

Influence of Digital Marketing on the Consume Behavior

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Abstract

The digital marketing play a vital role in shaping the consumer behaviour. The use of digital marketing became the popular tool for effective marketing technique. Technology has created new opportunities for consumer Business interactions across various digital platforms such as social media networks and mobiles applications. It not also increase the sales but it helps to maintained the long term customer relationship. Through digital marketing the loyalty of consumer towards specific brand increase. The digital marketing is also effective way of communication with consumers. The digital marketing influence the consumer behaviour towards the specific product. The digital marketing helps the consumers to take the right decision on right time that not only save their times but it may be cost effective for the consumer. Before the use of digital marketing it is difficult to advertise the product to their target customers. The billboards, Brochure , TV channels, News paper, Seminars, Radios ads are the most commonly used medium for the digital marketing. Through use of electronic media for digital marketing plays its vital role to create the positive impact on consumer behavior. Now a days every needs has a solutions on yours tips because the use of social media. The social media particularly You Tube and Tik Tok is a power full tools in digital marketing that is quick and cost effective. Print Media has its own impact on consumer behaviour other then You Tube and Tik Tok. The purpose of my research to to elaborate the impact of digital marketing on consumer behaviour. This Article may explore the relationship between the digital marketing and consumer Behaviour. The purpose of this research is to examines how digital marketing activities and social media influence affect the consumer behaviour. The aim of this study is also to contribute to the literature on consumer behaviour and impact of digital marketing on Consumer behaviour.

Key Words: Social Media, Digital Marketing, Consumer Behaviour, Loyalty, Print Media

Introduction

Background of the Study

Rapid advancements in digital technology have fundamentally altered marketing, shifting the focus from one-way broadcasting to interactive, data-driven engagement. Over the past 20 years, digital marketing has evolved from an auxiliary strategy to an essential part of business operations. The widespread use of social media, smartphones, and the internet has made it possible for marketers to micro-target audiences and respond to consumer behaviour in real time. Automation, big data analytic, and artificial intelligence (AI) have all accelerated this development by enhancing campaign personalization and prediction capabilities (Islam, 2024)

Unlike traditional marketing, which used one-way media like TV, print, and radio to communicate brands, digital marketing promotes two-way communication. Through user-generated content, social commentary, and reviews on platforms like YouTube, Instagram, and TikTok, today's consumers actively engage with brands. Since commerce and content are coming together, authenticity, trust, and the customer experience are becoming more and more important (Lou & Yuan, 2019).

Theories such as the theories of planned behaviour (TPB) and the Model of Elaboration Likelihood (ELM) form the foundation of our understanding of digital customer psychology. These models make clear how attitudes, message relevancy, and believability affect decision-making. The underlying psychological interaction is still dynamic and poorly understood, despite the fact that algorithmic tailoring and personalization in digital contexts alter how consumers perceive and respond to marketing communications. (Islam, 2024)

Additionally, the expansion of e-commerce platforms which range from regional online marketplaces to global giants has heightened competition. Brands are focusing more on customer retention, loyalty programs, and omni channel presence in order to successfully combine in-store and online experiences. Customers, on the other hand, demand transparency, peer approval, and ethical involvement, which compels marketers to modify their tactics (Vogue business, 2022; Islam, 2024).

All things taken into account, this shifting ecology suggests that more in-depth academic research to the ways that digital marketing influences consumers' attitudes, behaviour, and thoughts is desperately needed. This study aims to bridge that gap by investigating the complex relationships between influencer authenticity, personalization, confidence, and other demographic factors that influence consumer decision-making within the digital age.

Problem Statement

The emergence of digital marketing has given businesses more opportunities than before to connect with consumers through personalized, data-driven, and interactive channels like influencer systems, email, search engines, and social media. Recent research, however, indicates that this rapid shift has also raised significant issues that jeopardize consumer trust and marketing effectiveness.

The overabundance of digital advertising is one major problem. According to Influencer Marketing Hub, consumers are subjected to hundreds of messages every

day, which lowers engagement and causes issues like banner blindness, ad fatigue, and shorter attention spans. Customers are increasingly avoiding or ignoring marketing communications in such an atmosphere, which makes it challenging for firms to stand out.

The cognitive overload that customers are experiencing is another issue. A constant flood of options and data might cause customers to become paralyzed by their options, be less satisfied with their choices, and be less able to make well-informed judgments. (Roetzel, 2019).

Additionally, although it is still underutilized, technographic segmentation—the study of user behaviour across digital platforms—has shown itself to be a more reliable predictor for advertising outcomes than traditional demographic categories (Growth Distillery & Verve, 2024).

In light of saturation, stress, and fragmentation, there is a notable knowledge gap regarding the ways in which digital marketing strategies impact consumer behaviour across diverse demographics and cultural contexts. Without this information, marketers struggle to build trust, sustain engagement, and produce a sizable return on investment. This ambiguity has a detrimental effect on strategic marketing decisions, potentially leading to poor customer connections and resource miss allocation..

Literature Review

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto, 2020). Digital marketing is a new approach to marketing. Digital marketing is not just an array of digital elements that drives traditional marketing (Rowley, 2008). Digital marketing is the combined application of the internet and related digital media technologies in conjunction with traditional communications to achieve a marketing goal (Chaffey & Chadwick, 2016).

There are different studies available in different articles. Digital Marketing heavily influence on consumer by fostering Buying, enhance trust through review and offering personalized experiences.(AI overview). Through the use of Digital Communication Channels for the searching of product and services has become part of people's daily life.(Stephen, 2016).

Digital marketing play a vital role on consumer behaviour thorough three dimensions, mobiles apps, Social media platform and electronic word of mouth..(Alghizzawi et al). The emerging marketing landscape has place companies in a situation where they need to not only thrive in traditional competitive sphere but simultaneously establish their presence in the digital marketing realm.(Porter 1997). This study emphasis on the technological dimensions of marketing focusing on activities such as mobile marketing, social media marketing, email marketing. It is strategic approach that utilize the E.mail for target communication for the individual or an organization..(Ghavani, 2016). E.mail Marketing keeps the brands and its offerings top of mind, increasing the likelihood of purchase when customer is ready.(Castronovo&Huang, 2012). Digital marketing profoundly influences consumer

behaviour by shifting purchasing journeys from passive consumption to interactive, data-driven, and social-proof-based experiences. Key channels like social media, personalized advertising, and influencer endorsements accelerate decision-making, with 93% of consumers influenced by social media in online purchases. Key trends include, increased reliance on user-generated content, mobile-friendly shopping, and high demand for brand transparency. (Research Gate)

The implementation of AI in digital marketing has created a new paradigm in the way companies interact with consumers, from content personalization (Zikry, Muhammad Bitrayoga, et al., 2024) This transformation not only changes companies' marketing strategies, but also significantly affects the way consumers search for information, make purchase decisions, and interact with brands.

Digital marketing includes all promotional activities carried out by marketers through websites, social networking sites (SNS), email, cell phone texts, applications, and online games (Kelly et. al,2015). This form of digital marketing is well regarded in the marketing and advertising research literature because of its widespread presence, interactivity, and availability over time (Spero & Stone, 2004). It is argued that digital marketing is even more impact full than traditional marketing due to its characteristics of peer support and the lack of explicit advertising cues presented in some forms of digital media (Kelly et. al., 2015).

Research Questions

What impact does digital marketing have on the choices and intentions of consumers to buy?

How do particular digital marketing tactics, such influences marketing and social media campaigns, affect customer loyalty and trust?

What moderating effects do demographic factors (age, gender, and income) and trends in online usage have on the relationship between consumer behaviour and digital marketing?

Objectives of the Study

To examine the impact of digital marketing on consumers' purchasing intentions and choices.

To evaluate the effectiveness of various digital marketing strategies in building long-lasting brand loyalty and consumer trust.

To analyze the moderating impact of online behaviours and demographic characteristics on consumers' responses to digital marketing campaigns.

Significance of the Study

This study has significant academic and practical ramifications for understanding how digital marketing affects consumer behaviour in a technologically increasingly sophisticated market. As global e-commerce continues to grow, businesses are rapidly shifting their marketing budgets to digital platforms, using strategies like influences partnerships, targeted advertising, and personalized delivery. The research findings will add to the body of knowledge by offering empirical data on the effects of various

digital marketing strategies on consumers' trust, brand loyalty, and purchasing motivations.

From a management perspective, the study will assist marketers and company executives in developing more successful and customer-focused digital marketing campaigns. Knowing which strategies produce the largest behavioural improvements across different demographic groups can help businesses allocate resources more efficiently and boost return on investment. By identifying the importance of trust and brand loyalty in digital purchasing scenarios, the study will also help develop long-lasting relationship marketing algorithms that are appropriate for the digital age.

Legislators as well as consumer advocacy organizations may find the study's findings useful in creating ethical guidelines and legal structures that regulate online advertising as well as the use of customer data. As concerns about privacy, misinformation, and dishonest marketing tactics grow, a fact-based knowledge of how consumers respond to digital marketing is crucial to preserving equality and transparency in the online marketplace.

Finally, this study will serve as a resource for academics who want to learn more about the evolving connection between digital marketing and consumer psychology. By integrating perspectives from marketing, behavioural science, and technological adoption theories, it will pave the way for interdisciplinary research on how consumers make decisions in the digital age.

Hypothesis of Study

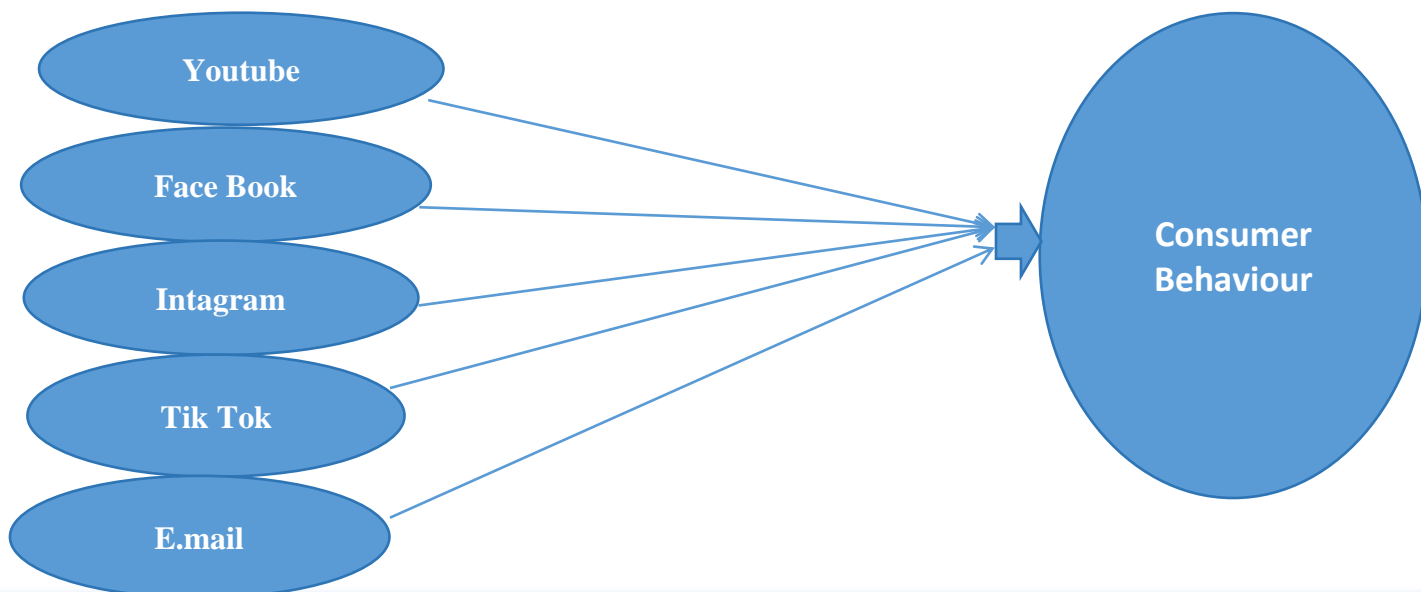
A research hypothesis is a specific, testable and tentative prediction about the two variable based upon the existing knowledge and theory.

H1: Digital Marketing has positive Impact on Consumer Behaviour.

H0: Digital Marketing has no positive impact on Consumer Behaviour.

H1: There is association between Digital Marketing and Consumer Behaviour.

H0: There is not association between Digital Marketing and Consumer Behaviour.



(Figure 1.1)

Research Methodology

This research adopt qualitative approach combination of theoretical and practical approach to examine the influence of digital marketing on consumer behaviour. In this study Questionnaire was design to measure the variable in theoretical model such as Print media, T.v You tube, Instagram.. primary data was collected through a structure survey of 100 digital marketing professional across the district Layyah Punjab Pakistan. The secondary data was collected from the academic journals industry reports case studies in order to provide the comprehensive analysis. The Descriptive statistics and SPSS statistical tool is used for data analysis to evaluate the relationship between variables.

Research Design: Descriptive and analytical

Sample Size: 100 respondent

Sample Method: Convenience Sampling

Tool for Data Collection: Structured Questionnaires

Statistical Tools used: Descriptive Statistics and SPSS

Data Analysis

Description of Respondents Data:

(Table 1)

Observe Frequency Table(O)

Age Group	Print Media	T.V	Youtub e	Tik Tok	Instagra m	Total(Ro w)
15.....25	4	4	2	4	5	19
25-----35	5	4	6	7	4	26
35-----45	3	4	3	4	6	20
45-----50	5	4	2	4	5	20
50+.....	4	3	4	2	2	15
Total(Column)	21	19	17	21	22	100

(Table 2)

Expected Frequency Table(E)

$E = (\text{Row Total} * \text{Column Total}) / \text{Grand Total}$

Age Group	Print Media	T.V	Youtub e	Tik Tok	Instagra m	Total(Ro w)
15.....25	3.99	3.61	3.23	3.99	4.18	19
25-----35	5.46	4.94	4.42	5.46	5.72	26

35-----45	4.2	3.8	3.4	4.2	4.4	20
45-----50	4.2	3.8	3.4	4.2	4.4	20
50+.....	3.15	2.8 5	2.55	3.15	3.3	15
Total(Column)	21	19	17	21	22	100

(Table 3)
**Chi-Square
 Calculations**
 $\chi^2 = \sum[(O-E)^2/E]$

Age Group	Print Media	T.V	Youtub e	Tik Tok	Instagra m	Total(Ro w)
15.....25	0.0001	0.152	1.44	0.0001	0.67	0.452
25-----35	0.46	0.883	1.6	2.37	2.95	8.26
35-----45	1.2	0.04	0.16	0.04	2.56	4
45-----50	0.8	0.04	1.96	0.04	0.36	3.2
50+.....	0.85	0.022	1.96	1.32	1.69	5.84

$\chi^2 = (0.45 + 8.26 + 4 + 3.2 + 5.84) = 21.75$

Degree of Freedom = (Number of Rows-1)*(Number of Column-1)

= (5-1)*(5-1)

= 16

Chi square value Calculated= 21.75

Chi Square Value (Critical region@ 0.05 Significance for 16 DOF)= **26.29**

Interpretation: since the calculated value (**21.75**) < Critical value (**26.29**) we fail to reject H0.

Conclusion: we fail to reject H0 that indicate that there is no statistical significant relation ship between AI and Consumer engagement. We accept the Hypothesis.

E.Mail Marketing

Email marketing plays a significant role in fostering purchase intention. It is strategic approach that use email for targeted customers in order to pay attention of specific consumer towards the specific brand. It uses short message service to delver text, audio, video and graphic contents. (Romen 2012) explore the rapid development of mobile marketing as an advertising medium. The email includes in sharing ads, company news or offers and various messages in order to built the strong relation ship among consumer and brand. E.mail services is an effective way to built long term customers relation by sending the reminders, offers, in customers inbox.

Mobile Marketing

Mobile marketing is a technique that involves collecting and disseminating of information about the product and service to customers. It uses short message service to advertise the specific product ads. Through short message services different ads, text, audio, videos and graphic content is deliver to targeted customers. Different type of survey about the products and services may be conducted to obtain the opinion of customers regarding to brand.

Social Media Marketing

SMM shapes the consumer buying behavior.(Husnain&Toor, 2017). SMM is directly influence the consumer towards the products and services. Positive word of mouth and chat-bots may influence the customers to buy the specific product. Online discussion forums, emails, chats, social networking sites plays an important role in establishing the closer relation among the customers and organizations. Social media platforms such as face book, Instagram, have given businesses a way to talk with the millions of people about their product and services, creating new marketing opportunities.

Key Findings and Implications

Finding reveals the variables such as Print media, Tik Tok Instagram YouTube play a vital role in shaping the role in consumer behaviour.

There are following key finding in this study mention below.

A strong positive relationship between social norms and trust indicate the customer engagement towards Digital Marketing largely influenced by perceived societal acceptance and ethical stance surrounding digital technologies technologies. .

There is positive relationship between Digital Marketing and Consumer Behaviour with respect of perceived benefit, trust, satisfaction.

70% of respondents has awareness about Digital Tools such as You tube Instagram, Tik Tok,.

30% have interacted with personalized adds.

Consumer aged 20-35 shows higher acceptance Digital Marketing experience.

we fail to reject H0 that indicate that there is no statistical significant relation ship between AI and Consumer engagement.

This study is beneficial for new researchers, students, and all professional.

Implementation of Study

This research is beneficial for researchers, students and Business analyst. This study will assist marketers and company executives in developing more successful and customer-focused digital marketing campaigns. Knowing which strategies produce the largest behavioral improvements across different demographic groups can help businesses allocate resources more efficiently and boost return on investment. By identifying the importance of trust and brand loyalty in digital purchasing scenarios, the study will also help develop long-lasting relationship marketing algorithms that are appropriate for the digital age.

Conclusion

Changes in marketing communication with a major impact on shaping consumer behaviour can no longer be ignored now a days and afterward because there is a strong future held for the digital Marketing. In the era of digitization, actual and potential consumers are bombarded with a multitude of messages daily. Therefore, the need to establish and implement an appropriate mix of promotional communication can not only help the organization differentiate itself from competitors but It provide a superior customer experience in the decision-making process of purchase, from the need identification stage, to the information or purchase stage and post-purchase (feedback), thus creating the premises for a long-term relationship of consumers as with the organization. Consumer behaviour in the digital age is an ongoing research project, with a myriad of challenges that marketers have to face. Consequently, the integration of digitization and innovative strategies in the organization's development strategy, including in the promotional communication strategy, can represented the only path towards the organization success in the market in this modern age.

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