

Impact of Digital Marketing in Consumer Purchasing Behaviour

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ABSTRACT

In the digital age, consumer purchasing behaviour has undergone a profound transformation, shaped by the strategic integration of digital marketing. This paper explores the intricate relationship between technological advancements and consumer decision-making in the online marketplace. The evolution of digital platforms has revolutionized traditional marketing, replacing conventional strategies with highly sophisticated, data-driven approaches that enable personalized and immersive brand-consumer interactions.

This study critically examines how digital marketing influences consumer psychology and purchasing patterns by synthesizing insights from both academic and industry research. It delves into the diverse range of digital channels—including social media, programmatic advertising, content marketing, and emerging technological interfaces—highlighting their role in reshaping consumer engagement.

Key findings suggest that digital marketing has evolved into a dynamic ecosystem, leveraging artificial intelligence, machine learning, and predictive analytics to enhance personalization and targeted communication. These technologies enable businesses to develop comprehensive consumer profiles, anticipate preferences, and craft tailored marketing experiences. Additionally, the study underscores the role of transparency and accessibility in fostering consumer trust and influencing purchasing decisions.

By offering a nuanced exploration of how digital transformation aligns with evolving consumer behaviour, this review contributes valuable insights for both academia and industry. It emphasizes the growing importance of digital marketing as a tool for understanding consumer needs, optimizing engagement, and redefining purchasing experiences in an increasingly digitalized world.

Keywords: Digital Marketing, Consumer Behavior, Online Purchasing, Digital Transformation, Consumer Engagement

Introduction

With the current and constantly changing business environment, digital marketing has revolutionized buying habits of consumers, drastically changing the way consumers interact with products and services (Chaffey & Ellis-Chadwick, 2019). The interaction of emerging technologies and marketing trends has enabled meaningful change in where consumers not just buy product information at the touch of a button but also drive and shape market trends through online interactions (Kotler et al., 2017). In contrast to previous generations who had limited exposure to information outlets, consumers of today are enabled, well educated, and competent at making buying decisions based on information (Ryan, 2020).

The rise of digital platforms, including social media platforms, online retail websites, and mobile apps, has revolutionized consumer interaction patterns in a revolutionary way. These platforms provide never-before levels of transparency, allowing consumers to compare prices, read detailed reviews, and make extremely well-informed purchase decisions (Evans, 2020). Digital marketing is no longer just the dissemination of information; organizations now employ data analysis, artificial intelligence, and predictive algorithms to personalize marketing messaging targeted at specific consumer segments, thus enhancing engagement and conversion prospects (Solomon, 2021).

Consumer buying behavior has moved from linear decision-making to multifaceted, multi-channel interactions with ubiquitous online research, word-of-mouth support, and social media influence (Kannan, 2017). Social networking sites have become inevitable in influencing consumer attitudes and purchasing intentions, providing democratized access to information and facilitating real-time feedback (Hollebeek & Macky, 2019). This transformation requires businesses to embrace more open, authentic, and customer-oriented marketing approaches (Lamberton & Stephen, 2016). Technological advancements have played a major role in advancing digital marketing, for instance, multisensory experiences through email marketing, video, and influencer collaborations (Strauss & Frost, 2019). The COVID-19 pandemic also accelerated this trend, transforming online purchasing habits into the new normal and emphasizing the need to engage consumers via digital media (Sheth, 2020). Research identifies the primary influence interactive content, real-time interaction, and personalized advertising have on consumer decision-making (Dwivedi et al., 2021).

As digital marketing continues to evolve, organizations are compelled to embrace newer technologies such as machine learning, augmented reality, and artificial intelligence to enhance consumer interactions (Dahiya & Gayatri, 2017). Organizations that embrace these technologies into their marketing campaigns will be ahead of the rest in the global market. Digital marketing transformation goes beyond technology innovation; it redefines the interaction between business organizations and consumers to create an interactive and dynamic business environment that promotes enhanced participation and loyalty (Palalic et al., 2020).

Research Objectives:

Objective 1- To determine the relationship between customer satisfaction, trust, and loyalty in purchasing decisions of customers.

Objective 2- To evaluate the role of online shopping experiences in shaping customer satisfaction and long-term loyalty.

Objective 3- To Evaluate the satisfaction level of the consumers after shopping online.

RESEARCH METHODOLOGY

This study employs a hybrid research approach, integrating primary empirical data with secondary scholarly sources to ensure a comprehensive examination of the research problem. The primary data collection involved a structured questionnaire survey, specifically designed to capture industry insights from hospitality professionals. The survey focused on realworld experiences, emerging industry trends, and expert opinions on the influence of digital marketing strategies on consumer behavior and engagement.

A purposive sampling technique was utilized to strategically select participants with direct experience in digital marketing within the hospitality sector. This method ensured that the collected data was grounded

in practical industry dynamics rather than being limited to theoretical discourse. A total of 104 valid responses were obtained and systematically analyzed to extract meaningful patterns and insights.

complement the primary data, secondary research was conducted through an extensive literature review, drawing from credible academic databases such as Scopus, Google Scholar, and ResearchGate. The review encompassed key themes including digital marketing, consumer purchasing behavior, online engagement strategies, and the broader digital transformation within the hospitality industry. By synthesizing firsthand industry perspectives with established academic knowledge, this study constructs a robust theoretical and conceptual framework to support its findings and analysis.

Literature Review

Bahzad, S, Mohammed, I. (2024) suggested in his study about the influence of internet marketing on consumer purchasing patterns, emphasizing how much social media, search engines, and email influence consumer choices. The goal of the study is to find effective digital marketing techniques that will help companies in the Soran Independent Administration keep clients. Data were gathered quantitatively using an online survey that included 250 respondents from different cities, districts, and sub-districts. Demographic variables include age, gender, income, education, and online shopping habits. Findings reveal that digital marketing significantly affects consumer behaviour, particularly among younger and more educated individuals, offering a cost-effective means to meet their needs. On the other hand, businesses have to reflect the high value on transparency to achieve trust. While it improves customer satisfaction, the timely delivery and too much advertising through social media need attention.

According to **Duralia, O. (2024)**, the way to succeed any competitive environment is to have good communication skills, which is now an active competitive advantage in making marketing strategies or else. Besides giving businesses an edge on the competition, they also help build foundations for a long lasting relationship between them and the consumers, one which make them loyal to the same and that also have a positive effect on financial performance. A marketer is challenged with choosing the appropriate means of communication and instruments that are suitable for the taste of his target audience. This is why there is a need to understand the behavior of a customer thoroughly along with the variables that affect it in today's booming fast paced social and economic environment. Traditional marketing will always be important but it has become indispensable to send and receive messages via digital technologies. In this study the researchers explore the implications of digital communication on purchasing decisions using inputs from the secondary data analysis.

In this research, **Azhar, M. et al. in 2023** talks about how such In the context of online travel booking websites, social media marketing (SMM) affects purchase intention (PI), brand trust (BT), and brand loyalty (BL). Second, it looks at BT and BL's mediating functions. within the proposed framework in terms of the links between SMM and PI. The results indicate that SMM has positive and statistically significant influence on BT and BL and subsequently on purchase intention, particularly during the period of COVID-19. Moreover, BT and BL were found as mediators in the interaction between SMM and PI. By doing so, the study indicates how SMM is vital to build trust and loyalty, as an ultimate driver for purchase intentions. In addition, it offers valuable theoretical insights as well as practical recommendations to the academics and industry personnel.

Sriram, V.P., et al. (2023) highlighted in this study about how consumer How behaviour changes on the digital platform as well as how ML could help foster client loyalty. It shows that ML can perform purchase trend assessment, purchase expense reduction, and real-time recommendation using a

qualitative approach and secondary data. For example, machine learning learns which are the most effective platforms for product marketing as well as when consumers can be forecasted to churn, and electric firms can adjust experiences and enhance engagement accordingly. Customer centricity has become the core of customer behavior in the world of digital marketing and machine learning. Massive databases allow businesses to enter into the future and predict what trends will occur, so they can segment the right way and gain the loyalty for the long term. Machine learning can be used by marketers to ease the analysis of the data and tackle competition concerns while still keeping customers. It is highly important that as we move forward with technology ML is brought together with digital strategies to adjust to the changing consumer needs and brand loyalty.

In his research, **B et.al (Gulfraz.M., 2022)** concluded that online impulse buying has become a fundamental research domain of dynamic digital commerce landscape. Existing scholarly works indicate that OCSEs interact in multiple ways with consumers' purchase behaviour in many ways. As many researchers increasingly explored the multidimensional factors that influence a spontaneous online purchase from e-commerce platform, both functional and psychological dimensions of the e-commerce platform itself were researched. Studies show that interactivity, informativeness, visual engagement and navigation affect greatly the consumer's decision making process. The emerging literature highlights the pivotal role of attitudinal loyalty as a mediating mechanism between shopping experiences and impulsive buying behaviours. Moreover, individual self-control mechanisms have been identified as crucial moderators in this intricate relationship. Less generalizable from studies has been the myriad of different ways in which digital platforms are designed to push unplanned purchases in Asia, specifically in China. The implications of these investigations involve theoretical understanding, as well as practical digital marketer's ability to optimize online consumer engagement strategies.

Maher, A. & Muhammad.A, (2022) concluded in his study about the influence Using electronic word-of-mouth (eWOM), social media marketing, and digital marketing on purchase intention, with brand equity serving as a moderating factor. Using a quantitative approach, data were collected from 254 IKEA Jordan online shoppers through an electronic questionnaire. Through valid and reliable analyses using SPSS 21 and Smart PLS3 software, the measurement model and structural models were validated; hence, positive digital marketing's impact on the purchase intention relationship was confirmed by brand equity significantly moderating that relationship. Emphasis is brought on the key role of digital marketing in making customers' buying intentions, where the social media and eWOM play critical roles. Increased technological devices for easy use of smartphones and tablet computers have made digital marketing an integral part of consumer behavior. Practical recommendations include social media utilization in order to maximize brand equity and updated marketing techniques that fit inside developing purchasing behaviors. Strong marketing plans supported by the efficient use of digital tools can enable easier brand awareness and profit more.

Emmelyen.C, Bartels. J(2021) This means that the landscape of digital communication has dramatically changed with the rise of social influencers who have become critical figures in the online lives of young adults. Digital personalities make use of the social media space to build very intimate, authentic relationships with their audience and stand out as very different from celebrities. By positioning themselves as friendly experts, they win millions of followers who seek entertainment, information, and lifestyle inspiration. According to studies, young adults are attracted to social influencers for various reasons: sharing information, exploring trends, entertainment, and companionship. The motivational spectrum is quite wide, ranging from passive consumption to active

engagement, while social identification is a crucial determinant of followers' behaviour. This is an emerging phenomenon that underlines the intricate relationships between consumer behavior and digital interaction in the current social media ecosystem.

Zhao, H. L. (2021), explores the interaction between product pricing, packaging, and consumer buying behavior and investigates customer satisfaction as a mediating factor. A sample of 367 university students in China responded to an online and offline questionnaire that provided the basis for analysis through SPSS and AMOS software. The dependent variable is consumer buying behavior while product pricing and packaging were the independent variables. Structural Equation Modelling revealed is important correlation between these parameters and purchasing decisions. Customer satisfaction completely mediated the influence of cost on purchase behavior, but it slightly mediated the effect of packaging. The results indicate that product cost exerts a more significant impact on customer choices. than packaging. Managers aiming to cut costs without compromising quality should prioritize pricing strategies to enhance consumer response. Packaging, including design, material, and information, also positively impacts buying behavior, although to a lesser extent. Future studies should employ diversified demographic and psychographic samples in order to further sharpen these findings.

Nagrani.K, et.al. (2021) has learnt that Digital marketing has transformed organizational engagement with their audience through the integration of the 5D's: digital devices, platforms, media, data, and technology., with traditional marketing practices. This integration enables businesses to reach consumers in a more direct manner, offering them a wider variety of entertainment, products, services, and pricing, while also making shopping easier. It also allows companies to enter new markets, introduce innovative services, and compete more effectively with larger companies. For marketers, this change offers an opportunity to acquire new skills and employ sophisticated tools to enhance their organization's competitive advantage. With technological advancements and the increasing penetration of the internet into urban and rural areas, online shopping and e-commerce in India are expected to increase further. The success of this sector is reliant on the business models that retailers adapt to, as well as their understanding of customer needs. With the government's support, foreign investments, a young demographic, and increasing internet penetration, e-commerce is poised for huge growth in the coming years.

Varghese. S, Agrawal, M. (2021) investigated in this research how social media influences consumer behavior when making challenging purchases that involve a lot of thought and brand comparison. Social media platforms like Facebook, Instagram, and YouTube have transformed the way consumers gather information about products and share experiences. These networks allow users to connect, share opinions, and change perceptions, giving customers much power over brands. A single online review or recommendation can impact decisions made offline, thus Social media significantly influences the purchasing process. Marketers are eager to understand the impact of user-generated content. customer choice and decision-making processes. The research applies the six-phase EBM model to determine how social media impacts purchasing behavior. A quantitative investigation is a means of identifying the increasing role of social media in altering conventional purchasing behavior and offers much useful information to organizations.

In this research, **Forghani, E et.al. (2022)** discussed the impact of digital marketing strategy on the purchasing behavior of customers of Tehran's online retailers. Five best-selling stores shared 79 samples that were later processed for analysis using rough set theory and a 2-tuple fuzzy linguistic representation model. Search Engine Optimization (SEO) emerged as the most influential strategy that appears in each

major rule influencing consumer behavior. SMM is the second result and, consequently, RE. From these findings, online store owners gain information to develop customer-centric strategies aimed at ensuring revenue growth. Although the study focuses on the basic strategies, it points out that future research should try to determine more techniques, such as PPC and SEM, so as to cope with the complexity that is growing in digital marketing.

Manzoor, U et.al (2020) explores the role of social media marketing and trust in influencing consumer purchase intentions in Pakistan, with data collected from 190 valid responses in Faisalabad. The findings reveal that while both trust and social media significantly impact purchase intentions, social media marketing has a stronger effect. Social networking sites, such as Facebook, Twitter, and YouTube, are important for shaping consumer behavior because they offer high-quality systems and information. The study points out that website efficiency and reliability enhance customer trust, which increases purchase intentions. Trust acts as a mediator in e-commerce by building confidence and motivating consumers to participate in social trade. The study highlights how developments in social media and e-commerce have altered the fabric of consumers' life, opening more doors of communication, buying, and selling. This analysis contributes to understanding the synergy between social media marketing and trust in driving successful e-commerce strategies.

Arora, T, et.al (2020) The phenomenal rise of social media has transformed the modes of advertising, and companies have no choice but to reach the consumers through digital media. This article discusses, in depth, how several factors of content work in the case of social media and advertisements and affect Indian millennials' attitudes and actions. The study examines the key aspects of informativeness, entertainment, credibility, interactivity, and privacy concerns and provides a comprehensive understanding of digital marketing effectiveness. Using a robust methodology, the researchers collected data from 470 social media users through online questionnaires and applied sophisticated statistical techniques, including exploratory and confirmatory factor analysis. The path analysis conducted using SPSS AMOS 22.0 revealed significant relationships between advertising content and consumer attitudes. The findings are of value to marketers, advertisers, and brand managers because they indicate the need for developing strategic, engaging, and personalized social media advertisements. In this regard, the research emphasizes the critical need for understanding millennial consumer behavior in the rapidly evolving digital marketing landscape.

Palalic, R.et al, (2020) looks at the impact of social media on Pakistani consumers' purchasing behavior that includes complicated buying, variety-seeking, dissonance-reduction, and habitual behaviors. The two variables involved in word-of-mouth communication, which determine buying behavior are, content credibility. Consumers less than 40 years old exhibit much more complicated patterns of purchase. The study puts more emphasis on the importance of social media, including YouTube, Facebook, and Twitter, for gathering consumer insights. Long-term brand loyalty is the result of positive social media interactions. The study suggests that entrepreneurs must differentiate their offerings and develop attractive strategies to simplify the decision-making process of the customers. Businesses are encouraged to listen to the customer feedback and make appropriate adjustments to their strategies. These findings contribute to the literature that exists about the role of social media in consumer behavior and provide actionable insights for businesses in terms of market positioning.

Ittaqullah, N et.al (2020) In a study, the author finds out how Mobile marketing, promotions, and lifestyle influence customer impulsive purchasing behavior in marketplaces. This study examines the influence of mobile marketing, discounts, and lifestyle on the impulse purchase behavior of students at

Halu Oleo University. markets. Data were collected from 100 respondents who had made online purchases between January and October 2019 using a quantitative, explanatory survey approach. Results have indicated minimal influence from discounts and mobile marketing on impulsive purchases. This would reveal that more frequent usage of these tools is not necessarily bound to result in higher impulse purchase rates. Lifestyle has the positive and significant effect; results have shown strong linkage between higher levels of consumer lifestyle with higher impulse buying intentions that are largely driven by consumer interest. These factors combine to explain 20.9% of the variance in impulsive purchasing behavior, while unexamined factors explain the remaining 79.1%, indicating that impulse purchasing is a complex phenomenon.

Xhema, J. (2019) in her study points out how social media impacts the consumer behavior and considers loyalty, tolerance, and experimentation in buying decisions. When social networks modify lifestyles and make communication two-way between consumers and businesses, then companies are really challenged to satisfy the varied expectations of their customers. The outcome of the questionnaire shows the overall trends of this dynamic relationship. It is concluded that more time spent on social media leads to lower customer loyalty, as it reduces the possibility of sticking to specific brands and even referring the same to other people. Again, consumers with higher online hours are less tolerant of bad services or overprices. On the flip side, a high level of engagement on social media leaves room for experimentation where customers seek to sample new products or make purchases without physically looking at them. Overall, the above findings highlight the transformative power of social media on consumer behavior, focussing on effective customer interaction and adjustment to their preferences within this virtual world.

Abdul Waheed, et.al, (2018) probes exploratory buying behaviour tendencies of the consumers in North China focusing upon the effects of electronic marketing across different platforms. The result concluded that eM channels consisting of internet marketing, e-mail marketing, intranet marketing, extranet marketing, and mobile marketing revealed a highly significant positive relationship with exploratory buying behavior tendencies. Gender, however, was found not to influence the eM-Ebbt relationship. The demography of the respondents is diversified in terms of age as most of them were bachelor's level students. The study gives a big thrust to engaging consumers, using effective digital strategies in today's customer-oriented market. However, it tries to address limits in terms of geographical scope and sample size, which might limit generalization beyond a certain limit. Overall, the research addresses important questions related to how electronic marketing influences consumer behavior in Chinese markets.

Ali Abdallah Alalwan, (2018) These studied the main aspects of social media advertising that can influence the intention of a customer to buy through providing insight into how marketers may design an effective campaign. It utilized UTAUT2 as a framework with six factors such as Performance expectation, hedonic motivation, habitual behavior, interaction, informativeness, and perceived relevance. The study utilized data collecting via a survey including 437 individuals. in Jordan and then analysed it through the application of SEM. Results reveal that five variables: performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance all influence purchase intention. Interactivity strengthens performance expectancy and hedonic motivation while informativeness and perceived relevance enhance performance expectancy. Overall, the model accounted for 52% of the variance in purchase intention and established the necessity of these variables to propel the customer toward active engagement. The current research will guide theory and practice on the effective design of advertisements for social media and, further, on its limitations and suggestions for future exploration.

Dahiya, R., Gayatri (2017) noticed in his research about the effects of digital marketing communication on consumer purchasing decisions in the Indian passenger car market, a high-involvement product category. Despite the automobile industry being a major digital advertiser, research on this topic in India remains limited. Using Utilizing a mixed technique, data were gathered from 784 respondents in Delhi by area-wise proportional sampling. Statistical analyses, including the Wilcoxon Signed Rank test, binomial test, and chi-square test, yielded significant findings. The results indicate that 75% of participants utilized at least one digital channel during their car-buying journey, with websites being the most preferred, followed by social media and smartphones. Digital marketing influenced all stages of the decision-making process, with the evaluation stage being the most impacted. Consumers were also positively influenced by online reviews and shared their experiences on digital platforms. However, despite the strong influence of digital channels, most consumers preferred not to finalize car purchases online.

Khandare, A. Suryawanshi, P. (2016) explored the influence of internet advertising on consumer purchasing behaviour, highlighting its role in shaping buying intentions and decisions. Advertisers' creative strategies, including product icons, play a significant part in driving consumer interest. Data were gathered through a combination of field questionnaires and secondary sources like journals and business publications. This research sampled 100 participants with backgrounds in government services, private sectors, and business professional levels surveyed in November 2015. Based on the results, internet advertising indirectly influences purchase decisions by moderately influencing consumer behavior through brand loyalty and trust. Purchase trends are mainly driven by ads that are perceived as creative, high return on investment, and celebrities are used as ambassadors of the brands. Respondents find internet ads a bridge between their choices and social interaction, and thus it forms an important predictor of consumer behavior. In the end, this study highlights that internet advertising indeed has a close relationship with consumer purchasing decisions.

Norazah Mohd Suki, in 2013, conducted a study that investigated the 4 critical areas of consumer behaviour in online shopping: product attributes, familiarity, online marketing environment, and promotional offers. This study, using a survey answered by 200 respondents which included administrative and registered students at Labuan University, Malaysia, measures the variables behind online purchases. The most critical factor, based on multiple regression analysis, was familiarity, followed by promotional offers. These findings highlight the fact that consumer incentives and knowledge play a very vital role in the decision-making process of online purchasing behavior. In addition, when these elements are integrated, this research enhances understanding of how marketing strategies and technology advancement impact the online consumer choice. The book also addresses the practical implications for managers with suggestions for further study to examine changing consumer preferences and technology-driven shopping trends.

Digital Marketing Channels: Identifying the Most Significant

1. Evolution of Digital Marketing Channels

Digital marketing has grown from basic email promotions to a complex ecosystem that includes search engines, social media, mobile applications, and artificial intelligence-driven strategies. Chaffey & Ellis-Chadwick (2019) discuss how companies now integrate data analytics, machine learning, and predictive modeling to optimize marketing campaigns.

Kotler et al. (2017) highlight the transition from traditional outbound marketing to inbound marketing st-

strategies, which focus on drawing customers through content marketing, SEO, and social media engagement rather than direct advertising.

2. The Role of Social Media in Consumer Engagement

Social media platforms have revolutionized digital marketing, offering brands direct access to consumers through interactive and personalized content. Evans (2020) and Hollebeek & Macky (2019) emphasize that platforms such as Facebook, Instagram, Twitter, and LinkedIn have become crucial for fostering consumer trust and brand loyalty. These platforms allow businesses to target audiences with precision, leveraging user-generated content and influencer partnerships.

Manzoor et al. (2020) argue that influencer marketing and peer recommendations play an essential role in shaping consumer perceptions and purchasing behavior. Consumers trust influencers more than traditional advertisements, making influencer collaborations an effective strategy for brands to gain credibility.

3. Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising

Search engines serve as a primary gateway for online consumers to discover products and services. Forghani et al. (2022) highlight SEO's importance in increasing organic website traffic, ensuring that businesses appear at the top of search engine results.

In contrast, Kannan (2017) discusses the effectiveness of PPC advertising, where businesses pay for each click on their advertisements. PPC ensures immediate visibility and is particularly effective in highly competitive markets where organic rankings are difficult to achieve.

4. Mobile Marketing and Email Campaigns

With increased smartphone usage, mobile marketing has become a dominant strategy for brands. Ittaqullah et al. (2020) examine how SMS campaigns, in-app advertisements, and push notifications influence impulse buying and repeat purchases.

Email marketing remains an essential component of digital marketing. Strauss & Frost (2019) explain that personalized email campaigns based on consumer data can drive higher engagement and customer retention.

Influence of Digital Advertisements on Consumer Purchasing Decisions

1. Personalization and Targeted Advertising

Lamberton & Stephen (2016) highlight how AI-driven personalization has transformed digital advertising. Businesses use behavioral tracking and predictive analytics to deliver highly customized content, increasing the likelihood of conversion.

Gulfraz et al. (2022) explain that predictive modeling helps businesses anticipate consumer needs, ensuring that advertisements reach the right audience at the right time.

2. The Power of Video Marketing and Display Ads

Azhar et al. (2023) emphasize the growing role of video marketing in influencing consumer behavior. Platforms like YouTube, TikTok, and Instagram Reels allow brands to engage audiences through dynamic and visually appealing content.

Display advertising, including banners and pop-up ads, is another effective strategy. Kannan (2017) explains that businesses use retargeting techniques to show ads to consumers who have previously visited their websites, reinforcing brand awareness and encouraging conversions.

3. The Role of Influencer and Social Media Advertising

Manzoor et al. (2020) highlight that social media advertising has a significant impact on consumer pur-

hasing decisions. Sponsored posts, influencer partnerships, and interactive content enhance brand credibility and engagement.

Palalic et al. (2020) argue that brands leveraging influencer marketing campaigns experience increased trust and social proof, leading to higher purchase intent.

4. The Psychological Impact of Digital Advertising

Digital advertising influences consumer psychology by creating urgency and emotional connections. Sheth (2020) discusses how limited-time offers, countdown timers, and scarcity tactics increase impulse buying.

Ryan (2020) explains that emotionally driven advertisements, such as storytelling-based campaigns, enhance brand recall and deepen customer connections.

Evaluating Consumer Satisfaction in Online Shopping

1. Trust, Security, and Transparency in E-Commerce

Consumer trust is a critical determinant of satisfaction in online shopping. Sheth (2020) emphasizes that brands must prioritize secure payment gateways, transparent return policies, and authentic customer reviews to build trust.

Dahiya & Gayatri (2017) argue that businesses that fail to provide clear policies and secure transactions risk losing customer confidence, leading to lower satisfaction rates.

2. The Role of Personalization in Enhancing Consumer Experience

Solomon (2021) highlights the impact of personalized shopping experiences on consumer satisfaction. AI-driven recommendation engines, tailored product suggestions, and customized offers improve user experience and brand loyalty.

Ryan (2020) states that chatbots and virtual assistants enhance customer support, providing instant solutions and improving post-purchase satisfaction.

3. Challenges in Online Shopping and Consumer Complaints

Despite advancements in digital marketing, online shopping still presents challenges such as delayed deliveries, inaccurate product descriptions, and cybersecurity threats. Dwivedi et al. (2021) suggest that businesses need to invest in logistics and security enhancements to maintain customer satisfaction.

Ittaqullah et al. (2020) emphasize that brands that actively address consumer complaints through feedback mechanisms and responsive customer service build stronger relationships and positive brand perceptions.

DATA INTERPRETATION AND ANALYSIS

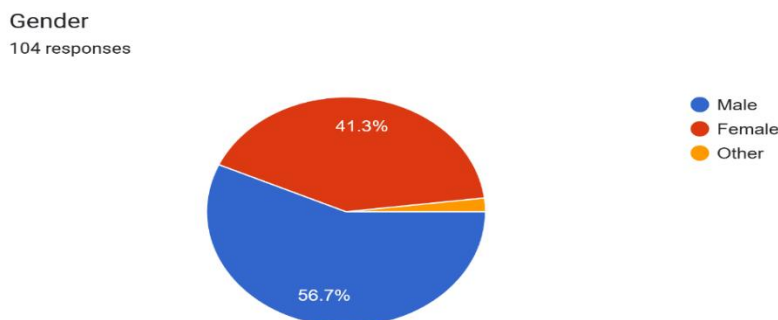


Fig-1

In Fig 1, the pie chart represents the gender distribution of 104 survey respondents.

- Male (Blue): 56.7% of respondents
- Female (Red): 41.3% of respondents
- Other (Orange): A small percentage

Occupation
104 responses

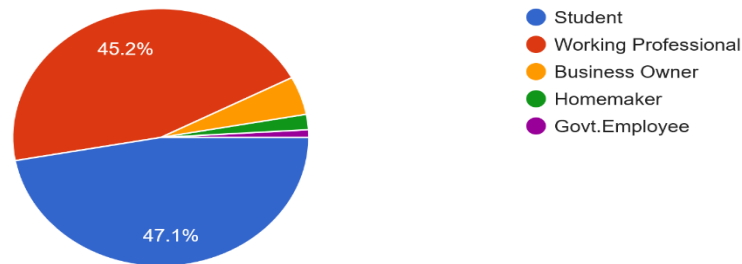


Fig 2

- In fig-2, the majority of respondents are either students or working professionals, making up most of the sample.
- Students form the largest group, followed closely by working professionals.
- Business owners, homemakers, and government employees make up a much smaller proportion.

How frequently you shop online
104 responses

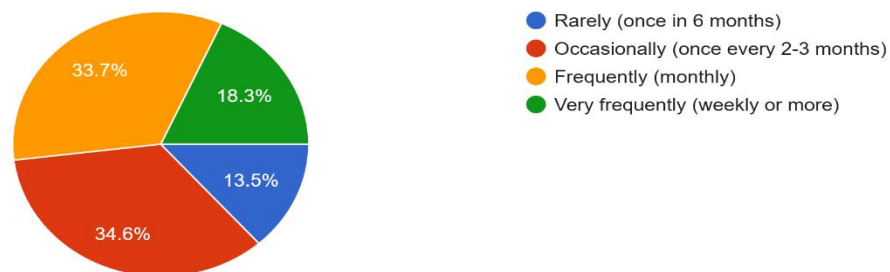


Fig 3

- In fig 3, the largest group shops **occasionally (34.6%)**, meaning they purchase online every 2-3 months.
- Almost an equal proportion shops **frequently (33.7%)**, making monthly online purchases.
- A significant percentage (18.3%) shops **very frequently**, at least once a week.
- Only a small portion (13.5%) shops **rarely**, just once in six months.

TRUST IN DIGITAL ADVERTISEMENT FOR PURCHASING DECISIONS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6.7	6.7	6.7
	2	10	9.6	9.6	16.3
	3	40	38.5	38.5	54.8

	4	35	33.7	33.7	88.5
	5	12	11.5	11.5	100.0
	Total	104	100.0	100.0	

Fig-4

- In fig 4, Most respondents (38.5%) gave a rating of 3 (neutral).
- 33.7% rated 4 (somewhat trusting), and 11.5% rated 5 (high trust).
- 6.7% had very low trust (1), and 9.6% had low trust (2).

While a significant portion of respondents (38.5%) remain neutral, more than half (54.8%) express moderate to high trust. However, skepticism still exists among some respondents.

SATISFACTION WITH ONLINE SHOPPING EXPERIENCE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	9	8.7	8.7	8.7
	3	19	18.3	18.3	26.9
	4	57	54.8	54.8	81.7
	5	19	18.3	18.3	100.0
	Total	104	100.0	100.0	

Fig 5

- In fig 5, Majority (54.8%) rated satisfaction at 4.
- 18.3% each rated 3 and 5, indicating an overall positive experience.
- Only 8.7% gave a low rating (2), and no one rated 1.

The results show high levels of satisfaction, with 73.1% giving a rating of 4 or 5. Dissatisfaction is minimal.

Descriptive Statistics								
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
How much do you trust digital advertisements in making a purchasing decision?	104	4	1	5	3.34	.101	1.030	1.060
How satisfied are you with your online shopping experience?	104	3	2	5	3.83	.081	.830	.688
How likely are you to make repeat purchases from an online store after a good experience?	104	4	1	5	3.89	.108	1.105	1.222
Valid N (listwise)	104							

Fig 6

- Trust in Digital Advertisements (Mean: 3.34, SD: 1.030) – Moderately trusted, but responses vary widely. Businesses should enhance credibility in marketing strategies.
- Satisfaction with Online Shopping (Mean: 3.83, SD: 0.830) – Generally high and stable. Consistent service quality is essential for maintaining customer satisfaction.
- Likelihood of Repeat Purchases (Mean: 3.89, SD: 1.105) – The strongest factor, but with significant variation. Loyalty programs and personalized incentives can improve retention.

While customers are satisfied and likely to repurchase, trust in digital ads remains inconsistent. Building trust is key to converting satisfaction into long-term loyalty.

LOYALTY					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3.8	3.8	3.8
	2	8	7.7	7.7	11.5
	3	21	20.2	20.2	31.7
	4	33	31.7	31.7	63.5
	5	38	36.5	36.5	100.0
	Total	104	100.0	100.0	

Fig-7

- In Fig 7, 36.5% rated 5 (high loyalty), while 31.7% rated 4. Only 3.8% gave the lowest score (1), and 7.7% rated 2.

Most respondents (68.2%) are inclined to make repeat purchases, indicating strong brand loyalty in online shopping.

HYPOTHESIS TESTING

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How much do you trust digital advertisements in making a purchasing decision?	33.043	103	<.001	3.337	3.14	3.54
How satisfied are you with your online shopping experience?	47.045	103	<.001	3.827	3.67	3.99
How likely are you to make repeat purchases from an online store after a good experience?	35.930	103	<.001	3.894	3.68	4.11

Fig 8

H₀ (Null Hypothesis): There is no significant impact of customer **satisfaction and trust** on **loyalty** in purchasing decisions.

H₁ (Alternative Hypothesis): Customer **satisfaction and trust** have a significant impact on **loyalty** in purchasing decisions.

Trust and Loyalty Relationship:

- The t-value of 33.04 and $p < 0.001$ indicate that trust in digital advertisements significantly influences customer loyalty in online shopping.

Satisfaction and Loyalty Relationship:

- The t-value of 47.04 and $p < 0.001$ confirm that satisfaction with online shopping strongly impacts loyalty, meaning satisfied customers are more likely to make repeat purchases.

Since both tests yielded **statistically significant results ($p < 0.05$)**, we **reject the null hypothesis (H₀)** and **accept the alternative hypothesis (H₁)**.

So, we can conclude that Customer satisfaction and trust have a **significant impact on loyalty** in online purchasing decisions.

CONCLUSION

This research examined customer satisfaction as well as trust factors that lead to purchase decisions and it analyzed important statistical results regarding these variables. Hypothesis testing with T-tests combined with descriptive analysis produces important data about consumer purchasing choices during this research study.

Key Findings

1. The research establishes that satisfied customers tend to display higher loyalty toward the brand. People who receive superior satisfaction from their buying experience tend to buy frequently from a brand they support.
2. Customer trust stands as a vital component although its levels remain at a moderate point since it determines satisfaction and loyalty. All organizations must establish transparent trustworthy marketing approaches to gain consumer confidence.
3. Our descriptive statistics findings reveal that satisfaction together with loyalty create higher mean performance which indicates strong consumer positiveness. Trust shows an average level of variability in customer perception because different customers hold diverse views.
4. The T-test hypothesis test confirms that satisfied customers create more trust and loyalty leading to vital links between customer experience management practices and purchase decisions.

Building trust through reliable customer service and ethical marketing practices.

The organization should boost customer satisfaction through enhanced product quality combined with personalized service delivery.

Businesses should develop loyalty programs and customer engagement methods to boost loyalty retention.

LIMITATIONS

- The study is based on a specific sample group, which may not fully represent the broader consumer market. A larger and more diverse sample could provide more generalizable findings.
- The research focuses on specific regions or demographics, limiting its applicability to global markets. Consumer behaviour may vary significantly across different cultural and economic backgrounds.

- The study largely depends on surveys and questionnaires, which may be subject to response bias. Participants may provide socially desirable answers rather than reflecting their actual purchasing behaviour.
- The digital marketing industry is constantly changing, with new technologies, platforms, and trends emerging frequently. The findings may become outdated as digital strategies continue to evolve.

FUTURE SCOPE AND RECOMMENDATIONS

Additional research needs to analyze the changing effects of upcoming technological developments such as AI and augmented and virtual reality systems on customer purchasing decisions. The integration of these technologies in digital marketing depends heavily on building trust between technology and customers according to Sriram et al. (2023).

Digital marketing research needs to expand across cultures to study how marketing strategies establish their adaptability when global business grows more international. Research on digital marketing must follow users through time to establish its lasting impacts on customer choices and brand retention patterns.

Privacy together with trust continue to serve as fundamental concerns. The authors in Arora et al. (2020) highlight the necessity of studying relationships between individualized content and changing privacy regulations. The research community must investigate modern trust-development mechanisms which maintain accurate customer privacy during personalization processes.

Emmylen & Bartels (2021) admit that purchasing behavior patterns through social media channels keep transforming. Research should assess new content platforms together with developing social shopping patterns as well as consumer relational behaviors.

Sustainable digital marketing represents a promising frontier for research which develops economic-winning methods that reduce environmental consequences. Advanced measurement systems must be developed because they will help businesses track consumer interactions across various digital interfaces.

The expansion of theoretical knowledge and practical applications regarding digital marketing will occur through research that resolves existing gaps. These investigations assist businesses to handle changing consumer behaviors and maintain ethical marketing strategies.

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