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## Transformation In Digital Markets: Strategies For Digital Marketing Of Lifestyle Products That Have An Impact On Consumers

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### Abstract

Online marketing has grown to be an essential part of people's daily lives over the past decade, influencing how consumers interact with brands and make purchasing decisions. This evolution has prompted businesses to focus on digital channels to connect with their target audiences more efficiently. In response, organizations are dedicating substantial resources to online marketing tools that strengthen their digital presence and broaden their audience reach. These tools encompass social media networks, search engine optimization techniques, and sophisticated data analytics aimed at gaining deeper insights into consumer behaviour and enhancing engagement. The digital transformation of markets influences not only short-term sales but also the long-term strategic direction and growth potential of a company. Adapting to this change is essential for businesses to maintain competitiveness and respond effectively to evolving consumer behaviours. This study paper explores the assertion that digital marketing strategies and techniques have an impact on the lifestyle goods that potential customers have purchased. Investigating the impact of various marketing strategies and tactics aimed at persuading consumers to buy lifestyle products presents a wealth of evidence regarding the market's movement into a digital environment. In order to get a thorough understanding of the study, information from 120 respondents was obtained. The Chi square test, a Likert scale analysis, Garratte ranking, and the F test are a few examples of data analysis procedures are used.

**Key words:** Lifestyle, Lifestyle Products, Digitalization, E-Marketing, Digital Marketing, and Marketing Management.

**1.INTRODUCTION** In the last two epochs, there is an expeditious widening of e-commerce. The rise of the World Wide Web and smartphones has altered how people communicate and conduct business. The worldwide web and smartphone boom are currently primarily relying on electronic commerce to fundamentally change how businesses interact with their customers.

Digital marketing is the process whereby consumers are directly connected by seller or merchants through internet and other forms of digital communication (digital channels) to promote their products, goods & services etc. dynamically and without the use of a middle service to their customers. The technique used to boost products and services from online retailers are called digital marketing.

Ever since the global web first started to take off, businesses have tried to sell their products to Internet users.

### 1.1 Digital transformation

Digital transformation involves integrating digital technologies across all areas of a business, fundamentally altering how services are managed and delivered to customers. The widespread adoption of smartphones and the growth of mobile internet have significantly simplified and accelerated this process. As a result, digital transformation is becoming more achievable and impactful. By the end of 2027, the global digital transformation market, valued at USD 594.5 billion in 2022, is projected to expand by approximately USD 1,548.9 billion, growing at a compound annual growth rate (CAGR) of 21.1%. This rapid growth reflects the increasing reliance on digital solutions to enhance business operations and improve customer experiences across industries.

### 1.2 Life style products

Lifestyle products are those that reflect an individual's personality, tastes, values, lifestyle, and social status. Consumers often show a strong preference for products that align with their personal image and way of life. The lifestyle factor significantly influences purchasing decisions, as consumers seek items that resonate with their identity. These products are categorized into three main dimensions: price-oriented, brand-oriented, and quality-oriented. Price-oriented products appeal to budget-conscious shoppers who prioritize affordability. Brand-oriented products attract consumers who value brand reputation and recognition. Quality-oriented products, on the other hand, are chosen by those who prioritize durability and superior performance. Together, these categories influence consumer choices, with each individual placing different levels of importance on price, brand, and quality based on their personal preferences and lifestyle.

### 1.3 Various digital marketing strategies

Digital marketing strategies are also constantly progressing, but the following are some of the strategies most businesses are using

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| a) Pay-per-click advertising          | e) The conversion rate modifications |
| b) Paid Search advertising            | f) The content Advertising           |
| c) Pay-to-play internet advertisement | g) Affiliate Advertising             |
| d) social networking websites         | h) Email Marketing                   |

### 1.4 Objectives of the study

- To determine the degree of awareness of the online marketing strategies.
- To analyse the impacting factors inducing consumers to use digital channels to purchase Lifestyle products.
- To Examine the relationship between digital marketing strategies and the socio-economic profile of the respondents.
- To identify the kind of digital marketing strategy influencing consumers to purchase lifestyle products digitally.

### 1.5 Scope of the study

- The primary goal of the study was to determine how digital marketing strategies impacted consumers of lifestyle products.
- The study depends on data provided by online users who were selected using a purposive sampling technique.
- For the study, consumers from the Chennai district were contacted.

### 1.6 Limitation of the study

The research was carried out in Chennai City. As a result, the study's conclusions are restricted to this field. The study relies heavily on responses from users of internet platforms, and it is presumed that the data they provide is accurate.

## 2.REVIEW OF LITERATURE

Hien NN, Nhu TN. (2022) has conducted the study on to examine the effects of these tactics on consumer attitudes towards marketing and their purchase intentions, as well as to clarify the present understanding of the essential components of digital marketing and how it affects customers' buy intentions.

Sharma A, Jhamb D (2022) The COVID-19 pandemic has markedly altered consumer behaviour, particularly in the context of online shopping. This paper analyses the shift towards online shopping that was catalysed by remote work practices and further amplified by lockdowns, especially in India. Despite an initial uptick in online purchases, the unexpected 21-day lockdown hindered online shopping and marketing trends. Social media and e-commerce played a pivotal role in sustaining various businesses, with nearly half of consumers turning to social platforms for product details. While a return to shopping trends observed before the pandemic is expected, the economic losses incurred due to the pandemic's disruptions remain significant.

Jin K, Zhong ZZ, Zhao EY (2024) This research examines how big data analytics and AI can improve sustainable digital marketing. It introduces an AI-based random forest model (RFM) for predicting customer behaviour. A case study of Enterprise X reveals key customer patterns, especially among university affiliates, with employees and educators as the main groups. The RFM model outperforms traditional methods like logistic regression, offering a more reliable approach for enhancing digital marketing strategies.

## 3. RESEARCH METHODOLOGY

A structured questionnaire was utilized to gather primary data from 120 respondents in order to study the effects of digital marketing on different lifestyle goods. Respondents are chosen from the Tamil Nadu district of Chennai. Direct questioning of respondents, a direct survey method, was used to gather primary data in a structured style. The internet, periodicals, journals, newspapers, and other sources have all been used to gather secondary data. The sample size for the research is 120 people who use digital channels to buy goods or services. The study's research design is descriptive, and the sample design is convenient sampling.

### Testing for reliability

Table 1 Showing Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.860	25

Table 2 Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded(a)	0	.0
	Total	25	100.0

Analysis on testing the reliability for the current study complies with the acceptable Cronbach's Alpha range of 0.7 and higher. The items have a reliability coefficient of 0.909. As a result, the author formed the structured questionnaire.

## Data analysis and interpretation

The data collected through Epicollect was exported to Microsoft Excel for the purpose of initial organization and data cleaning, which included actions such as renaming variables and correcting data entry errors. After this cleaning process, the dataset was imported into SPSS for advanced statistical analysis, which involved descriptive statistics, regression, and correlation assessments, ensuring a comprehensive and precise analysis process.

### Percentage analysis

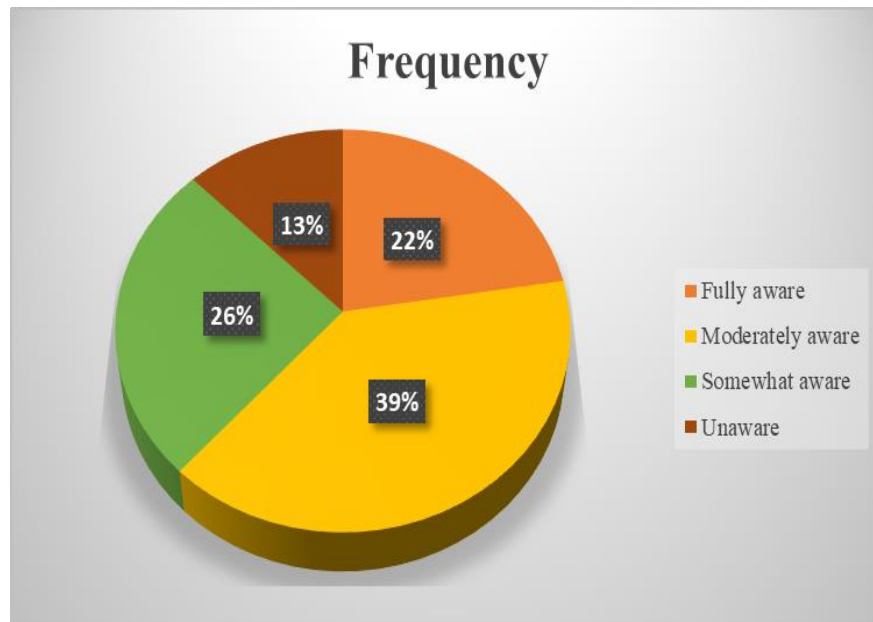


Figure 1- Level of awareness in digital marketing products

Table 3 Showing Percentage Analysis for Socio Demographic Factors

PARTICULARS	Frequencies	Percentage	Valid %	Cumulative Per cent
<b>Age: Below 20</b>	3	2.5%	2.5%	2.50%
21-30	73	60.8%	60.8%	63.30%
31-40	23	19.2%	19.2%	82.50%
41-50	14	11.7%	11.7%	94.20%
Above 50	7	5.8%	5.8%	100.00%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>Gender</b>				
Male	59	49.2%	49.2%	49.20%
Female	61	50.8%	50.8%	100%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>Marital Status</b>				
Married	58	48.35%	48.35%	48.35%
Single	62	51.7%	51.7%	100%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>Occupation</b>				
Salaried	54	45.0%	45.0%	45.00%
Business	4	3.3%	3.3%	48.30%
Home Maker	9	7.5%	7.5%	55.80%
Student	48	40.0%	40.0%	95.80%
Others	5	4.2%	4.2%	100.00%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>PARTICULARS</b>	<b>Frequencies</b>	<b>Percentage</b>	<b>Valid %</b>	<b>Cumulative Per cent</b>
<b>Educational Qualification</b>				
Diploma	3	2.5%	2.5%	2.50%
UG degree	47	39.2%	39.2%	41.70%
PG degree	46	38.3%	38.3%	80.00%
Professional degree	21	17.5%	17.5%	97.50%
Others	3	2.5%	2.5%	100.00%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>Annual Income</b>				
Below 1 Lakhs	16	13.3%	13.3%	13.30%
1-3 lakhs	26	21.7%	21.7%	35.00%
3-5 lakhs	30	25%	25%	60.00%
Above 5 lakhs	48	40%	40%	100.00%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	
<b>Level of Awareness</b>				
Fully aware	27	22.5%	22.5%	22.5%
Moderately aware	47	39.17%	39.17%	61.67%
Somewhat aware	31	25.83%	25.83%	87.5%
Unaware	15	12.5%	12.5%	100%
<b>TOTAL</b>	<b>120</b>	<b>100</b>	<b>100</b>	

**Interpretation**

- Majority of the respondents (60.80%) are in age group between 21-30 years.
- Majority of the respondents (50.8%) are Female.
- Majority of the respondents (51.7%) are single.
- Majority of the respondents (45%) are Salaries persons.
- Majority of the respondents (39.20%) are Under Graduates.
- Majority of the respondents (40%) have their annual family income above Rs.5 Lakhs.

- Majority of the respondents (39.17%) are moderately aware of various digital marketing strategies.

### Garatte ranking analysis

Impacting factors inducing the respondents to use digital channels for purchasing lifestyle products

**Table 4 Showing Percentage Positions and Their Corresponding  
Garrett's Table Values**

RANK	$100(R_{ij}-0.5)/N_j$	Percent position	Garrett value
1	$100(1-0.5)/12$	4.17%	83
2	$100(2-0.5)/12$	12.5%	73
3	$100(3-0.5)/12$	20.83%	66
4	$100(4-0.5)/12$	29.17%	60
5	$100(5-0.5)/12$	37.50%	56
6	$100(6-0.5)/12$	45.83%	52
7	$100(7-0.5)/12$	54.17%	48
8	$100(8-0.5)/12$	62.5%	44
9	$100(9-0.5)/12$	70.83%	39
10	$100(10-0.5)/12$	79.17%	34
11	$100(11-0.5)/12$	87.50%	27
12	$100(12-0.5)/12$	95.83	17

**Table 5 Showing Impacting Factors Inducing the Respondents to Use Digital Channels for  
Purchasing Lifestyle Products**



FACTORS	1(83)	2(73)	3(66)	4(60)	5(56)	6(52)	7(48)	8(44)	9(39)	10(34)	11(27)	12(17)	TOTAL	AVERAGE SCORE TOAL/120	RANK
Convenience	2829	226	667	667	287	475	343	755	319	41	304	75	6988	58.23	I
Changes in lifestyle	1169	445	667	1207	1015	1099	199	183	46	109	223	194	6556	54.63	II
Website Features	1252	664	469	547	399	475	487	359	475	75	439	279	5920	49.33	VII
Discounts and offers	339	445	1261	907	847	475	679	491	397	41	142	194	6218	51.82	VI
Value for Money	90	664	799	1087	735	1047	343	535	280	415	223	24	6242	52.02	V
Secured Connection	90	226	535	187	511	371	1207	491	709	653	331	75	5386	44.88	XI
Wide range of products	422	1029	403	487	399	579	583	491	709	245	277	194	5818	48.48	IX
Display of products attracts attention	754	226	1195	547	343	267	823	447	280	415	196	296	5789	48.24	X
Time saving	588	883	667	427	343	267	487	711	748	449	142	177	5889	49.08	VIII
Standard of living	173	372	337	307	1127	475	439	359	319	959	331	160	5358	44.65	XII
Worthiness	1418	883	667	667	511	475	151	403	319	177	304	279	6254	52.12	IV
Low cost	920	2781	337	247	287	319	103	139	163	585	412	177	6470	53.92	III

**Interpretation:** By applying Garrett ranking method, the factors inducing the respondents to use digital channels has been ranked as follows.1st Rank for Convenience, 2nd Rank-Changes in lifestyle, 3rd Rank – Low cost, so on as depicted in the above table.

### The analysis of chi-square

Relationship between social factors and the effect of digital marketing strategies on the purchase of life-style products

**Null Hypothesis (H<sub>0</sub>):** There is no relationship between social factors and the effect of digital marketing strategies on the purchase of life-style products

**Alternative Hypothesis (H<sub>1</sub>):** There is relationship between social factors and the effect of digital marketing strategies on the purchase of life-style products

**Table 6 Showing Chi square Hypothesis**

S.No:	Variables	$\chi^2$ Values	df	$\chi^2_{0.05}$	Inference
1.	Gender	8.761	3	7.815	H <sub>0</sub> – Rejected
2.	Age	38.731	12	21.026	H <sub>0</sub> – Rejected
3.	Education	25.108	12	21.026	H <sub>0</sub> – Rejected
4.	Occupation	17.741	12	21.026	H <sub>0</sub> – Accepted
5.	Income(p.a)	9.973	9	16.919	H <sub>0</sub> – Accepted

Following are the conclusions that could be drawn for the following social factors when comparison of the computed value of  $\chi^2$  with the table values of  $\chi^2_{0.05}$ :

- From the table no.6, the calculated value of Gender more than the table value. Hence, there is relationship between the effect of digital marketing strategies and gender of consumer on purchases of lifestyle products.
- From the table no.6, the calculated value of Age more than the table value. Hence, there is relationship between the effect of digital marketing strategies and age of consumer on purchases of lifestyle products.
- From the table no.6, the calculated value of Education more than the table value. Hence, there is relationship between the effect of digital marketing strategies and education of consumer on purchases of lifestyle products.
- From the table no.6, the calculated value of Occupation less than the table value. Hence, there is no relationship between the effect of digital marketing strategies and occupation of consumer on purchases of lifestyle products.
- From the table no.6, the calculated value of Annual Income less than the table value. Hence, there is no relationship between the effect of digital marketing strategies and annual income of consumer on purchases of lifestyle products.

### Likerts scaling analysis

**Table 7 Showing the Type of Digital Marketing Strategy Influencing Consumers to Purchase Lifestyle Products Digitally**

STRATEGY	MEAN SCORE	RANK
Affiliation Marketing	2.08	7
Paid search advertisement	2.19	6
Social Media marketing	2.70	1
Paid social media advertising	2.20	5
Conversion rate optimization	2.31	4
Content Marketing	1.96	8
Email Marketing	2.61	3
Pay per click ad	2.62	2

### Interpretation

From the above table it is clear that, among the mentioned digital marketing strategy consumers are getting influenced by the social media marketing strategy, then the pay per click ad is given second rank and Email Marketing is given third rank, and so on as depicted in the above table.

### Anova 'F' test

Association between product category purchased and impact of digital marketing strategies. The 'F' test has been used to evaluate the hypothesis that digital marketing methods classified according to the product category purchased have the same impact.



**Table 8 showing Average Score of the Consumers regarding impact of digital strategies Based on Product Category Purchased**

Product Category Purchased	Mean	N	Std. Deviation	% of Total N
Electrical Items	21.1512	16	2.49122	13.00%
Home appliances	20.9832	17	4.21268	13.80%
Furniture and fixtures	20.568	6	3.52059	6.00%
Apparel Items	20.8176	14	3.2924	11.80%
Electronics/Software Items	19.6488	18	4.88359	14.80%
Fashion accessories	21.4872	7	2.55038	5.60%
Books/DVDs/CDs/Magazines	19.6632	4	4.57933	3.00%
Beauty care products	21.2592	22	3.93889	18.60%
Healthcare Items	18.744	2	1.35505	2.00%
Personal Care Items	21.084	14	2.42492	11.40%
Total	20.7696	120	3.6872	100.00%

Table exhibits that the average score of the consumers belong to the product category purchased is group of fashion accessories (21.48) is higher than that of product category purchased group of beauty care products (21.25), electrical items (21.15), and so on as depicted in the above table.

**Table 9 Showing Product Category Purchased and Average Score of the Impact of Digital Marketing strategies: ANOVA 'F' test**

Particulars	Sum of Squares	df	Mean Square	F	p value
Between Groups	.520	1	.391	.150	.699
Within Groups	258.422	118	2.976		
Total	258.942	119			

The Table shows that the p value (.699) at the 5% Level of Significance is higher than the threshold of 0.05. As a result, it is determined that the hypothesis is true and that the impact of digital marketing strategies is rated similarly regardless of the type of product that was purchased. *There is no significant difference exists between the product category purchased by the consumers and their average score regarding digital marketing strategies.*

**Table 10 showing Product Category Purchased and Average Score of the Consumers regarding digital marketing strategies - Eta**

Particulars	Eta	Eta Squared
Average Score of the Consumers regarding digital marketing strategies * Product Category Purchased	.175	.031

The average score of consumers when it comes to digital marketing strategies is shown in the table with an Eta Squared value of 0.031, demonstrating the small effect size. This indicates that the independent variable, Product Category Purchased, accounts for 3.1% of the variation in the dependent variable.

## Discussion and Conclusion

This study explored the impact of digital marketing strategies on consumer behaviour in the Chennai District of Tamil Nadu, focusing on a sample of 120 participants. The research highlights the significant role that digital marketing plays in shaping consumer decisions and behavior in an increasingly digital marketplace. One of the major findings of the study is that digital marketing enhances consumers' access to a broader range of product options and detailed information. This allows them to make more informed decisions by comparing various aspects such as product diversity, pricing, convenience, and availability.

The study emphasizes how digital marketing strategies cater to contemporary consumers, who value efficiency and speed in their shopping experiences. In a world where digital interactions are becoming integral to everyday life, digital marketing has empowered consumers to make purchasing decisions that are more thoughtful and well-informed. By offering a wealth of information at their fingertips, digital marketing strategies equip consumers with the tools they need to assess products based on various factors and make choices that align with their preferences. For example, consumers can compare prices, check product availability, and read product specifications, allowing for a more comprehensive evaluation before making a purchase.

Looking ahead, the study suggests several avenues for further research. Expanding the scope of the study to include other districts within Tamil Nadu could reveal regional variations in how consumers engage with digital marketing and how it influences their decision-making. Digital literacy and the awareness of digital marketing strategies may differ across regions, and examining these variations could provide valuable insights. Additionally, conducting comparative studies of consumer perceptions regarding the digital marketing strategies of major online retailers could help to assess how different brands and companies influence consumer decisions in varying ways.

Another key finding of the study is the growing reliance of modern consumers on digital channels, such as reviews, feedback, and comments, to validate their purchasing decisions. Rather than merely receiving information, consumers actively engage with it by seeking out multiple perspectives from online communities. This behaviour signifies a shift in how consumers interact with the digital marketplace. Digital marketing not only introduces products to potential buyers but also fosters an environment where consumers are encouraged to research, evaluate, and verify the quality and credibility of products through shared experiences. This active engagement is a major factor in shaping consumer behaviour, as it creates a more informed and knowledgeable base of shoppers. The influence of digital marketing goes beyond just presenting products to consumers; it supports their ability to make careful, well-rounded decisions. This process is particularly significant in today's marketplace, where the vast amount of information available online can overwhelm consumers. In this context, the opinions of others, particularly those who share similar interests or needs, can serve as valuable guides in the decision-making process. Furthermore, the study highlights the important role that online communities play in shaping consumer opinions and decisions. As consumers actively engage with content, seek validation, and share their experiences, the trustworthiness and credibility of information become central to the decision-making process. In this way, digital marketing strategies that emphasize transparency and community-driven feedback are likely to resonate with consumers, fostering trust and loyalty. In conclusion, digital marketing strategies are significantly transforming consumer behaviour by providing access to a wealth of product information and facilitating active engagement in the decision-making process. Future research in this area could further deepen our understanding of how regional differences, retailer strategies, and consumer perceptions interact within the digital marketing landscape.

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