



Effect of digital marketing on consumer buying behaviour: Evidence on fan milk Nigeria limited

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Abstract

This study examined the effect of digital marketing on buying behavior of the consumer. The research design adopted was survey research design. The populations for the study were the residents of the Bauchi metropolis. Sample sizes of 80 respondents were selected to participate in the study. The sampling technique utilized was nonprobability sampling technique in the form of convenience sampling. The data collection instrument used was an online questionnaire. The analytical tools employed for data analyses are; correlation analysis, regression analysis and statistical mean. Findings from the study shows that majority of respondents were aware of digital marketing channels. The findings also revealed that the dominant digital marketing channel utilized by respondents to buy products was social media. The findings also indicated that FanYogo was the most popular product of Fan Milk Nigeria Limited that was bought by the majority of respondents. The results from the correlation analysis shows a positive and significant relationship between digital marketing and consumer buying behavior ($r = 0.825$, $p < 0.005$). The regression analysis also showed that digital marketing affects consumer buying behavior ($b = 1.434$, $p < 0.005$). In conclusion, the study revealed that digital marketing has facilitated the development of trusted relationships between customers and brands, making it an increasingly critical medium for brands seeking to optimize brand loyalty. Digital marketing is the most cost-effective platform for selling items and also helps firms to communicate with their target audience effectively via digital platforms. Digital marketing is not just for engagement; businesses may use it to acquire new customers or retain existing ones. It is recommended that firms and entrepreneurs should enhance the use of digital marketing channels across all business activities to communicate with customers more easily, efficiently and to improve customer feedback management.

Keywords: Digital marketing, social media, consumer buying behavior, consumer purchase decisions

Introduction

The internet and electronic commerce technologies are reshaping the economy as a whole, redefining corporate models, revenue streams, consumer bases, and supply networks. In every sector of the new economy, new business models are emerging. Technology has had a profound and rapid impact on every aspect of human life. Technology has provided incredible tools and resources, putting the most useful information at the fingertips of each individual. We carry enough technology in our pockets to gain access to the world's knowledge as well as immediate information about global events (Nagra and Gopal, 2014) ^[34].

Today, technology is transforming the way marketers and consumers engage, while also providing a plethora of new possibilities. The internet and the web have altered the dynamics of business; with the click of a mouse, you can have an Amazon package delivered to your doorstep within 48 hours, consumers have 24-hour access to brands, and businesses are scrambling to listen to, respond to, and engage with their customers promptly, while also adequately addressing customer concerns (Bala and Verma, 2018) ^[5].

The digital era and the advent of online shopping have resulted in a paradigm shift in business models for manufacturers and merchants. Digital marketing and advertising have been designed in such a way that it is simple to calculate return on investment. This is a significant accomplishment in and of itself, because previous to the digital age, there were no reliable estimates of the number of individuals reached by advertising (or the characteristics of these people) (Kathiravan, Mahalakshmi and Palanisamy, 2019) ^[23].

With the rise of the web and the internet, the proliferation of smartphones, tablets, laptops, and digital technology, marketing is undergoing a transition; digital marketing is booming and will continue to do so. Consumers now have greater discretion over how they get information about products and services thanks to the Internet. Numerous factors contribute to customers' attraction to online content. Consumers choose when, what, and how much commercial content they view (Kumar, P. and Singh, G. 2020) ^[27].

The Internet allows consumers to access an infinite variety of items and services from businesses located throughout the world, while also reducing the amount of time and effort spent purchasing. Traditional marketing is no longer at the centre of a campaign's strategy. While traditional marketing is critical for increasing and sustaining brand awareness, digital marketing has evolved to compete with offline marketing (Sharma, Gupta and Kapoor, 2020) ^[43].

Digital marketing is a critical component of brand development, promotion, and management because it comprises all marketing operations that involve the use of an electronic device or the internet. Businesses communicate with current and prospective customers using digital mediums such as search engines, social media, email, and their websites. The primary benefit of digital marketing is the cost-effective and measurable reach of a targeted audience. Among the other benefits of digital marketing is increased brand loyalty and increased online sales (Coman, Popica and Rezeanu, 2019) ^[6].

Consumer behavior has shifted paradigms as a result of the digital age and the rise of digital marketing. Today, businesses are witnessing profound shifts in marketing,

which has already transitioned away from the mass communication model - when marketers told customers what was best for them. Consumers nowadays are more informed and powerful. They are continually inundated with more digital stuff than at any point in history. Consumers have access to a plethora of brands. Consumers' expectations have increased. They are more aware than ever of what they desire, how they desire it, and from whom they desire (Kumar and Singh, 2020) ^[27].

Consumers' desire and expect brands to provide a consistent and individualized service experience, as well as personalized communications. The most significant change in consumer behavior is that consumers are increasingly averse to anything perceived as marketing. As customers gain technological proficiency, they grow frustrated with intrusive or irrelevant content and communications. Rather than that, they rely on recommendations from friends, influencers, experts, and users, as well as ratings, testimonials, website reviews, and a Google search for the brand (Dastane, 2020) ^[9].

Consumers in the modern era are not faithful; they are more variety seekers, constantly experimenting, and becoming switchers. Consumers' tolerance levels have decreased; they want companies to provide an immediate and prompt response to their inquiries. When they are disappointed, they create viral posts or tweets to disparage the companies providing that service.

Consumer behavior in the digital era is a dynamic and ever-expanding phenomenon; the digital realm will undergo significant and rapid changes in the near future, and technology will continue to have a global influence on marketing techniques. As a result, only businesses that can identify and develop their own digital "footprints" and brand experiences will be the ones to survive.

Hence businesses must be adaptable enough to adjust their business models and strategies, to enable them to stay competitive in the coming years (Durai and King, 2019).

Statement of problems

Today's innovation becomes obsolete as science and technology advance. Consumer tastes and inclinations are likewise rapidly shifting. Marketers are struggling to keep up with the shifting needs of their clients. Customers' expectations are shifting for a variety of reasons, but one of the primary causes is changing purchasing behavior. Consumers of all ages are more likely to experience changes in their purchasing behaviors. Consumers' purchasing activity has an effect not just on their own purchasing behavior, but also on the purchasing behavior of their family.

As a marketer, one must be able to anticipate changing customer wants and produce goods and services accordingly (Ramesh and Vidhya, 2019) ^[37].

While numerous studies have been conducted globally on digital marketing and consumer purchasing behavior, little research has been conducted to examine the effect of digital marketing on consumer buying behavior in most of developing countries like Nigeria because of technological backwardness. Internet penetration statistics in Nigeria demonstrate that digital marketing is a growing trend with significant consumer and corporate potential. As a result of this gap in literatures, this study intends to fill it by detecting and analyzing the effect of digital marketing on consumer purchasing behavior in Nigeria.

Research Objectives

The main objective of this study is to examine the effect of digital marketing on buying behavior of the consumer. The specific objectives of the study are to;

1. Investigate the awareness of digital marketing among consumers of Fan Milk Nigeria products.
2. Determine the digital marketing channels that are been used by consumers in their purchase decisions.
3. Assess the products of Fan Milk Nigeria that is mostly bought by consumers using digital marketing channels.
4. Determine the effect of digital marketing on consumer buying behavior.

Literature review

Concept of marketing

Marketing has been defined in a variety of ways by various authors. Marketing, according to the American Marketing Association, is the process of planning and executing the development, pricing, promotion, and distribution of ideas, goods, and services to produce exchanges that meet individual and organizational objectives. Cronje, *et al.* (2007) define marketing as a set of management tasks and decisions aimed at successfully responding to opportunities and threats in a dynamic environment by developing and transferring a need-satisfying market offering to consumers in such a way that the business, consumer, and societal objectives are met.

Ghazie, and Dolah (2018) ^[16] discuss the marketing concept, which they argue is about a business knowing precisely the needs and wants of certain target markets, and then exceeding the competitors in giving the necessary satisfactions to consumers in those target markets. They also suggest that marketers should make what they can sell rather than attempting to sell what they have created.

The concept of digital marketing

Marketing is the process by which a company communicates with, connects with, and engages with its target audience in order to express the value of, and eventually sell, its products and services. Marketing has existed for a very long time. In the past, businesses used traditional marketing channels to spread the word about their products or services, such as newspapers and word of mouth. The evolution of digital marketing has transformed how companies and enterprises use technology and digital media for marketing purposes (Charlesworth, 2014).

The Internet, as well as other digital technologies, played a critical part in the advancement and evolution of marketing. It enabled the creation of a diverse selection of products, services, payment methods, prices, and new ways of communication that allow consumers to get information more quickly. Additionally, the internet has also provided companies with a novel way to reach new markets, as well as the opportunity to offer new products and services using online communication techniques, allowing them to compete in the same market as larger companies (Bala and Verma, 2018) ^[5].

Benefits of digital marketing

According to Matidza, Ping and Nyasulu (2020) ^[31], there are several tangible and intangible benefits linked with digital marketing. The authors consider tangible benefits such as increased sales from new customers, new markets, and existing customers (repeat sales or cross-selling); cost

reduction due to reduced time for customer service, online sales, and reduced costs of printing and distribution of marketing communications. In terms of intangible benefits, these include corporate image communication, brand enhancement/improvement, marketing communications that are now faster and more responsive (including public relations), improved customer service, future learning, meeting customer expectations for having a website, identifying new partners, and better support for existing partners.

Challenges of digital marketing

One of the major difficulties with digital marketing is that it is heavily reliant on internet access. Because of digitization, the world has become increasingly reliant on the internet for the things we require to live a normal existence. If the current trend continues, as many predict, we may not be able to survive without the internet (Suleiman *et al.*, 2020) ^[46].

Another big challenge of employing digital marketing is security concerns and a lack of trust.

Customers have little faith in online advertisements, and some believe they are fraudulent. This dilemma of the customer's lack of confidence is truly a major challenge to the growth and development of online marketing. And this is why "online trust is becoming increasingly relevant as a study subject and its impact on digital marketing strategies is growing" (Matus, 2015).

Dahiya and Gayatri (2018) ^[8] describes trust as follows: "Internet trust involves how consumers viewed whether the website will meet standards, how trustworthy the information on the web is, and how much confidence the web gives internet users." Currently, despite the rapid growth in internet sales, many people have not yet accepted electronic payment methods and are still worried about whether or not the purchased items would be delivered. Additionally, some digital marketing websites feature suspicious links on their pages that lead to malware that steals clients' personal information, including credit card information, email accounts and passwords (Leeflang *et al.*, 2014) ^[29].

Digital marketing channels

Businesses can utilize digital marketing channels to reach out to their potential customers with details regarding their brand, product, or service. Using these channels allows businesses to assist clients with any problems or challenges they may have while also placing their company advantageously to achieve their marketing objectives. Not all digital marketing methods are appropriate for all business goals. Some are better suited to specific types of audiences, while others are built up differently based on their capabilities. As a result, firms must understand which digital marketing channel to use and then put best practices in place to reach a certain goal (Saaristo, 2016) ^[39]. Digital marketing channels that are mostly used include search engine optimization, email marketing, social media marketing, mobile marketing, online affiliate marketing, pay-per-click marketing and display advertising.

1. Search engine optimization

Search engine optimization (SEO) is the act of improving a website's or a web page's online exposure in a web search engine's unpaid result, often known as "natural," "organic,"

or "earned" results. Organic and paid search engine optimization are the two types of SEO. The search engine's algorithms are continuously changing, which is why SEO is such a vital component of running a successful internet business. The algorithms of search engines have evolved throughout time. Before the Internet's overcrowding, it simply collected important information from a webpage and gave it a high ranking. In today's algorithms, the user experience, design, and quality of the homepage are all factors of search engine optimization (Akutina, 2014) ^[3].

2. Email marketing

The use of electronic mail to promote products and/or services is known as email marketing. It also entails using email to build relationships with prospective consumers and/or clients. Email marketing, at its best, helps firms to keep their clients updated while also tailoring their marketing messages to them. Emailers typically keep a list of email addresses collected from the organizations in question or outside parties. Asking visitors to a website to register to access materials or receive updates and promotional offers is one technique to acquire emails. Instead of merely asking customers for their email addresses, which may or may not work, email marketing companies use email signup forms or email fishing software for this purpose. A brief description of the newsletter they will receive is usually offered when they sign up. In some cases, a statement is also appended, stating that customer information may be shared with third parties.

Customers are given the option to stop receiving email campaigns from telemarketing companies by unsubscribing temporarily or permanently (Hartemo, 2016) ^[19].

3. Social media marketing

Social media marketing is a new and fast-expanding trend that allows firms to effortlessly reach out to targeted clients. The use of social media websites and social networks to sell a company's products and services is known as social media marketing (SMM). Simply put, social media marketing is the use of social media channels to promote a business and its products. This type of marketing is a subcategory of online marketing activities that complement standard web-based promotion tactics like e-mail newsletters as well as online advertising campaigns (Constantinides, 2014) ^[7].

Social media marketing has injected a new concept of exponential dispersion and trust into mass communication and mass marketing by encouraging users to share messages to personal contacts (Kaur, 2016) ^[24].

New tools are being produced and increased for businesses as a result of this new approach to outreach and marketing. Through the introduction of analytic software, social media marketers are now gaining greater and more effective knowledge courtesy of social network site platforms (Lopatovska, 2014).

Consumer buying behaviour

Consumer Behaviour is defined as a branch of study that revolves around consumer activities, such as consumption analysis, which examines why and how individuals use items in addition to why and how they buy them (Kotler and Armstrong, 2010).

Consumer behaviors such as; cultural, social, personal, and psychological aspects can impact consumer purchasing behaviors. The explosion of internet use for a variety of

convenient activities is considered as affecting customers' purchasing behavior in this technological era. Due to technological advancements, there has been a decline in the physical disparities between products.

Thus, as Nisar (2014) [35] indicate, the distinguishing element for products should be their essential functions, not their physical characteristics. They also discussed how, when it comes to brand personality, consumers associate with brands because they provide emotional benefits. In light of changing consumer behavior, researchers must recognize that implementing new techniques and trans-disciplinary perspectives aid in understanding the nature of consumer purchase and consumption behavior.

Consumer Decision-Making Process

The consumer decision-making process is the method through which consumers make choices when confronted with multiple product alternatives. The consumer decision-making process is comprised of the following steps: observation, comparison, elimination, and selection from alternatives. Additionally, not all decision-making processes result in an actual purchase.

Numerous scholars, including Blackwell, Voramontri and Klieb (2019) [47] and Saura, (2020) [40], have examined and endorsed Kotler & Armstrong's (2002) five-stage model of consumer behaviour which are need recognition, information search, alternative evaluation, purchase decision, post-purchase evaluation.

Effect of Digital Marketing on Consumer Buying Behavior

Digital marketing has had a significant effect on consumer behavior. Digital marketing, which is defined by rapid information flow throughout the world, a transfer of control from the producer to the customer, and active customer involvement in the marketing process, among other things, has not rendered traditional marketing obsolete (Saura *et al.*, 2020) [40]. Customers are no longer passive as they were in the past. When it comes to promotions, getting permission before distributing promotional materials to clients is essential (Sharma, Gupta and Kapoor, 2020) [43]. Voramontri and Klieb (2019) [47] asserts that people, users, and consumers should be allowed to promote themselves. By doing so, they will shape and disseminate the message to the appropriate audiences.

**3.0 Methodology
Research Design**

The present study is analytical and descriptive in nature. It will highlight how digital marketing influence the behavior of consumer with special reference to youth.

Source of Data

Primary data: this is to get the data from different classes of individuals consumers

Secondary data: this will be collected from, research articles, journals.

Sample Size

About 80 respondents are expected to be involved within Bauchi metropolis.

Sampling Techniques: Non-Probability

Sampling Instrument: Structured Questionnaire

Tools for Analysis: Correlation, Regression and mean.

Result and Discussion

Table 1: Products of Fan Milk Nigeria bought using digital marketing channels

Category	Frequency	Percentage
FanYogo	17	21.3
SuperYogo	13	16.3
FanChoco	14	17.5
FanVanille	10	12.5
FanIce	12	15.0
FanDango	9	11.3
FanMaxx	2	2.5
FanJoy	3	3.8
Total	80	100%

Source: Field Data, 2024

Table 1 presents the results from respondents regarding the products of Fan Milk Nigeria that they purchase using digital marketing channels. According to the results, 21.3% of respondents said FanYogo, 16.3% of the respondents said SuperYogo, 17.5% said FanChoco, 12.5% said FanVanille, 15.0% said FanIce, 11.3% said FanDango, 2.5% said FanMaxx and 3.8% said FanJoy.

Table 2: Satisfaction level with regard to Fan Milk Ghana products

Responses	Frequency	Percentage
Highly Unsatisfied	0	0.0
Unsatisfied	0	0.0
Neutral	9	11.3
Satisfied	31	38.8
Highly Satisfied	40	50.0
Total	80	100%

Source: Field Data, 2024

Table 2 presents the satisfaction level of respondents concerning Fan Milk Nigeria products. According to the results, 11.3% of respondents were neutral, 38.8% said they were satisfied and 50.0% said they were highly satisfied.

4.6 Effect of digital marketing on consumer buying behavior

4.6.1 Mean and Rank

Table 3: Mean and rank for digital marketing scale

Item	Statement	Mean	Rank
DM1	Digital marketing enables Fan Milk Nigeria to attract attention very quickly from consumers.	3.67	7
DM2	Digital marketing helps consumers get detailed information about the products of Fan Milk Nigeria.	4.18	2
DM3	Digital marketing offers convenience to consumers of Fan Milk Nigeria.	3.54	8
DM4	Digital marketing helps Fan Milk Nigeria accrue more sales and grow its customer base.	4.11	3
DM5	Digital marketing enhances the brand image of Fan Milk Nigeria.	4.08	4
DM6	Digital marketing can aid Fan Milk Nigeria to constantly engage customers on how to improve their products and services.	4.25	1
DM7	Fan Milk Nigeria uses digital marketing to promote their new products.	4.03	5
DM8	Digital marketing enables consumers to compare the prices and products of Fan Milk Nigeria with that of its competitors.	3.94	6

Source: SPSS Output, 2024

Table 3 presents the results from the participants of the study regarding their opinion on statements on digital marketing. According to the results presented, the DM6 was rated highest by respondents with a mean of 4.25, the item DM2 was rated second by respondents with a mean of 4.18, the item DM4 was rated third by respondents with a mean of 4.11, the item DM5 was rated fourth by respondents with a mean of 4.08. The results also show that the item DM7 was rated fifth by respondents with a mean of 4.03, the item DM8 was rated sixth by respondents with a mean of 3.94, the item DM1 was rated seventh by respondents with a mean of 3.67 and the item DM3 was rated eighth by respondents with a mean of 3.54 respectively. The results further show that the mean ranged from 4.25 to 3.54 hence averagely respondents agreed with all the statements regarding the construct digital marketing.

Table 4: Mean and Rank for consumer buying behaviour scale

Item	Statement	Mean	Rank
CBB1	I intend to buy products of Fan Milk Nigeria Limited.	3.93	5
CBB2	I will recommend my family and friends to buy products of Fan Milk Nigeria Limited.	4.07	4
CBB3	I will buy products of Fan Milk Nigeria Limited because it has been approved by NAFDAC and SON.	4.76	1
CBB4	I will buy Fan Milk Nigeria products because they have a waste and plastic sorting center for recycling plastic products which makes the company environmentally friendly.	4.09	3
CBB5	I visit the social media pages or website of Fan Milk Nigeria to get more information about their products before I buy them.	3.68	6
CBB6	I will buy Fan Milk Nigeria products that have been recommended by friends and family members.	4.35	2

Source: SPSS Output, 2024

Table 4 presents the results from the participants regarding their rating of statements on consumer buying behavior. According to the results, the item CBB3 was rated highest by respondents, the item CBB6 was rated second by respondents with a mean of 4.35, the item CBB4 was rated third by respondents with a mean of 4.09, the item CBB2 was rated fourth by respondents with a mean of 4.07, the item CBB1 was rated fifth by respondents with a mean of 3.93 and the item CBB5 was rated sixth by respondents with a mean of 3.68. The results further show that the items had a mean that ranged from 4.76 to 3.68 which implied that participants were on average in agreement with the statements regarding the construct consumer buying behavior.

Correlation analysis

Table 5: Correlation analysis between digital marketing and consumer buying behavior

		Consumer buying behavior	Digital Marketing
Consumer buying Behavior	Pearson Correlation	1	0.825**
	Sig. (2-tailed)		0.000
Digital Marketing	Pearson Correlation	0.825**	1
	Sig. (2-tailed)	0.000	
	N	80	80

** Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output, 2024

Table 5 presents the results for the correlation analysis between digital marketing and consumer buying behavior. The result shows that there is a significant and positive correlation between consumer buying behavior and digital marketing at 5% significance level ($r = 0.825, p < 0.05$).

4.6.3. Regression analysis

Table 6: Model Summary

Model	R	R-Squire	Adjusted R Square	Std. Error of the Estimate
1	0.825 ^a	0.681	0.677	2.471

a. Predictors: (Constant), Consumer Buying Behavior

Table 6 presents the model summary for the regression model. It can be deduced that the R-square value was 0.681 which indicates that 68.1% of the variation in the dependent variable Consumer Buying Behavior is explained by the independent variable Digital Marketing. The correlation coefficient between the dependent and independent variables was 0.825 which implies that the correlation was high since it was greater than 0.7 and also reveals that the independent and the dependent variables were positively related.

Table 7: Analysis of variance

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	1016.119	1	1016.119	166.378	0.000 ^b
Regression	476.369	78	6.107		
Residual	1492.488	79			
Total					

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), Digital Marketing

Table 7 displays the results for the Analysis of Variance of the linear regression model. The F-value recorded in the table was 166.378 and the significance value was 0.000 respectively. Results from the table suggest that the linear regression model was significant in predicting Consumer Buying Behavior. Hence the null hypothesis of no association is rejected. Hence, we can say that digital marketing affects Consumer Buying behavior.

Table 8: Regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant).	1.540	.321		4.803	0.000
Digital Marketing	1.434	.111	0.825	12.899	0.000

a. Dependent Variable: Consumer buying behavior

Table 8 presents the results for the regression coefficients for digital marketing on consumer buying behavior. According to the results, digital marketing was significant in predicting consumer buying behavior. The regression coefficient was 1.434 and the probability value was less than 0.05 which implies that a unit increase in digital marketing would result in a unit increase in consumer buying behavior.

Findings and conclusion

The aim of this study is to examine the effect of digital marketing on buying behavior of the consumer. The findings summarized as;

To investigate the awareness of digital marketing among consumers of Fan Milk in Nigeria majority of respondents which constituted 31.3% said social media, 13.8% said website/Blogs, 25.0% said multimedia advertising, 18.8% said Email/SMS, 7.5% said Google analytics and 3.8% said other.

To determine the digital marketing channels used by consumers in their purchase decisions, it was observed that the majority of respondents indicated that social media influences their decision to buy products.

It was also revealed in the findings that FanYogo was the most popular product of Fan Milk Nigeria that was bought by the majority of respondents using digital marketing channels.

Lastly, in order to examine the relationship between digital marketing and consumer buying behavior the results for the correlation analysis showed that there is positive and significant relationship between the two variables at 0.05% significance level ($r= 0.825$, $p= 0.000$). However, the regression analysis indicated that digital marketing was significant in predicting the effect of digital marketing on consumer buying behavior. The regression coefficient for digital marketing was 1.434 and the probability value 0.000 which implies that a unit increase in digital marketing would result in a unit increase in consumer buying behavior.

In conclusion, marketing professionals have utilized a variety of platforms to assist customers and promote products and services. Digital marketing has facilitated the development of trusted relationships between customers and brands, making it an increasingly critical medium for brands seeking to optimize brand loyalty. According to this study, digital marketing affect customer buying behavior positively and significantly. It has become critical for all businesses, particularly small businesses, to be able to simply give information about their products. The advancement of technology in the business world has caused businesses to shift away from billboard and print advertising and toward more digital marketing media.

Recommendations

World has become a global village, firms and entrepreneurs are urged to enhance the use of digital marketing channels across all of their business activities to communicate with customers more easily and to improve customer feedback management. This will aid in the facilitation of communication, the identification of new consumer needs, and the enhancement of interaction, as well as the enhancement of customer engagement with product/service decisions.

It's recommended that they should improve the use of digital marketing channels for communicating buyer/seller interaction and also ensuring that appropriate digital marketing policies are developed and adhered to.

Firms that gain a better understanding of their consumer demographic, it becomes possible to enhance processes and create the optimal purchase journey. Digital marketers can determine which content is most popular with consumers and then strategically capitalize on that popularity for maximum results. As buying shifts online and then to mobile, businesses must ensure their websites render effectively, adhere to online security protocols, and make it easy for shoppers to locate what they are searching for.

Recommendations for Future Research

This study explored the effect of digital marketing on consumer buying behavior. Future studies on the topic can extend to a wider scope to other regions of the country to ascertain if the study findings presented cuts across with regard to consumers nationwide.

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