

## IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOR

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### Abstract

Digital marketing has revolutionized consumer purchase behavior by leveraging technology to enhance brand engagement and influence buying decisions. This study examines the impact of digital marketing on consumer behavior, particularly in the United Arab Emirates (UAE), where technological advancements have transformed marketing strategies. The research explores how digital platforms, social media, and personalized marketing approaches shape consumer decision-making. Using a qualitative research methodology, including interviews and surveys, the study assesses consumer responses to digital marketing tactics, such as targeted advertisements, promotional campaigns, and instant engagement. Findings indicate that digital marketing significantly influences consumer behavior, with factors such as demographic characteristics, brand perception, and social media interactions playing crucial roles. The study highlights the growing preference for online shopping and the effectiveness of digital marketing in enhancing customer relationships. Additionally, gender-specific differences in digital marketing responsiveness were identified, emphasizing the need for tailored marketing strategies. The research provides valuable insights for businesses aiming to optimize digital marketing strategies to enhance consumer engagement and drive sales.

### INTRODUCTION

Digital marketing is thought to include both digital and online marketing. Digital marketing is essential for consumers since it offers them many opportunities to engage effectively with brands and is essential for engaging a large population. Technology

advancements and the utilization of online platforms have increased market competition and altered how companies communicate with their clients over time (Xiao et al., 2019).

Technological advancements have presented chances and challenges for already established businesses and favorable aspects for new businesses to flourish. Currently, every business aspect is controlled by technological advancements. A gradual rise in worldwide internet connectivity supports this. Businesses around the globe have been implementing tech-related strategies to help them maximize their business networks. Marketing is one of the sectors on which technology development has had a significant effect (Liu et al., 2020). Marketing has undergone a paradigm transformation from signboard and print media commercials to adopting all electronic platforms to market goods like cars, electronics, and clothes through social media applications such as Instagram, Twitter, Facebook etc. This has enabled businesses to maximize value creation and reach a larger consumer base. Businesses all over the world have embraced digital marketing as a quick and efficient method to market content to customers. Each person currently sees between 6,000 and 10,000 ads per day (Omar & Atteya, 2020). Digital marketing allows retail firms to market their products and brands where and when customers are most likely to make spontaneous or impulsive purchases. Businesses utilize discount offers, rebates, and discount deals to attract consumers to buy their desired products. Customers can personalize their shopping encounters due to digital marketing. Customers have been found to favour instant gratification over learning regarding new goods. Digital content from a company can be crafted and transformed to deliver specialized purchasing experiences. This will substantially impact consumer expenditures. Consumers expect instant replies to their inquiries and complaints. Utilizing internet marketing makes this possible. Sharing consumer queries and views with a big crowd using social media. Both negative and positive customer reviews significantly influence consumers. By empowering customers and giving them experiences catered to their needs, digital

marketing allows businesses to forge stronger, more open interactions with their customers. As a result, customers are extremely inspired, and their buying behavior is influenced by digital marketing (Diez-Martin et al., 2019).

On the other hand, before making an appropriate purchase, consumers can now collect all the information they need to evaluate brands and make an informed choice. The information a customer learns while investigating a product greatly affects their choice according to which product to purchase. Individuals must have one because customers judge brands and businesses based on their online presence. Since a company controls the content shared online, its digital footprint can more clearly and effectively communicate its message. This has an impact on consumer behaviour but since brand presence today is made up of associations that customers form after engaging with a company's products, beliefs, and aspirations. Customers can directly contact a business through its online presence, providing both negative and positive feedback. Because consumers are now more inclined to be impacted by digital marketing than by traditional marketing strategies, there has been a change in how they make purchases (Sundaram et al., 2020).

This study aims to analyze the impact of digital marketing on consumer purchase behavior. The investigation will explore how consumers respond to these positive and negative strategies and how their responses may influence their purchase decisions. The study will also assess the impact of digital marketing on the overall purchasing process of consumers in the United Arab Emirates (UAE) by exploring the motivations, needs and preferences of the target market. The findings of this research will provide valuable insights into how businesses can effectively use digital marketing to reach their target audience and influence their purchase decisions.

## Research Questions

The research questions for this study are as follows:

- In what ways digital marketing influences consumer decision-making in the UAE?
- What is the impact of digital marketing on changing the consumer purchase behaviour of customers in the UAE?
- What highly effective digital marketing strategies do brands and companies use in the UAE?

## Research Objectives

The objective of this research was to analyze the impact of digital marketing on consumer purchase behavior. The other objectives of this research are to:

- To assess the influence of digital marketing on consumer decision-making in the UAE.
- To study the impact of digital marketing on changing consumer purchase behaviour of customers in the UAE.
- To investigate highly effective digital marketing strategies used by brands and companies in the UAE.

## Scope of the Study

This study will examine how digital marketing influences consumer purchase behavior in the UAE, considering the consumer's age, gender, income, and educational background. The research will focus on the consumer's perception of digital marketing messages, the effect of digital marketing on consumer attitudes, and the consumer's actual purchase behavior.

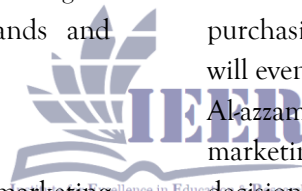
## Literature Review

This section analyses previous literature on the impact of digital marketing on consumer purchase behavior in the UAE market context. Most studies suggested that digital marketing has become an increasingly significant tool for businesses to reach potential customers in the current global digital age. It has been found that digital marketing can increase sales by

increasing the product or service's visibility and creating an emotional connection with the customers. Digital marketing also allows businesses to target specific customer segments, which can help increase their marketing effectiveness (Nizar & Janathanan, 2018).

Tandon and Kaur (2018) explained that in today's intensely competitive market, internet marketing is very well-liked. It entails looking into business models that employ digital technology to reduce expenses and expand operations globally. Customers are happier when they buy online and think digital marketing is safer than traditional marketing. The study's outcomes indicated that consumers could use digital marketing to practice their freedom to choose and make purchases anytime they need, anyplace, and throughout the day. They can learn more about the products the company offers and compare them as needed. As a result of its positive impact on customer purchasing behavior, it is likely that digital marketing will eventually displace traditional marketing.

Alazzam and Al-Mizeed (2021) looked at how digital marketing influences consumers' purchasing decisions in similar research. The goals of the study were to evaluate the various digital marketing portals that can affect consumers' purchasing decisions and to identify the product categories that these platform's consumers are most likely to purchase. This research showed that digital marketing, including mobile and social media marketing, significantly influences consumer purchasing decisions. The study's findings also revealed that numerous popular digital media outlets impact consumer behavior. On most digital media channels, consumers make purchases across a variety of product categories, and consumer decision-making is impacted by digital marketing. To understand the impact of digital marketing on consumer purchase behavior, it is important to explore the existing literature on the subject. Several studies have examined the impact of digital marketing on consumer decision-making and purchase behavior.



Khatri (2021) demonstrated how AI could be used in digital marketing to alter customer buying behaviour. It connects the technological facets of contemporary technology with regard to digital marketing and digital applications while taking into account shifting consumer preferences and patterns based on new goods and market research. AI in digital marketing is a technology that enables computers and other machines as intelligent as people, enabling them to perform duties similar to those performed by the human mind. The findings of the study suggested that digital marketing channels are one of the emerging segments that is growing the number of middle-class consumers, and it is predicted that millions of consumers will use digital channels in the future. The outcomes of the research also revealed that digital marketing has altered how marketers develop their digital marketing approaches and design their company portfolios in line with the goods and services on the market.

A recent study conducted by Forghani and colleagues (2022) established that digital marketing managers consider the most crucial elements when choosing the best plan to increase profitability and sales are digital marketing strategies. This research also aims to ascertain how these tactics affect consumer's purchasing decisions when they purchase on online platforms. The study performed a comparative analysis between the guidelines derived utilising the suggested rough set method. The results of the study revealed that nearly all guidelines are validated through this comparison and expert views. The main outcomes in accordance with the discovered rules suggest that search engine optimization (SEO) is considered the most crucial digital marketing tactic. Additionally, the second crucial aspect of managing marketing involves recommender systems and social media marketing.

The focus of Zari (2021) study framework was on how digital advertising affects consumer behaviour. The research covered various forms of digital advertising, their effectiveness, and their impact on consumer

behaviour. The sample being examined is made up of 100 randomly selected customers, and its impacts on digital advertising are being looked into. The findings of this research demonstrated that digital advertising is a widespread practice in modern marketing theory. The study's results also showed that digital marketing, when distributed via portable devices, emails, webpages, and social media sites, substantially impacts consumer behaviour. Additionally, the study established that demographic information such as age, gender, occupation, and income greatly correlate with one another and influence consumer buying decisions due to digital marketing.

This study by Alghizzawi (2019) reviewed newly released research on the impact of three different types of digital marketing on consumer behavior, including mobile apps, electronic word-of-mouth, and social media platforms. The study identified the impact that digital marketing has on consumer buying behavior, with an emphasis on the travel and tourism industry. The study's findings suggested that instead of traditional advertising and marketing methods, these variables alter consumer behavior and tourist thoughts. The latest large digital templates offer customers entertainment, knowledge, and travel services. It is obvious that people today must embrace the new method of communicating with consumers with respect to technological advancement and the behaviors of the young generation, particularly in the tourism sector, where travellers now have a wide range of options.

The study by Pal and Shukla (2020) outlined the significant variations in customer buying behavior as well as variations in price, identity, value, efficiency, and features of the products and services offered by various businesses. The research concentrated on the significant influence that digital marketing has on consumers' purchasing decisions. Perhaps consumer buying decisions may be impacted through it. Digital platforms like blogs, websites, and social media are crucial for growing a company's sales and strengthening client relationships. The study's key

findings indicated that the intensity of online shopping is not correlated with monthly earnings. The study's outcomes revealed that 76% of respondents chose online shopping instead of traditional shopping. Still, instead, 25% of respondents' decisions while purchasing through online media have been influenced by digital platforms like social media, ad campaigns, etc.

Nizar and Janathanan (2018) identified the influence of social media marketing on consumer buying decisions. The goal of this research was to describe the concepts of "consumer purchase behavior" and "social media marketing" to review the existing research on these topics and the impacts of social media on consumer behavior, and also to conduct primary research using interviews and questionnaires to examine the relationship between consumer behavior and social media advertising. The study's findings suggested that customer satisfaction and dissatisfaction with the product's details and quality are essential when consumers buy services and products. Consumers' perceptions of worth represent a trade-off between the advantages they will obtain from a product and perceived compromises they will make to pay the price.

These studies analyzed in the literature review have suggested that digital marketing significantly influences consumer purchase behavior, allowing businesses to target specific audiences and build relationships through interactive and personalized campaigns. Furthermore, digital marketing has also increased customer loyalty, as consumers are more likely to purchase from companies and feel they have a personal connection with them.

### **Research Methodology**

This research will use a qualitative research design to understand digital marketing affects consumer purchasing decisions (Heidi & Zenobia, 2021). The research will involve a semi-structured interview with the marketing manager of a well-known retail company in UAE and an online survey with

consumers on social media who have experienced digital marketing campaigns. This will allow for a more detailed exploration of the impact of digital marketing on consumer decision-making and purchase behaviour in the context of the UAE.

### **Search Strategy and Search Terms**

This study was completed using data from several sources. It was decided to use a database like "Business Source Complete" (EBSCO), which is well-known as a sizable business database with studies linked to all business fields. Second, ProQuest was a different resource that was taken into consideration. ProQuest was picked because it has a sizable and comprehensive accumulation of information. The "Informit Business Collection," which covers a wide range of topics including technology, innovation, technological advancements, processes and operations, business and customers, policies and administration, and sustainability, was also taken into consideration to wrap up this research. The analysis was conducted using the keywords that were important and crucial to the completion of the study. The keywords may include digital marketing, consumer buying behavior, consumer buying behavior in UAE, and digital transformation in marketing were used to obtain relevant research studies.

### **Data Identification and Collection**

An assessment must increase the amount of information available and ensure that it is accurate, complete, and relevant to the area of major interest (Stephan et al., 2019). It demonstrates that a statement about the intriguing topic should be made in the main text. As such, it is acceptable to assume that the secondary research-related query can be accurately answered (Hennink et al., 2020). Finally, how much data the original data contains can influence how much new data can be elicited by secondary review. A comprehensive literature review on the relevant topic was carried out by examining

several earlier studies performed on the relevant topic by other researchers.

## **Inclusion Criteria**

The inclusion criteria are regarded as a feature that the person or research article needs to have in order to be evaluated (Connelly, 2020). Throughout the report, the inclusion criterion included papers that were pertinent to the study topic. Therefore, the research papers published in 2018 were included in the research, and research articles published before 2016 were rejected.

## **Exclusion Criteria**

Exclusion criteria are characteristics of potential sample members who meet the inclusion criteria but also have additional traits that might hinder the efficacy of the study or raise the likelihood of an unfavourable outcome (Gartlehner et al., 2017). As a result, papers that were irrelevant, noteworthy, and not published in 2018 were not included in the study.

## **Screening of Studies**

The researchers can access a wide range of research papers with established citations with the help of abstract screening. These research papers must then be evaluated in the real transcript and displayed in the literature review. At least three different periods have been spent screening the extracted documents. To check whether these papers fulfilled the study's inclusion requirements, all the chosen and retrieved abstracts and titles were first independently screened (Tsafnat et al., 2018). Additionally, citations were evaluated to validate the filtering procedure. After that, the full piece was also evaluated using a separate scale, considering any differences discovered when the paper was looked into once more.

## **Extraction of Data**

Data extraction was completed after the study articles had been screened. The screened data are checked and assessed repeatedly during this stage of the

methodology to acquire the pertinent data, which is subsequently collected to support further research. After the required data had been gathered, data extraction was done independently. This method involves a second look at the gathered data to ensure accuracy.

## **Analysis and the Synthesis of Data**

The gathered information was given a narrative explanation, and the conclusions were grouped together. The results of the different research trials' findings were also correlated, and discrepancies and correlations were examined.

## **Justification of the Methodology**

For the study, a secondary analysis strategy was used. A researcher can use the knowledge that others have acquired for their objectives by conducting a secondary analysis of the findings. The researchers utilize secondary data analysis to address a current research issue or to examine various points of view on the central problem of the prior study (Brannen, 2017). The benefit of secondary data processing that led to the choice of the method was its cost-effectiveness (Viergever, 019). The researcher does not invest any resources, money, or effort throughout the data-collection period of their sample because someone else has already gathered the data for this type of analysis (McKim, 2017). Since this review is a comprehensive secondary research report that contains the interpretation of findings from various analyses carried out by other academics, the aforementioned methodology should also be applied to it.

## **Data Analysis**

### **Demographic Analysis**

The participants are the study's subjects and contribute their thoughts, opinions, and perspectives to the study's completion. Marketing officials from the UAE's marketing industry who work for various companies in the area are included in the research.

Male and female marketing executives who are study respondents are included in this sample. The population of this study was estimated to be around

30 respondents, of whom 25 were chosen as the research group. Mentioned are the figures for both male and female respondents.

Age Range	Frequency
25-30	9
30-35	6
35-40	15
40-45	18
45-50	9

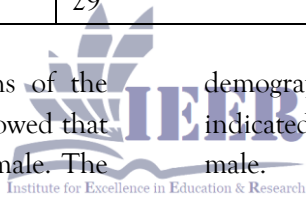
According to the demographic study results, 9 of the respondents were between the ages of 25 and 30. In addition, 6 of respondents were between the ages of 30 and 35, 15 were between the ages of 35 and 40,

18 were between the ages of 40 and 45, and only 9 were between the ages of 45 and 50. The majority of the respondents to this study were aged 30 to 40.

Gender	Frequency
Male	28
Female	29

In this question, the gender specifications of the respondents were identified. The results showed that 28 respondents were male and 29 were female. The

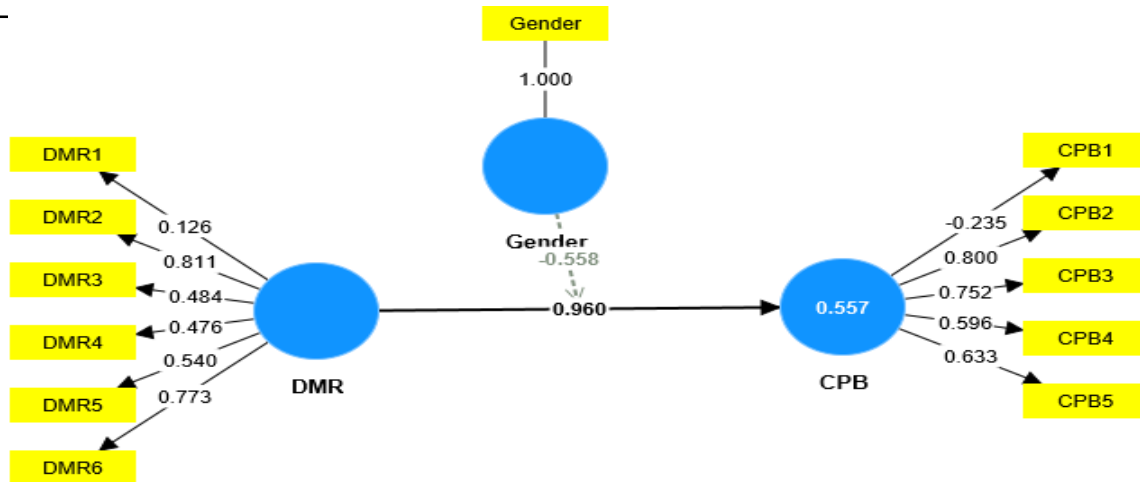
demographic analysis of respondent's gender indicated that most of the research participants are male.



**Construct Reliability, Validity and Average Variance Extracted**

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
CPB	0.772	0.804	0.602
DMR	0.721	0.742	0.752

**Path Model**



The table gives details on the average variance retrieved, construct validity, and construct reliability for two constructs: digital marketing (DMR) and consumer purchase behaviour (CPB). The Cronbach's alpha value for the CPB construct is 0.772, indicating that the measurement scale has strong internal consistency or reliability. The construct is reliable and consistent across the items used to measure it, as shown by the composite reliability (rho\_a) rating of 0.804. The concept explains 60.2% of the variance in the observed scores according to the average variance extracted (AVE) value of 0.602, which is higher than

the suggested criterion of 0.5 for convergent validity. The Cronbach's alpha value for the DMR construct is 0.721, indicating that the measurement scale has strong internal consistency or reliability. The construct is reliable and consistent across the items used to measure it, as shown by the composite reliability (rho\_a) value of 0.742. According to the average variance extracted (AVE) value of 0.752, which is higher than the suggested criterion of 0.5 for convergent validity, the concept explains 75.2% of the variation in the observed scores.

**Discriminant Validity**

	CPB	DMR	Gender	Gender x DMR
CPB				
DMR	0.839			
Gender	0.223	0.326		
Gender x DMR	0.308	0.776	0.162	

The degree to which a construct differs from other constructs in the study is measured by its discriminant validity. It can be evaluated by looking at the relationships between the constructs. The diagonal elements in the following table correspond to the square roots of the average variance extracted (AVE) for each construct. The correlations between the constructs are represented by the off-diagonal

elements. According to the findings, each construct's AVE exceeds its connection with any other construct in the study. As each concept is more strongly associated to its own measures than to the measures of other constructs, this suggests good discriminant validity. In particular, the correlation between CPB and itself is 0.839, that between DMR and itself is 0.839, that between gender and DMR is 0.326, and

that between gender x DMR and itself is 0.308 and 0.776. Prior studies have stressed the significance of evaluating discriminant validity to make sure that

each construct in a study is actually measuring a distinct aspect of the phenomenon being studied (Hair et al., 2019).

**R Square**

	R-square	R-square adjusted
CPB	0.513	0.504

The independent variables in the model account for 51.3% of the variance in consumer buying behaviour, according to the dependent variable CPB's R-square value of 0.513. The adjusted R-square value is 0.504,

which is somewhat less than the R-square value and takes into consideration the number of independent variables in the model.

**Hypothesis Testing**

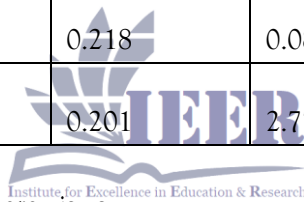
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Decision
DMR -> CPB	0.96	0.968	0.133	7.201	0.000	Supported
Gender -> CPB	0.019	0.02	0.218	0.088	0.930	Not Supported
Gender x DMR -> CPB	-0.558	-0.523	0.201	2.776	0.006	Supported

According to the statistical findings, there is a substantial positive link (T=7.201, p0.001) between digital marketing and consumer purchasing behaviour (CPB). This result is in line with earlier study, which discovered that digital marketing has a favourable effect on CPB (Sharma & Malla in 2021; Li et al. in 2020). However, there was no statistically significant correlation between the gender variable and CPB (T=0.088, p=0.930). This is in line with earlier studies that concluded gender has little bearing on CPB (Liu & Li, 2020). It's interesting to note that gender and digital marketing had a significant interaction effect on CPB (T=2.776, p=0.006). This shows that there are gender-specific differences in the association between digital marketing and CPB. To fully investigate this relationship, more research is required.

**Findings and Discussion**

Digital marketing is considered to be the most effective and affordable marketing strategy. With the right use of digital marketing, a company can reach new heights. For successful implementation, a company must understand customer purchasing patterns. As per the findings of the research, customers prefer online shopping to conventional market shopping and are happy with their online shopping experiences. Digital channels like e-commerce blogs, websites, emails, social media, etc., impact consumers' purchasing behaviours.

The findings of the study revealed that most of the research respondents were males working in the marketing sector of the UAE between 30 to 40 years of age. Moreover, the findings of the survey revealed that digital marketing played a substantial role in the current marketing paradigm, as explained by Khatri



(2021). Furthermore, the study explained that digital marketing had transformed retail companies' traditional marketing, as Pal and Shukla (2020) revealed. In the context of the UAE, digital marketing has been a game changer for retail companies in marketing. The findings suggested that digital marketing has a positive impact on the buying behavior of the consumers in UAE and digital marketing approaches of retail businesses in the UAE are essential while facilitating their customers, similar to the findings of the studies conducted by Nizar and Janathanan (2018), and Alghizzawi (2019).

High Cronbach's alpha and composite reliability ratings revealed that the measuring scales used to evaluate the constructs had a high degree of internal consistency or reliability. Both items furthermore showed strong convergent validity, with average extracted variance values above the proposed criteria of 0.5. Each component's AVE surpassed its association with any other construct in the research, demonstrating discriminant validity. Additionally, in line with other studies, hypothesis testing showed a favourable and substantial association between digital marketing and CPB. However, gender and CPB did not significantly correlate, which is consistent with other research. The study also discovered a significant interaction impact between gender and digital marketing, indicating that there are gender-specific changes in how digital marketing affects CPB. To properly comprehend this link, more study is required.

However, due to the digital marketing buying behavior of consumers in the UAE fluctuates at a high rate concerning quality, price, value and features of the brand, as analyzed by Zari (2021). The study also established that digital channels like blogs, websites, and social media are critical for increasing a company's sales and strengthening client relationships, as explored by Forghani et al. (2022). Nevertheless, customers are more focused on marketing strategies and a crucial component of service and product marketing throughout all the

sectors in the UAE, as explained by Alghizzawi (2019). The study also discussed buying and paying for goods due to digital marketing campaigns in the UAE enhanced consumer spending.

The literature analysis found that the attitude and perception of consumers on digital media marketing, i.e. (blogs, vlogs, and brand channels) varies across different ages of consumers in the UAE, as explained by Tandon and Kaur (2018). The study also discussed that information regarding the brand, such as pictures and videos, attracts more customers and greatly influences their buying decisions, as Pal and Shukla (2020) explored. However, digital media's user-friendly interface, shoppable tags, stories, reels, and live shopping have changed the perception of consumers shopping on online platforms, as Zari (2021) analyzed.

## Conclusion

In conclusion, the study looked into how gender affected the link between digital marketing and customer purchasing behaviour. The findings support earlier studies and show that digital marketing has a significant beneficial influence on customer buying behaviour. The study also discovered that while gender has a negligible effect on customer purchasing behaviour, there are gender-specific differences in the interaction between digital marketing and consumer behaviour. In a dynamic world, understanding consumer psychology is crucial. Understanding the constantly shifting consumer purchasing patterns in the digital age is essential for company sustainability. The modern economy has created several dangers and challenges for marketers to manage. It is crucial to increase public knowledge of the advantages of online marketing. More must be done to guarantee that digital marketing is safe to increase market size. Automation has had a positive impact on consumer behaviour. Working couples in big cities are feeling the most change because of their hectic schedules and the ease with which they can make purchases and transactions from anywhere.

Likewise, consumers benefit from digitization through discounts, cash back, gift cards, coupons, and other incentives, which motivate them to engage in digital exchanges. While concluding the study, it was established that workshops, road shows, and advertising campaigns are necessary to increase customer awareness of and improve the use of digitalization. In summary, this study will give an in-depth understanding of how digital marketing affects UAE consumer's purchasing decisions. This will help businesses understand how to influence and target prospective customer's decisions using digital marketing. Additionally, this study will help businesses understand consumers and the digital marketing tactics that impact how they behave when making purchases.

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