey participants agreed and strongly agreed that they use different price comparison websites before their product purchase. From the findings of primary data, it has been that most the people compare prices of different products before their online purchase.

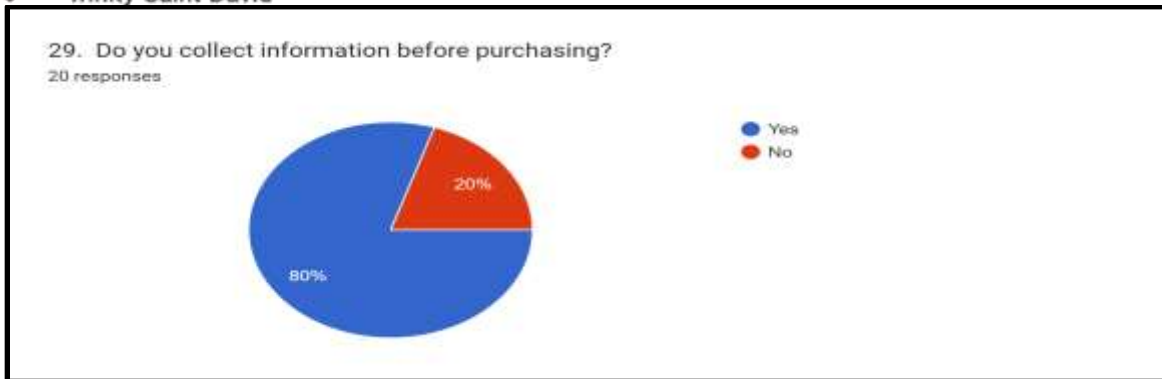


Figure 4.29: Survey Question 29

(Source: Self-created)

The figure represents trends of information collection before purchase are shown in figure 4.29. 80% of the survey respondents collected product information before their purchasing whereas 20% of the survey participants do not collect information before purchasing.

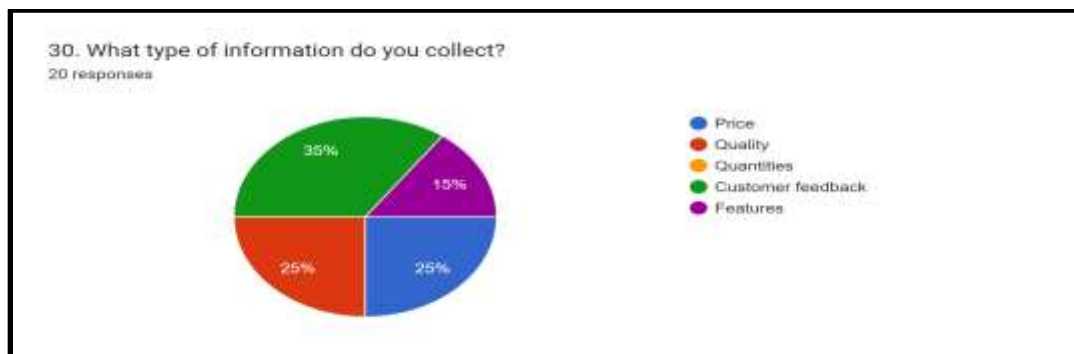


Figure 4.30: Survey Question 30

(Source: Self-created)

The type of information collected regarding online purchases has been represented in the above figure. 35% of the survey participants are collects information related to customer feedback, 25% each collected information on the price and quality of products, and 15% of the survey participants are collects information related to features of products.

4.1.2 Findings of Secondary data

Author name and year	Aim	Main findings	Conclusion
Omar and Atteya,	This research	The findings	The factor that has



2020	investigates digital marketing channels for marketers, including retargeting, email marketing, and mobile marketing. The researchers examine how these channels affect consumers' decision-making regarding their purchases in the Egyptian market.	demonstrate that mobile phones, as a digital marketing medium, have a detrimental influence on customers' purchase decisions at all points in the consumer's buying cycle. Retargeting significantly influences customer choice-making throughout the assessment phase. Knowledge, purchasing decisions, and further purchases are all necessary for information research.	the most impact on consumers' decision-making about purchases is targeting, which is one of the three digital marketing channels that serve as the independent variables in this study. The review stage, according to the research, has the most influence on consumers' choices.
Kurdi <i>et al.</i> , 2022	Based on a number of applications that use the eWOM's intermediate impact to analyse customer purchase choices, this study has evaluated the function of digital marketing channels.	Results on the influence of eWOM showed how other customers' experiences with certain items and their views of this aspect during the development	Using the mitigating impact of eWOM, the study was able to accurately establish the function of digital marketing channels in customer purchase choices. Important findings demonstrate



		revolution of social media communication impacted each other. Comparatively to the friendliness aspect, the study sample was able to rapidly determine whether the comments were reliable and whether they could offer the most helpful advice needed without lowering the effort of communication.	that the digital marketing channel element has a significant beneficial impact on customer purchase decisions. The results of a later examination of adjustment revealed that e-WOM had corrected for correlations between all study variables.
Mason <i>et al.</i> , 2021	This exploratory research looks at how the COVID-19 epidemic affected social media marketing among American consumers (US).	The influence of in-store promotional materials on consumer shopping and purchase behaviour will diminish as people spend less time in stores as a result of the COVID-19 epidemic. Findings indicate a growth in consumer social media usage.	By providing product evaluations, customer service stories, and useful advice on social media, businesses may significantly affect the buying and purchase habits of consumers. This outcome demonstrates the increased significance of social media as a



		Customers can be affected by outside authority, claims S-O-R theory and the consumer decision-making model. In other words, customers are influenced by their social environment and frequently copy the actions of others. A suggestion from a reliable source is frequently used to guide purchasing decisions.	marketing tool since the COVID-19 pandemic's breakout. The outcomes, therefore, show how social media affects customers' decision-making processes.
Sun and Wang, 2020	The goal of this white paper is to monitor consumer attitudes and intentions to buy green products on social media and analyse "social media marketing, perceived consumer effectiveness (PCE), product knowledge, subjective norms,	According to empirical findings, attitudes, subjective norms, and perceived behavioural control, all have a favourable impact on purchase intention, but price perception has a negative impact. Product knowledge impacts customer	The study investigated customers' intentions to buy environmentally friendly products using the extended TPB model, emphasising the value of PCE, pricing awareness, product knowledge, and social



	perceived to examine the relationship" between behavioural control and price awareness.	attitudes and purchase intentions favourably, while PCE influences consumer attitudes positively. The effects of social media marketing on subjective norms, product knowledge, and PCE are good, as predicted, whereas the effects on price perception are negative. Purchase intent and PCE do not, however, significantly correlate. The impacts between various consumer groups are considerably varied, as shown by the outcomes of the multi-group structural equation model study.	media marketing. Attitudes, subjective standards, and perceived behavioural controls all impact consumer intentions to buy green items favourably; price consciousness, however, has the opposite effect.
Sanny <i>et al.</i> , 2020	With regard to purchase intentions for men's skin care products in Indonesia,	For both researchers and the skin care business, the study's findings have a	This outcome is in line with Millennials' belief that social media marketing for a



	this paper investigates the effects of social media marketing on brand perception and brand trust.	number of ramifications. The study will also assist the skin care business in learning more about customer purchase trends. This discovery backs up the theory and can help draw deeper conclusions from earlier research while also strengthening the understanding. The technique of acquiring product knowledge through customer purchasing intent has evolved. The findings revealed that men's skincare product purchases were planned by respondents when they want to enhance their look and that these plans were influenced by their opinions on certain skincare items, which	specific skincare brand should include both fun and advertising. A skincare consumer also often switches brands, usually more than twice.
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		they also learned about via social media advertisements.	
Chen and Lin, 2019	The researchers in this study hypothesised that social identity, perceived value, and satisfaction could all be used by social media marketing activities to impact continuance intention, involvement intention, and purchase intention.	The empirical findings of this work lead to two key deductions and contributions. Secondly, most studies of social websites have ignored the effects of social media marketing initiatives. According to the study, social identity and personal value (PV) are significantly impacted by social media marketing activities. PV affects satisfaction, retention, involvement, and purchase inclinations. In reality, social media service providers ought to think about how to	Partially collected data were obtained via an online questionnaire. Due to their affiliation with the social community, some respondents may have been more inclined to fill out the survey, which might generate biases in self-selection that could compromise the data's external validity. due to the environment. Cross-sections served as the study's sampling method. As a result, the analysis's findings can only be used to interpret an individual's social media usage patterns.



		improve the effectiveness of their social media marketing initiatives. Before launching social media marketing campaigns, community owners are urged to improve forum participation and content.	
Aji <i>et al.</i> , 2020	Investigating the effect of SMMA on consumer purchase intentions is the goal of this article.	The study looked at how social media marketing activity, brand equity, e-WOM, and customer purchase intent are related. The findings of this study demonstrate that social media marketing initiatives are a significant driver of customer purchase intent. According to the research, social media marketing initiatives may have an impact	Businesses have plenty of chances to advertise goods: The study examines how social media marketing affects brand equity as well as the substantial influence brand equity has on e-WOM.



		on the purchase intentions of Indonesian customers.	
Irshad <i>et al.</i> , 2020	The goal of this study was to investigate how customer motivations—such as reward, social, and empowerment, affect online purchase intentions through the influence of merchant trust on social media.	Researchers discovered that trust and both incentives and social motives have a favourable impact on customers' online purchasing inclinations. Yet, the association between customers' intent to make online purchases and empowering objectives were completely mediated by trust.	Just a few studies have attempted to analyse customer trust in the context of social media marketing, and the literature in this field is still in its infancy, according to the available research.
Ebrahim, 2020	This study's goal was to look at how social media marketing (SMM) activities affected brand trust and equity, which in turn affected brand loyalty.	By examining the impact of SMM activities in boosting important brand objectives like brand equity and brand loyalty, the study's findings offer various insights that	Digital content needs to be trusted by consumers, and there are many different social media interactions that may help with this. Building strong brand connections and



		contribute to the burgeoning literature on social media marketing. The first problem is still measuring and comprehending SMM. Many researchers in the literature addressing the five characteristics of social media provided support for the scale used to quantify SMM activity. These factors work together to form the activities that drive people to utilise social media. Nevertheless, just three of the aspects—prevalence, individualization, and WOM—are demonstrated by the study's findings.	lasting relationships consequently requires trust, which is crucial. In relationship marketing, trust is the driving force behind creating and sustaining long-term connections, a replacement for equity that results in distinct and differentiated brand equity that is deeply ingrained in the minds of consumers.
Roy <i>et al.</i> , 2019	This article looked at the understudied	The researchers discovered that	Customers value eWOM values that



	effects of rich content and mixed-neutral word-of-mouth (MNWOM) value on online purchase intent.	respondents' attention was drawn to a mix of favourable and unfavourable comments as well as neutral opinions when open coding was employed. In order to better understand MNWOMs and rich eWOM material in the context of India, researchers performed expert interviews and then inductive analysis of the recorded information. The keywords that may be utilised to characterise the underlying structure were better understood through inductive content analysis utilising open coding.	share strengths and weaknesses more than those that are negative or neutral, according to the study. As a result, reviews of this nature influence consumers' plans to make purchases online. While reviewing technological items, online customers thought that brief, pertinent films were more useful.
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4.2 Data analysis

4.2.1 Analysis of Primary data

The primary research has been conducted in order to find the impact of digital marketing on the buying behaviour of consumers. While analysing the demographic features of the consumers from the research it had been seen that most of the online customers are female and from the age group of 30-40 years and employed. The highest education of most online purchasers is a bachelor's degree. The number of internet users has increased rapidly over the years, it is expected that about 5.3 billion people will use the internet in 2023 (Statista, 2023). Most people use the internet for chatting and social networking, and also for e-commerce purposes. There is also an increase in the use of the internet for shopping purposes with the increase in the internet users. In 2021, e-commerce retail sales have crossed 5.2 trillion US dollars (Pasquali, 2023). It is also expected that this figure will reach the new highest in the coming years. Regarding the findings of primary results, it has been seen that advertisement is the most effective source of information for the products. According to Poels and Dewitte (2019), in recent years digital advertisement gains the largest share of the advertisement investment of an organisation and become a measurable and important advertisement outcome.

The information collection related to product quality, price, and customer feedback on that product has great significance among online buyers. Nowadays almost all people are buying products online for their daily life related to apparel, books, electronics, fashion accessories, shoes, automobiles and others. The concept of digital marketing known by most people nowadays. Digital marketing is an effective tool for sellers in terms of cost-effectiveness and customer reach (Sathish et al. 2022). Businesses are concentrating on customer psychology, which regulates purchasing behaviours and decision-making processes through incentives, promotions, and transactions. Also, the worldwide marketplace shows the biggest income data, which improves purchasing experiences. By focusing on a diverse variety of target markets, digital marketing generates the potential for all sorts of enterprises and digital marketing assists in narrowing the market area based on customer demand. Sellers used digital ads through different channels like social media, TV, YouTube, e-mails, search engines like Google, and different mobile apps. Ebrahim (2020) stated that different social media become an effective tool for organisations to reach their potential customers and enhance their brand awareness. Influence from social media influences consumer decision-making notions, where word of mouth plays an

important part in managing customers' digital purchasing intentions. Most people use mobile for their online purchases, and they do research before theory purchases.

Regarding the primary findings, it has been seen that the overall experience after online shopping is good among people. According to Kursan Milaković (2021), whenever it appears to purchase decisions, customers are rather self-efficacious. Resilience and vulnerability impact buying experience explicitly and subsequently influence repurchase willingness through satisfaction. Additionally, purchase experience influences repurchase intention. Furthermore, consumer adaptation to online purchasing facilitates the association between customer resilience and buyer satisfaction. Product review is an important aspect among consumers as most of the customers are willing to share their experiences through reviews, social media platforms, and face-to-face talk. Digital advertisement on different social media platforms is an effective source and way of purchasing direction, as different people purchase their products inspired by digital advertising on social media.

Nowadays most people prefer online shopping over traditional shopping as it provides an easy way of payment, a wide range of product choices, offers and discounts, and there is no hidden cost and the consumers do not need to travel to shop. People use the available information on different online platforms regarding their products before they purchase. The primary result also shows that the buying decision of people can be exchanged through different online channels like social media and digital advertisements. Online product reviews and descriptions are important for consumers before their buy products. Most people believe in the credibility of information available online related to their chosen product. The frequency of online shopping has increased over the years, people prefer online shopping occasionally and many people also prefer it regularly. People use different products comparing websites for the comparisons of their chosen with other same products from different companies. Different information that people collected before their purchasing is quality, price, and customer feedback before their purchase. Hence from the analysis of primary data, it can be stated that digital marketing has a huge impact on the buying decision of consumers.

4.2.2 Analysis of Secondary data

4.4.1 Theme 1: Strategy to enable the shopping experience of consumers in digital marketing

A "digital customer experience (DX)" maturity spectrum by delving further into each of the six categories, demonstrates how effectively a company's digital customer experience strategy is genuinely aligned. Before achieving their objectives—a seamless, competitive digital consumer experience—companies go through a number of phases of maturation. With the intention of assisting businesses in better positioning their DX performance in practice, a particular framework for measuring digital experience maturity is based on six important categories (Wibowo *et al.*, 2020). Companies will switch from providing customers with access to digital channels to encouraging a considerate, interesting, and ultimately appealing digital lifestyle.

Companies may advance on the DX maturity ladder and improve CX in a number of ways. To allow true progress, digital customer experience management should, from a strategic standpoint, be made a priority by the leadership and integrated with the overarching corporate plan. From then, roles and duties should be specified in clear channels. Also, customers must specify how operations will switch from traditional to digital channels. From an organisational perspective, a specialised digital team determines alignments and synergies with other pertinent business sectors, such as marketing, sales, services, and other channels (Makrides *et al.*, 2020). The team should create KPIs that influence organisational and cultural thinking towards CX and digital transformation, optimise processes to boost productivity and get rid of redundant tasks. Automate old processes where customers can, and create fresh, client-focused ones.

4.4.2 Theme 2: Develop positive buying behaviour of the customer

To learn what the consumers want and are motivated by, do a customer survey. Sales representatives are more trained and equipped as a result to adjust to and react to shifting client behaviour. But don't stop there; continue the conversation to keep abreast of the customers' needs and pulse (Ceyhan, 2019). Find out what prospective clients value in their interactions with rivals by having discussions with them. Customers will gain from knowing the ideal supplier-client relationship and attempting to determine how to finest provide the value proposition to fulfil their wants because customers can be a tiny corporation (Cao *et al.*, 2021). Determine the process and metric adjustments required to efficiently track and react to changes in customer

behaviour. According to recent data, salespeople now spend 40% less time with clients than they did three years ago (Maria *et al.*, 2019). If the company follows the same procedure as hers did three years ago, the company could be doubting if they are treating the clients fairly and fostering a relationship with them.

4.4.3 Theme 3: Benefits of digital marketing

Conventional marketing is regionally constrained, and running campaigns abroad may be challenging, expensive, and time-consuming. On the other hand, digital marketing happens online. In other words, the reach organisations can achieve with it is limitless. A local company owner, no matter how tiny, may utilise the internet store to market to customers throughout the world. Traditional marketing is seldom effective for this and is quite expensive (Manzoor *et al.*, 2020). The availability of information online has provided firms with several chances for expansion. Each company may benefit greatly from having exposure and a worldwide reach.

Digital marketing's biggest advantage is its increased global reach, but it also raises local awareness. If the company depends on local clients, this is extremely crucial. Businesses looking to draw in more clients might benefit from local SEO and locally focused-advertising (Ali Taha *et al.*, 2021). Compared to the reach required to print and distribute flyers, consider the reach organisation may accomplish with neighbourhood-wide digital marketing. Digital marketing is a practical method for marketing the company either locally or globally. This enables even modest businesses to compete with larger ones using extremely focused methods. For the most part, these tactics start off being free (Khwaja *et al.*, 2020). But not every type of digital marketing is appropriate for every kind of company. Depending on their marketing objectives, companies may discover the best option.

4.4.4 Theme 4: Determine the customer's brand experience

Consumer happiness and loyalty will be positively impacted by brand experience, and brand personality will be positively impacted as well. Consumers infer a brand's personality through a variety of connections with the brand, including Personas associated with the brand, product characteristics, associations with product categories, brand name, and messages and communications about the brand (Dwivedi *et al.*, 2020). The four components of brand experience—sensory, emotional, intellectual, and behavioural, can be quantified. The study also

demonstrated that brands elicit these elements in distinguishing (identifiable) ways (Diez-Martin *et al.*, 2019). Brand personality impacts the brand experience of the consumer and improves product distinction.

4.3 Discussion

Digital marketing become an effective and important tool for organisations in order to reach their potential customers and alter their purchasing decision. It is also very cost-effective compared to other advertising mediums. Organisations used social media platforms as a part of the promotion of their product through digital advertisements on social media platforms. With the help of digital advertisement organisations can provide relevant information related to quality, price, and customer feedback that different customers prefer to collect before their purchase. It also is used by different organisations in order to influence to purchase of their product by providing important information like product descriptions.

A unique approach for assessing digital experience maturity was created based on six important factors to assist businesses in better positioning their real-world DX performance. In terms of the organisation, it is a specialised digital team that creates connections and synergies with other pertinent business sectors like marketing, sales, services, and other channels. Teams should develop KPIs that shape organisational and cultural perspectives on CX and digital transformation, streamline procedures to boost productivity, and get rid of unnecessary work (Cheung *et al.*, 2021). Consumers might profit by being aware of their ideal supplier-customer relationship and attempting to determine the best method of delivering a value offer to suit their demands. Compared to the reach needed to print and distribute flyers, consider the reach an organisation may accomplish with digital marketing across regions. A handy technique to promote your company locally or internationally is through digital marketing (Todri *et al.*, 2020). A brand's personality is derived by consumers from the various connections they have with it, such as personas connected with it, product qualities, relationships with product categories, brand names, and messages and communications about it.

Chapter 5: Conclusion and recommendation

5.1 Conclusion

It has been depicted that the impact of digital marketing on consumer purchasing behavior is unequivocal. Digital channels have transformed the way businesses connect with their customers, empowering them to gain a better comprehension of their target audience, create personalized marketing strategies for specific consumer segments, and enhance engagement and sales.

In order to fully capitalize on the advantages of digital marketing, companies must conduct extensive market research and accumulate data on the values, lifestyle, and buying habits of their consumers, allowing for a more profound understanding of their target market. Additionally, developing marketing initiatives and strategies that are tailored to resonate with specific consumer groups and customizing products and services to cater to their distinct preferences and requirements can foster brand loyalty and drive sales.

Incorporating eco-friendly and ethically responsible production practices into products and marketing techniques can also attract consumers who prioritize sustainability and ethical values. Finally, leveraging social media, web analytics, and other digital platforms can provide valuable insights into consumer behavior, preferences, and trends, facilitating the refinement of marketing strategies and the optimization of campaign effectiveness. By leveraging the power of digital channels, companies can create meaningful connections with their customers, build brand loyalty, and drive sales.

5.2 Linking with objectives

Objective 1 has been justified in the literature review section by illustrating the effectiveness of digital marketing that can potentially enhance the shopping experience for consumers by displaying the exclusive offers and display of the products.

Objective 2 has been met in the literature review section and outcome by enhancing the positive approach of the consumers towards digital branding.

Objective 3 has been evaluated from the responses of the participant in the findings chapter as well as in the literature review section by improving digital marketing for providing consumers with convenience, accessibility, personalized experiences, and information to make informed purchasing decisions.

Objective 4 has been highlighted in the findings and literature review segment by recognizing the experiences of the consumers from digital promotional.

5.3 Recommendations

Recommendation 1: Performing market research and collecting data on the values, lifestyle, and purchasing habits of consumers is necessary to gain a deeper comprehension of the target market.

In order to better understand the target market, a company has to conduct market research to gather information on the values, lifestyle, and buying behavior of its consumers. This research could involve conducting surveys, focus groups, or analyzing data from various sources. By gathering data on these factors, a company can gain insights into what drives consumer behavior, what factors are important to them, and how they make purchasing decisions (Omar, and Atteya, 2020). These insights can then be used to tailor marketing efforts to better appeal to the target market and increase the chances of success.

Recommendation 2: Creating marketing tactics and initiatives that are tailored to appeal to particular consumer groups.

An organization has to design marketing campaigns and tactics that are customized to meet the interests and requirements of particular consumer groups in order to attract them. This could involve devising messages that relate to specific demographics or creating promotions that highlight attributes or advantages that are particularly significant to certain consumer segments (Mason *et al.* 2021). By customizing marketing efforts in this manner, a company can effectively target its intended audience and drive engagement and sales.

Recommendation 3: Customize offerings and services to fulfill the specific desires and requirements of the intended audience, resulting in a boost in brand loyalty and sales.

By tailoring offerings and services to meet the unique demands and expectations of their target audience, a company can increase customer satisfaction, brand loyalty, and sales. This could involve creating new products or services that address specific customer needs or modifying existing offerings to better align with customer preferences (Sulthana, and Vasantha, 2019). By showing a deep understanding of their customers and delivering solutions that meet their needs, a company can differentiate itself in the market and create a loyal customer base.

Recommendation 4: Integrate environmentally friendly and morally sound manufacturing techniques into both the products and marketing methods to attract consumers who give importance to these principles.

In order to appeal to consumers who, prioritize environmentally friendly and ethically responsible practices, a company may incorporate sustainable manufacturing techniques into its products and marketing strategies. This could involve using recyclable materials, reducing waste, or highlighting the company's commitment to sustainability in its marketing messaging (Xiao *et al.* 2019). By demonstrating a commitment to these principles, a company can attract consumers who share these values and differentiate itself from competitors who do not prioritize sustainability.

Recommendation 5: Employ “social media, web analytics, and other digital avenues” to gain insight into consumer behavior, inclinations, and patterns.

By utilizing “social media, web analytics, and other digital channels”, a company can gain valuable insights into the behavior, preferences, and trends of its consumers. These insights can then be used to refine marketing strategies and improve the effectiveness of campaigns, ultimately driving engagement and sales (Sanny *et al.* 2020).

5.4 Future scope

This study has significant future potential for further research and exploration. As technology and digital channels continue to advance, it is essential to continue to investigate and analyze the evolving impact of digital marketing on consumer behavior.

One possible avenue for future research is to unveil the “impact of emerging technologies, such as artificial intelligence and virtual reality”, on consumer behavior and their interactions with

digital marketing. For example, researchers could examine how the use of chatbots or AI-powered assistants in customer service or product recommendations may influence consumer buying decisions (Ceyhan, 2019).

Additionally, there is a need to study the effect of digital marketing on consumer behavior in different cultural and socio-economic contexts. A comparative analysis of digital marketing campaigns in diverse regions can provide insights into the effectiveness of specific tactics and strategies in different cultural settings.

Moreover, given the growing importance of ethical and sustainability concerns among consumers, future research can focus on the impact of incorporating such values into digital marketing campaigns on consumer behavior. Overall, the future scope of this research is vast and multidimensional, presenting opportunities for further exploration and investigation into the impact of digital marketing on consumer behavior and how it may evolve in the years to come.

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