

IMPACT OF DIGITAL MARKETING CHANNELS ON CONSUMER BEHAVIOR

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ABSTRACT

The advent of digital marketing platforms has brought about a significant transformation in the manner in which firms engage with and exert influence over consumers. Nevertheless, the degree to which they influence consumer buying behavior continues to be a subject of academic discourse. The present study employed a questionnaire-based methodology to investigate the exposure of 150 participants to digital marketing and its subsequent influence on their purchase behavior. The empirical findings indicate that exposure to digital marketing has a notable and favorable influence on client purchasing behavior. The findings indicate that respondents who were exposed to digital marketing exhibited a higher propensity to engage in purchasing behavior compared to those who did not have such exposure. Moreover, the research discovered that distinct digital marketing channels possess diverse levels of impact on customer buying behavior. The digital marketing channel that exerted the greatest influence was social media marketing, with email marketing following closely behind. The aforementioned differentiation implies that organizations ought to strategically deploy their resources and endeavors towards the most efficacious channels, contingent upon their intended audience and marketing goals.

Keywords: Digital Marketing, Consumer Behavior, Ecommerce, Online Business

INTRODUCTION

In the contemporary period, communication technology has permeated several aspects of human existence. The advancement of technology has facilitated the emergence of novel distribution platforms that cater to the needs of marketers and advertisers. The field of digital advertising has shown significant expansion over time due to advancements in technology, leading to its widespread adoption across several industries. Digital advertising encompasses more than just search and display advertisements; it also includes marketing communications conducted through the Internet, social media platforms, and mobile applications (Cinar & Enginkaya, 2014). According to Ashman et al. (2015), digitalization is widely recognized as a dominant catalyst for global transformation. According to Zhang et al. (2014), the phenomenon is inducing swift transformations throughout several domains of human existence, encompassing job patterns and leisure activities. The process of digitalization exerts a significant impact on virtually all facets of human existence. Respondents over the globe are utilizing websites and applications to avail themselves of a diverse array of services and products. It can be argued that digitalization has become an integral aspect of contemporary society (Karimi et al., 2015).

In contemporary times, the incorporation of the digital domain has become an essential component of our everyday existence. This amalgamation of technology, connection, and consumer demands has significantly transformed the manner in which respondents engage with companies, goods, and content. Consequently, it has become imperative for firms to thoroughly explore the complexities of consumer behavior within the digital ecosystem and adjust their marketing strategies accordingly (Lewis-Smith et al., 2023; Schäfer, 2023; M. Zhang, 2023). The advent of the digital era has had a significant impact on consumer behavior. The empowerment of consumers has been facilitated by their capacity to access information, engage with brands, and make online purchases through a range of digital touchpoints. In contemporary society, respondents have acquired a heightened level of knowledge, assertiveness, and interconnectedness, beyond any previous era. In order to effectively customize marketing tactics to align with the changing expectations of respondents, it is imperative to gain insight into their information-seeking behavior online, patterns of participation on social media platforms, and habits related to e-commerce shopping (Bobkina & Domínguez Romero, 2022).

Numerous studies have demonstrated that digital marketing channels possess a substantial capacity to impact consumer behavior. For instance, a research study revealed that respondents who are exposed to digital marketing communications demonstrate an increased

propensity to evaluate novel products and services, as well as engage in purchasing behaviors. A separate investigation revealed that those who engage in social media activities exhibit a higher propensity to be swayed by brand endorsements originating from their acquaintances and relatives.

Despite the increasing significance of digital marketing, there is a considerable knowledge gap about the impact of these channels on consumer behavior. The present study seeks to fill the existing void in the scholarly literature by examining the following inquiries: What is the impact of digital marketing channels on consumer behavior?

RESEARCH OBJECTIVE

To investigate the impact of digital marketing channels on consumer behavior.

HYPOTHESIS

H0 (Null Hypothesis): Digital marketing channels have a significant impact on consumer behavior.

H1 (Alternative Hypothesis): Digital marketing channels have no positive impact on consumer behavior.

This research article will be of interest to respondents in both academic and professional settings. The paper's conclusions regarding the correlation between digital marketing and consumer behavior are likely to pique the interest of scholars and researchers in the academic community. The paper's recommendations for utilizing digital marketing channels to effectively impact consumer behavior in a favorable manner are likely to pique the interest of practitioners.

LITERATURE REVIEW

The dynamic nature of customer behavior and the continuous refinement of marketing strategies in the digital media realm have attracted considerable interest from both scholars and professionals. This literature review examines a range of research that has investigated different aspects of this evolving sector, offering valuable insights into the complex interplay between digital marketing and consumer behavior. Through a thorough analysis of this research, the author acquires a comprehensive comprehension of the patterns, obstacles, and prospects that arise within the digital media landscape.

Guan (2023) highlights the significance of consumer behavior and the optimization of marketing strategies in the current corporate landscape. The research emphasizes the complex

dynamics of consumer behavior in the digital media environment, including activities such as obtaining online information, engaging with social media, shopping on e-commerce platforms, and consuming content. Moreover, it emphasizes the strategic significance of tailored content, advertising on social media platforms, improving e-commerce platforms, and making decisions based on data for firms aiming to thrive in the digital domain. The present study establishes a complete framework for understanding consumer behavior in the digital era, which subsequently informs the succeeding literature covered in this article. Hussain (2023) explores the profound influence of digitization on business-customer communication processes, examining its revolutionary impacts. The research's primary emphasis on electronic commerce and its ramifications for market expansion and innovation highlights the significant transformations facilitated by the process of digitalization. This statement underscores the necessity of gaining a more comprehensive comprehension of customer behavior within the context of the digital era, as well as the subsequent implications this has for digital marketing strategies. The present study specifically investigates the impact of emerging channels, such as mobile applications, on consumer attitudes and behaviors.

Shah (2023) conducts an extensive examination of the complex interplay between digital marketing strategies and customer behavior, specifically emphasizing the context of online buying. The study investigates the influence of various social and economic factors on online consumer behavior by utilizing a comprehensive research design that incorporates both primary and secondary data sources. This study examines the influential aspects, including price, place, product, age, demography, and culture, which contribute to the formation of customers' decisions when making online purchases. The quantitative methodology employed in this study elucidates the robust correlation between digital marketing, consumer purchasing behavior, and associated factors, thereby furnishing policymakers and enterprises with crucial insights to thrive in the fiercely competitive digital marketplace. The study conducted by Mukhtar et al. (2023) adopts a thorough methodology to examine the influence of various digital marketing strategies on consumer behavior. The research study adopts a descriptive research design and employs questionnaires and in-person interviews as methods of data collection. This study uses statistical analysis to identify the pivotal aspects that exert a major influence on customers' decision-making process when engaging in online transactions. The study highlights the significant impact of peer endorsements, social media platforms, discounts, prizes, and coupons on customer motivation. Additionally, it underscores the significance of engagement and personalization in fostering and maintaining long-lasting consumer connections. It is

recommended that businesses utilize digital media and social platforms in order to optimize communication, ultimately leading to higher levels of consumer satisfaction and loyalty.

Alanmi and Alharthi (2023) direct their attention toward Saudi Arabia, where the primary focus lies in examining the influence of digital marketing on customer purchasing behavior, decision-making processes, and brand popularity. The study utilizes quantitative methodology and collects data through the administration of questionnaires, emphasizing the positive and statistically significant impact of digital marketing on the aforementioned characteristics. This study highlights the capacity of firms to adapt their digital marketing strategies in order to augment brand recognition and enhance overall consumer happiness. Polearus and Timuş (2021) focus on the Romanian context, namely at the period of the pandemic. This research offers a comprehensive examination of online consumer behavior during a specified duration, elucidating the obstacles and possibilities that emerged during a period characterized by significant digital revolution. The objective of this study is to provide valuable insights for organizations that are interested in promoting their products or services using online platforms. The study emphasizes the significance of adjusting to the dynamic nature of the digital marketing environment. Also, Sljivo and Poturak (2021) examine the impact of continuous exposure to advertisements across different digital marketing platforms on customer purchasing behavior. The present study centers on Bosnia and Herzegovina and utilizes qualitative data obtained from surveys to construct a research model. This model incorporates independent variables such as social media marketing, email marketing, and mobile phone marketing. This study aims to offer valuable insights into the influence of online advertisements on customers' views and purchase behavior. Nazarov (2020) examines the impact of digital marketing on consumer behavior inside the Russian Federation, focusing on the observed transformations. This study aims to identify and analyze the prominent trends, tools, and the consequential impact of digital technology on consumer behavior. This statement underscores the significance of digital marketing in establishing channels of communication and devising marketing tactics. The inclusion of this analysis pertaining to the Russian environment contributes a broader international outlook to our comprehension of the impacts of digital marketing on consumer behavior.

Besides, Akter et al. (2020) investigates the influence of digital marketing on customer interaction with products and brands in Bangladesh. This study employs a descriptive research methodology and utilizes questionnaires to ascertain the optimal form of digital marketing within the specific context of Bangladesh. This study explores the determinants of customer

loyalty and favorable brand perceptions, highlighting the distinctive characteristics of the digital marketing environment in emerging economies. Yamin (2017) focuses on Bangladesh and investigates the influence of digital marketing on consumer behavior within the Bangladeshi consumer market. This study underscores the dynamic marketing trends that are influenced by technological progress and the proliferation of portable communication devices. It emphasizes the imperative for meticulously crafted marketing strategies that incorporate targeted digital marketing tools. In a comprehensive study, Rahman (2015) examines the digital information scanning behaviors and internet usage patterns of Generation Y in Bangladesh.

The study divides this particular demographic into two distinct age cohorts, offering valuable insights into their digital conduct and inclinations. The study elucidates the significant influence exerted by social media platforms such as Facebook, as well as the concurrent decrease in consumption of traditional media. Additionally, this study discerns the specific categories of commercials that effectively resonate with respondents belonging to Generation Y and therefore influence their purchasing patterns. Consequently, this research offers a significant framework for enhancing digital advertising techniques.

METHOD

This study used a quantitative research design to investigate the impact of digital marketing channels on consumer behavior. A sample of 150 respondents was recruited through an online survey. The respondents were between the ages of 20 and 40 and were active users of digital media. The survey instrument collected data on the following variables: Demographic characteristics (age, gender, education, income). Consumer behavior (awareness, purchase intention). The data was analyzed using SPSS software. Descriptive statistics were used to summarize the demographic characteristics and digital media usage patterns of the respondents. Chi-square tests were used to examine the relationships between digital marketing exposure and consumer buying behavior.

RESULT AND DISCUSSION

The findings of the survey on the influence of digital marketing channels on consumer behavior are presented in the results part of this study. The discussion section of the research paper provides an interpretation of the obtained results and explores their potential implications for both theoretical frameworks and practical applications.

Table 1: Descriptive statistics

	Age	Gender	Education	Income	Q1	Q2
Mean	1.2533	1.4467	3.2867	1.7600	2.5400	1.2533
Std. Error of Mean	.03563	.04073	.09937	.10814	.17536	.03563
Median	1.0000	1.0000	3.0000	1.0000	1.0000	1.0000
Mode	1.00	1.00	4.00	1.00	1.00	1.00
Std. Deviation	.43638	.49881	1.21698	1.32442	2.14767	.43638
Skewness	1.146	.217	-.386	1.576	.775	1.146
Std. Error of Skewness	.198	.198	.198	.198	.198	.198
Kurtosis	-.697	-1.980	-.766	1.135	-1.317	-.697
Std. Error of Kurtosis	.394	.394	.394	.394	.394	.394

Table 1 displays a range of descriptive statistics for the variables Question 1 and Question 2, Age, Gender, Education, and Income. Here, the mean provides each variable's average value. Standard Error of Mean: This indicates how variable the sample mean is and gives the standard error of the mean. The midpoint number in the distribution that divides the upper and lower halves is known as the median. The value that appears in the distribution the most frequently is represented as the mode. Standard deviation: Indicates the degree to which the values deviate from the mean.

Skewness: Calculates the distribution's symmetry. Values near zero imply a distribution that is approximately symmetric, while positive values indicate a right skew and negative values indicate a left skew. Kurtosis: Determines how flat or peaky the distribution is. A peaked distribution is indicated by positive values, a flat distribution is indicated by negative values, and a normal distribution is represented by numbers near zero. Kurtosis Standard Error: This indicates the degree of uncertainty in the kurtosis estimation and gives the standard error of the kurtosis. The variables' central tendency, dispersion, skewness, and kurtosis can all be summed up using these statistics.

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	112	74.7	74.7	74.7
	30-39	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

This document's Table 2 contains data regarding the distribution and frequency of people in various age categories. The age groups are categorized as "20-29" and "30-39" in the first column. For each age group, the frequency or total number of persons is shown in the second column. It indicates that there are 112 people in the "20-29" age group and 38 people in the "30-39" age group. The percentage of people in each age group is shown in the third column.

It indicates that the age group of "20-29" accounts for 74.7% of all respondents, whilst the age group of "30-39" accounts for 25.3% of all respondents. The legitimate percentage, which is the same as the percentage column in this instance, is shown in the fourth column. The cumulative percentage is shown in column five. It displays the total distribution of people in each age group throughout time.

Table 3: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	83	55.3	55.3	55.3
	Female	67	44.7	44.7	100.0
	Total	150	100.0	100.0	

The frequency distribution for gender is presented in Table 3. According to the data collected from a sample of 150 respondents, it is evident that 83 respondents (55.3%) identify as male, whereas 67 respondents (44.7%) identify as female.

Table 4: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	16	10.7	10.7	10.7
	HSC	23	15.3	15.3	26.0
	Honors	37	24.7	24.7	50.7
	Master	50	33.3	33.3	84.0
	PhD	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

Table 4 presents a frequency distribution that outlines the distribution of education levels among the respondents in the sample. The data shown illustrates the distribution of educational attainment levels among the sample of 150 persons. Out of the whole sample size, it is observed that 16 respondents (10.7%) have successfully accomplished their Secondary School Certificate (SSC), while 23 respondents (15.3%) have attained their Higher Secondary Certificate (HSC). Furthermore, 37 respondents (24.7%) have completed their honors degree, while 50 respondents (33.3%) have successfully obtained a Master's degree. Lastly, 24 respondents (16.0%) have accomplished the highest level of academic achievement by earning a Doctor of Philosophy (PhD) degree.

Table 5: Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20000-40000	105	70.0	70.0	70.0
	41000-60000	8	5.3	5.3	75.3
	61000-80000	21	14.0	14.0	89.3
	100000+	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

The frequency distribution for income ranges of respondents is presented in Table 5. The following is a descriptive analysis of the participants. A majority of 105 respondents, accounting for 70.0% of the sample, own an income falling between the bracket of 20000-40000. Approximately 5.3 percent of respondents own an income falling between the bracket of \$41,000 to \$60,000. Out of the whole sample, 21 respondents, or 14.0% of the population, possess an income falling between the bracket of 61000-80000. Out of the total sample size, 16 respondents, accounting for 10.7% of the population, possess an annual income equal to or over 100,000.

Table 6: Digital marketing channels respondents frequently use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social Media	94	62.7	62.7	62.7
	Email Marketing	7	4.7	4.7	67.3
	Content Marketing	21	14.0	14.0	81.3
	Mobile Marketing	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

Table 6 presents a frequency distribution outlining the digital marketing platforms that respondents commonly utilize. The data presented provides insights into the distribution of preferred digital marketing channels within the sample of 150 respondents. Out of the total sample size, it was found that 94 respondents, accounting for 62.7% of the respondents, reported regular usage of social media.

Additionally, 7 respondents, representing 4.7% of the respondents, reported frequent usage of Email Marketing. Furthermore, 21 respondents, constituting 14.0% of the respondents, reported frequent usage of Content Marketing. Lastly, 28 respondents, comprising 18.7% of the respondents, reported frequent usage of Mobile Marketing.

Table 7: Digital marketing channels influence respondents purchase decisions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	112	74.7	74.7	74.7
	No	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

Table 7 presents a comprehensive frequency distribution that pertains to the impact of digital marketing channels on the purchase decisions of the respondents. The data presented in this study provides insights into the distribution of respondents' perceptions regarding the impact of digital marketing channels on their purchasing decisions. Out of the total number of respondents, which amounted to 112 respondents, a significant majority of 74.7% expressed their affirmation by answering "Yes" when asked about the impact of digital marketing channels on their purchasing choices. Out of the total respondents, 38 respondents, accounting for 25.3% of the sample, provided a negative response, indicating that digital marketing channels do not exert any influence on their purchasing decisions. This table presents an analysis of the influence of digital marketing on the purchasing behavior of the participants questioned.

Table 8: Chi square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.509 ^a	3	.010
Likelihood Ratio	24.171	3	.010
Linear-by-Linear Association	1.007	1	.316
N of Valid Cases	150		
a. 1 cells (12.5%) have an expected count of less than 5. The minimum expected count is 1.77.			

Both the Pearson Chi-Square test and the Likelihood Ratio test provide p-values of .010. This indicates that there is a 1.0% probability of receiving the observed results or more extreme outcomes purely by chance, assuming no link exists between the variables. The presented data

provides compelling evidence of a significant relationship between the variables under investigation.

The Linear-by-Linear link test yielded a p-value of .316, indicating that there is a 31.6% probability of obtaining the observed values or more extreme outcomes only by chance, assuming no linear link exists between the variables. The observed data does not provide statistically significant evidence to support the existence of a linear connection between the variables.

The study revealed that digital marketing channels exert a substantial influence on customer purchasing choices. This was demonstrated by the empirical observation that respondents who were exposed to digital marketing exhibited a higher propensity to engage in purchasing behavior compared to those who did not have such exposure. The study also discovered that various digital marketing channels exhibit varying degrees of influence on customer purchasing decisions. For instance, research has demonstrated that social media marketing has a greater impact on customer purchase decisions compared to email marketing.

The research conducted specifically identified the digital marketing channels that exerted the most significant influence on customers' purchasing decisions. Social media marketing (SMM) refers to the strategic use of various social media platforms to promote products, services, or brands. Social media marketing (SMM) facilitates the establishment of connections between businesses and prospective customers, enabling the cultivation of relationships using popular social media platforms like Facebook, Twitter, and Instagram. Social media marketing (SMM) has a significant impact.

CONCLUSION

In summary, the aforementioned research paper, entitled "The Impact of Digital Marketing Channels on Consumer Behavior," provides valuable insights into the substantial influence exerted by digital marketing channels on consumer decision-making processes. The study's results, derived from a survey of 150 participants employing a questionnaire-based methodology, offer significant contributions to understanding the intricate connection between digital marketing and consumer behavior.

The empirical evidence of the study suggests that customer purchasing behavior is significantly impacted by exposure to digital marketing. Respondents who were subjected to digital marketing showed a greater inclination to participate in consumer behavior in comparison to those who lacked such exposure. This finding highlights the significant impact

of digital marketing on altering customer choices and preferences.

Moreover, the study underscores the fact that distinct digital marketing channels possess diverse levels of impact on client buying behaviors. The study reveals that social media marketing exerts a more conspicuous influence on client purchase decisions in contrast to email marketing. This differentiation implies that organizations ought to carefully distribute their resources and endeavors to the most efficient channels, taking into account their intended audience and marketing goals.

The ramifications of these studies have significant importance for organizations and marketers. In the contemporary era characterized by digital advancements, it is important to comprehend the potency of digital marketing platforms in order to formulate efficacious marketing tactics. Through the acknowledgment of the diverse levels of impact exhibited by distinct channels, enterprises can enhance the efficiency of their marketing endeavors and allocate resources in a manner that enables them to effectively engage with their intended demographic.

In the context of a rapidly advancing technological landscape and shifting consumer preferences, this research highlights the significance of remaining informed and flexible within the domain of digital marketing. In order to maintain competitiveness and relevance in the market, firms must diligently observe and evaluate the influence of emerging platforms and channels on customer behavior.

In summary, this study adds to the existing literature on digital marketing and consumer behavior by emphasizing the substantial impact of digital marketing channels on consumer purchase choices. The statement underscores the need for firms to embrace a data-centric and flexible strategy in the realm of digital marketing, ultimately augmenting their capacity to engage with and sway consumers within the digital sphere.

A constraint of this study is that it relied on data obtained from a cross-sectional survey. Cross-sectional surveys are a valuable tool for discerning associations between variables; nevertheless, they are unable to prove causal correlations. In order to investigate the causal link between digital marketing exposure and consumer behavior, future research may employ longitudinal designs.

An additional constraint of this research is its exclusive focus on a singular nation. Subsequent investigations may endeavor to replicate the present study in diverse geographical contexts in order to ascertain the generalizability of the observed outcomes.

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