

## Digital Marketing Effect on the Shopping Behavior of Customers: An Analysis

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### Abstract

The purpose of this research is to examine how social media marketing influences consumer purchase decisions. The objectives of this study are to define the concepts of social media marketing and consumer purchase behavior, conduct a literature review on these topics, perform primary research using questionnaires and interviews to assess the impact of social media advertising on consumer purchase behavior, and review the findings to make recommendations for the management of Dialog Axiata. This research employs a survey method, using a questionnaire distributed to the public to gather data on the impact of social media marketing on consumer purchase behavior. A total of 184 responses were collected through the Google Forms survey. Additionally, interviews were conducted with three employees at Dialog Axiata for further insights. Primary research also included the use of journal articles from previous studies. The collected data was analyzed using IBM SPSS statistics software. In this research, Cronbach's Alpha, regression analysis for the independent variables, correlation analysis for both dependent and independent variables, and descriptive statistics were conducted using SPSS software. The hypotheses identified for this study were accepted. Additionally, a significant positive correlation was found, supporting the overall validity of the study. This research addresses the issues encountered in the foundational articles. It also establishes a more efficient and straightforward process for developing social media marketing strategies to predict consumer purchase behavior.

**Keywords:** Digital Marketing, Consumer Purchase Behaviour, Social Media Marketing

### 1. INTRODUCTION

In digital marketing, understanding consumer behavior is crucial for marketing success as consumers increasingly utilize the internet and online socializing tools (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Consumer purchase behavior is influenced by brand knowledge and orientation. Brand awareness, coupled with positive brand perception and loyalty, results in a stronger brand image in the consumer's mind, which positively influences their purchase behavior (Malik et al., 2023). Consumer purchase behavior refers to how individuals, organizations, and groups select, buy, and use products, services, experiences, or ideas to satisfy their needs and wants (Rasool Madni, 2022). A comparison is carried out between the extracted rules using the proposed rough set technique and the tree diagram of the data obtained by Rapidminer software. Almost all provided rules are confirmed through this comparison along with the opinions of experts (Forghani, E., Sheikh, R., Hosseini, S. M. H., & Sana, S. S. 2022).

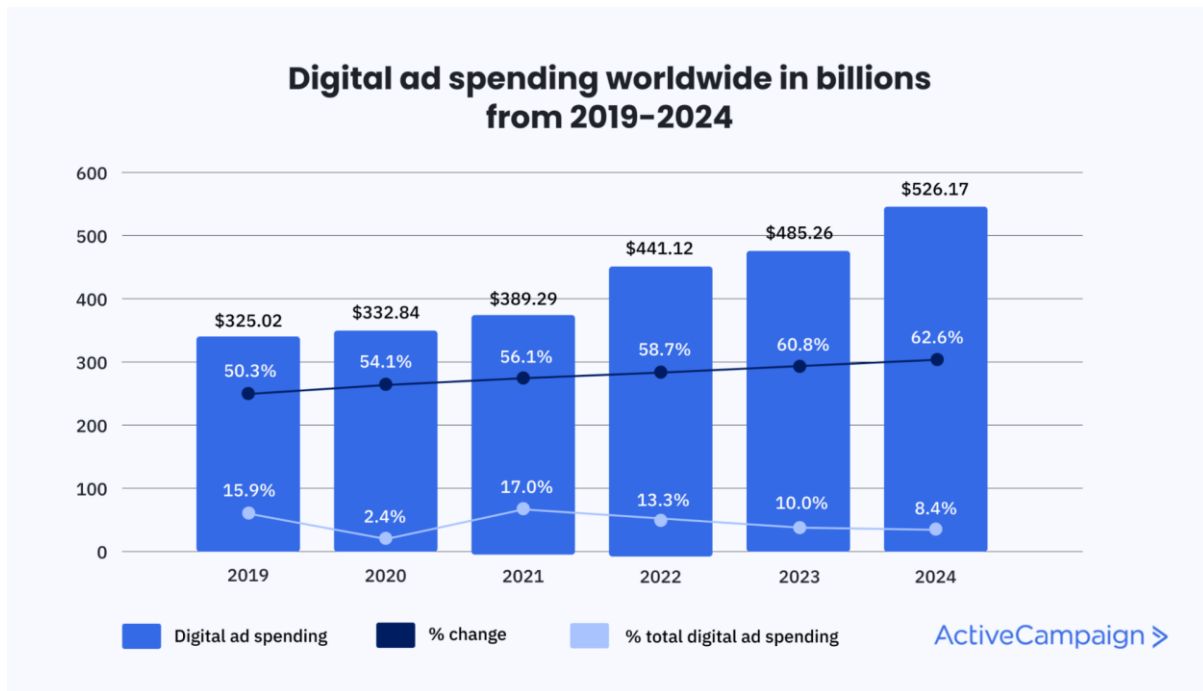


Fig 1: Digital Ad spending worldwide in billions from 2019 to 2024

Given how quickly the world of digital marketing is developing, it's worth looking at some of the key figures and trends that may affect your company in 2022. There are a few things to watch out for as you make plans for the future of your company, even though certain ideas, like producing trustworthy, helpful content for your audience, are still relevant today. To help your campaigns function more smoothly, we'll provide you with the most recent information on marketing automation, social media, SEO, and content marketing in this post.

**1.1 Digital marketing benefits and ROI statistics**

There are new company prospects that come with digital marketing. Digital marketing is very measurable and flexible, so you may tailor its efforts to your company's objectives. Using one or more digital marketing platforms, 86% of marketers reported an increase in brand awareness. 79% of marketers used digital marketing to educate their target audience. Using digital marketing strategies, 75% of marketers saw an improvement in the credibility and trust of their company. 75% of agency marketers said that email marketing has excellent or good ROI. 74% of marketers said that SEO has excellent or good ROI.



Figure 2: Digital marketing benefits and ROI statistics

## **2. REVIEW OF LITERATURE**

### **2.1 Consumer Purchase Behavior**

*H1a: Cost efficiency impacts consumer purchase behavior.*

Social media marketing is a subset of digital marketing and involves the promotion of goods and services. In recent years, the popularity of social networking sites and social media has grown globally (Kucuk and Krishnamurthy, 2021). For instance, Facebook, which began in 2004, now boasts over a billion users. Social networks are increasingly occupying a larger share of consumer time spent online. Users utilize various online formats such as blogs, YouTube, MySpace, Instagram, and Facebook to share information about products or services and to engage with other consumers, who are often viewed as more objective sources of information (Kozinets, 2022).

The unique aspects and vast reach of social media have revolutionized marketing practices such as advertising and promotion (Hanna, Rohm, and Crittenden, 2011). Similarly, Kaplan and Haenlein (2010) highlight several advantages of social media marketing, including its ability to connect businesses with consumers, develop relationships, and foster timely interactions at a low cost. Social media platforms provide organizations with opportunities to connect and engage with potential and current consumers, facilitating strong customer relationships and meaningful interactions (Mersey, Malthouse, and Calder, 2023). This is particularly important in today's business environment, where consumer loyalty can be fragile, and negative experiences can quickly spread online, impacting the reputation of products, services, brands, or companies.

Consumers tend to engage in relational behaviors to increase decision-making efficiency, reduce information processing, achieve cognitive consistency in their decisions, and mitigate perceived risks associated with future choices (Sheth and Parvatiyar, 1995). When transactions are successful, consumers begin to trust the service provider or supplier (Ravald and Gro'nroos, 1996). This trust in the company leads consumers to believe that the organization can meet their requirements and needs, fostering long-term commitment.

Research into consumer online purchase decisions primarily focuses on identifying the factors that influence consumers' willingness to engage in internet shopping. In the realm of consumer behavior research, there are general models of purchasing behavior that outline the process consumers use to make purchasing decisions. The online shopping environment enables consumers to streamline their decision-making efforts by providing extensive selections, information screening, reliability, and product comparisons (Alba et al., 1997). Because the internet offers screened and comparative information for alternatives, consumers are likely to reduce the cost and effort involved in information search and purchasing decisions.

There is a belief that price plays a diminished role on the internet, where non-price data can be more readily available. According to Lynch and Ariely (2022), when price attributes are less dominant, consumers can spend more time evaluating non-price attributes. Brynjolfsson and Smith (1999) suggest that online prices are generally lower than those in traditional outlets, and there is greater price variability for the same product. This variability may be due to differences in non-price attributes and services, making cost less critical in the consumer decision-making process.

Moreover, in the digital marketplace, consumers have access to more information about products and services, and search convenience is higher. As a result, consumers are better informed when making purchasing decisions. Research also suggests that when consumers choose between brands, the role of cost in their decision-making process is unclear.

Brynjolfsson and Smith's (1999) research focuses on the role of price in online shopping decisions for specific products. The hypothesis following from this research is:

### **2.2 Information Satisfaction**

*H2a: Information satisfaction has an impact on consumer purchase behavior.*

Information satisfaction refers to the satisfaction or dissatisfaction of consumers with the overall information provided about goods and services (Crosby and Stephens, 1987). This includes exploring web pages and content in an online

service context. It differs from overall satisfaction, which is the consumer's overall evaluation of an organization based on all interactions and experiences with that specific organization (Jones and Suh, 2022). According to information system literature, user information satisfaction can be influenced by the quality of information and the quality of the user interface (DeLone and McLean, 1992).

Information provided by online stores needs to support customer service and products. This information should be useful and relevant in predicting the quality and utility of a product or service (Wolfenbarger and Gilly, 2001). To satisfy consumer information needs, this information must be up-to-date, sufficient to aid consumers in making choices, consistent in representing and formatting content, and easy to understand (Wang and Strong, 1996).

Thus, we can conclude that information satisfaction will impact consumer purchase behavior.

### **2.3 Consumer Trust**

*H3a: Consumer trust has an impact on consumer purchase behavior.*

Several authors have studied the influence of consumer trust in online marketing, as the lack of trust among online consumers is considered a major reason for low electronic commerce rates. When consumers transact with an online web store in an uncertain environment like the internet (Fung and Lee, 1999), they are less likely to believe that everything about their transaction is guaranteed and normal compared to transactions with an offline store. This lack of physical interaction with the seller in online transactions makes it difficult to effectively evaluate products or verify the identity of the seller. Additionally, there is a risk that the item received may not be the one that was ordered.

Moreover, concerns such as spam, periodic reports on hacker attacks and viruses, and an incomplete, heterogeneous, and ineffective legal framework add to the perception that online shopping is more risky (Koufaris and Hampton-Sousa, 2002; Taylor Nelson Sofres Interactive, 2002). Establishing trust using the internet is also seen as more challenging than in traditional channels (Bitting and Ghorbani, 2004).

Thus, we can conclude that consumer trust will impact consumer purchase behavior

### **2.4 Internet Shopping Experience**

*H4a: Internet shopping experience has an impact on consumer purchase behavior.*

Consumers with greater internet experience are more likely to use online channels to gather product information because the cost of information collection is lower compared to offline channels (Cook and Coupey, 1998). Consumers with more internet experience perceive online channels differently from internet beginners and tend to have higher confidence in using the internet (Bart et al., 2005). In contrast, internet beginners may perceive online information as more uncertain and complex. Therefore, internet experience can moderate how consumers assess online information. Consumers with more internet shopping experience are likely to use the internet as their primary source of information and have greater confidence in online platforms. They are also more likely to be influenced by online reviews.

Thus, we can conclude that internet shopping experience will impact consumer purchase behavior.

## **3. Research Problems and Questions**

The research is centred around the impact of social media marketing on consumer purchase behavior in today's technologically advanced world.

### **Research Questions:**

- What defines social media marketing, and why do organizations use social media marketing?
- Does social media marketing help consumers choose the right product, and how does it impact consumer purchase decisions?
- Where is the best place for organizations to market on social media to attract more consumers?
- Is social media marketing effective and efficient?

#### 4. Objectives of the Study

- To identify the social media marketing and consumer purchase behavior.
- To assess the digital marketing effect on the shopping behavior of customers.
- To findings and make recommendations to the management of Dialog Axiata.

#### 5. METHODOLOGY

##### 5.1 Introduction to Research Methodology

Research is a systematic and scientific approach that involves data collection, compilation, analysis, interpretation, and implication related to business problems. Research methodology, on the other hand, is the systematic, theoretical analysis of the techniques applied in a particular field of study. It involves methods for describing, explaining, and predicting phenomena to solve current and future problems. While research does not directly provide solutions to problems, it offers a theoretical foundation for understanding which methods and procedures can be applied in specific cases. Research methodology encompasses concepts such as research designs, target population, sample size and sampling procedures, data collection instruments, and data analysis procedures (Kothari, 2014).

##### 5.2 Conceptual Framework

The conceptual framework in research identifies and outlines possible courses of action, presenting a preferred approach to an idea or thought. According to Jabareen (2009), conceptual frameworks are the products of a qualitative process of theorization, exploring the process of building conceptual frameworks.

Independent variables	Dependent variable
Cost efficient	Consumer purchase behaviour
Information satisfaction	
Consumer trust	
Internet shopping Experience	

##### 5.3 Research Onion

The research onion is used to illustrate the stages that need to be covered when developing a research strategy. It provides an effective framework by which a research methodology can be well designed. The five important layers are research philosophy, research approach, research strategy, time horizon, and data collection. This helps in designing the research methodology effectively and efficiently (Saunders, Lewis, and Thornhill, 2007).

The researcher has chosen a positivist research philosophy. Positivism relies on quantifiable observations that lead to statistical analysis. It is aligned with an empiricist view that knowledge comes from human experience. Laroche, Habibi, and Richard (2012) also justify the use of quantitative methods such as questionnaires and hypotheses in their research, making positivism suitable for the researcher's study. Jankowicz (2005) explains that positivism helps researchers find truths through hypothesis-driven methods. Positivism relies on quantitative data collection methods, which the author believes are more reliable than qualitative research. Quantitative research is considered more trustworthy as it collects data specifically needed for the research, and provides a more structured approach during studies and discussions.

For this research project, the researcher has used a deductive approach. The deductive approach involves both qualitative and quantitative research. Reyes (2004) states that deductive reasoning is based on testing hypotheses but may limit creative thinking and encourage confirmation bias. Another journal suggests that the researcher used questionnaires to gather data for the project, and the conceptual framework and its relationships were explained through hypotheses. When using deductive research, the researcher clearly defines both dependent and independent variables, enabling the identification of relationships between concepts and variables, and testing hypotheses related to each variable (Taher et

al., 2015). Furthermore, the use of deductive research helps mitigate risks in the research by rigorously testing hypotheses.

#### **5.4 Research Methodology**

##### **5.4.1 Survey Strategy**

In this research project, the researcher has undertaken a survey strategy. The survey strategy enables the researcher to gather information about practices, circumstances, or perspectives at a single point in time through questionnaires and interviews. This approach allows for the study of multiple variables simultaneously, which is often not feasible in field experiments where data collection in real-world environments can be challenging (Fowler, 2009). Ahmad, Ahmed, Rizwan, and Haq (2014) justify the use of surveying and case study as a research strategy, and Lodhi and Shoaib (2017) mention using Google Forms for questionnaire data collection.

For this research, a questionnaire will be distributed within the Colombo district. The questionnaire will be developed using Google Forms, and 384 responses will be collected. Before launching the questionnaire, a pilot test will be conducted among 20 respondents to ensure that the questions are clear and understandable. Surveys are cost-effective and less time-consuming, making them capable of collecting responses from a large number of respondents.

##### **5.4.2 Cross-Sectional Design**

A cross-sectional design will be utilized over the research period. This design allows the researcher to compare different variables at the same time. Ahmad, Ahmed, Rizwan, and Haq (2014) also used a cross-sectional design in their research, similar to the approach in this study. The research will be completed within one year, and the cross-sectional method will help accomplish the research objectives within the specified deadline. This method is less costly and time-consuming and allows for the simultaneous study of multiple variables.

##### **5.4.3 Data Collection Methods**

All kinds of data collection methods will be used in this research project to gather information and data. The primary data sources will result from both primary and secondary research. For primary research, questionnaires, interviews, and sampling will be used. Secondary research will involve gathering data and information from the internet, books, journal articles, and observations.

The research results will be based on 384 questionnaires and 5 interviews collected as primary data. Balakrishnan, Dahnil, and Yi (2014) justify the use of observation and secondary data methods for gathering information, while interviews are seen as a clear way of communication. Taher et al. (2015) also used sampling and structured questionnaires to gather feedback, supporting the methods used in this research.

Questionnaires for this research will be conducted using Google Forms software and distributed in Colombo. Secondary data is time-saving and helps make the primary research data collection more specific. The sample size of 384 was determined using the Morgan table and represents the population of BMS.

## **6. FINDINGS AND ANALYSIS**

The findings and analysis provide a comprehensive analysis of the data gathered for this research. A total of 184 questionnaire responses were collected using Google Forms. The IBM Statistical Package for Social Sciences (SPSS) was utilized to conduct comprehensive data analysis. The analysis is segmented into several parts. Firstly, the author evaluated the sample profile, validity, reliability using Cronbach's alpha statistic, tested for normality, linearity, and conducted correlation and regression analyses. A detailed discussion followed regarding the data collection and the hypotheses tested as part of the study.

To measure reliability in this research, the Cronbach's Alpha test was employed. Cronbach's Alpha is a dominant measure of how reliable the data is within the statistical test. A construct or variable is considered reliable if Cronbach's Alpha is greater than 0.6 (Bryman and Bell, 2007). In this research, Cronbach's Alpha was calculated to be .961, which is

significantly greater than 0.6. This indicates that the variables used in the research are reliable for further analysis and interpretation.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.961	4

Pearson correlation indicates the relationship between two variables. It shows the quality of connections and the heading of the relationship that will be taken. This shows that summary of the correlation of both dependent and independent variable. As the independent variable of cost efficient is 0.868 which is similar to the result of Lynch and Ariely (2000), information satisfaction 0.841 868 which is similar to the result of Crosby and Stephens (1987), consumer trust is 0.878 which is similar to the result of Bitting and Ghorbani (2004) and internet shopping experience 0.875 which is similar to the result of Bart et al. (2005).

Variables	Pearson correlation
Dependent Consumer purchase behavior and Independent cost efficient	0.868
Dependent Consumer purchase behavior and Independent Information satisfaction	0.841
Dependent Consumer purchase behavior and Independent consumer trust	0.878
Dependent Consumer purchase behavior and Independent internet shopping experience	0.875

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 <sup>a</sup>	.846	.843	.39896

a. Predictors: (Constant),

Independent Internet Shopping Experience, Independent Cost Efficient, Independent Information Satisfaction, Independent Consumer Trust

**ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	156.927	4	39.232	246.	.000
1 Residual	28.491	179	.159	477	b
Total	185.418	183			

a. Dependent Variable: Dependent Consumer purchase behaviour

b. Predictors: (Constant), Independent Internet Shopping Experience, Independent Cost Efficient, Independent Information Satisfaction, Independent Consumer Trust

The significance value which is indicated in this is at .000 which is a good P value. This model also shows a good significant between the model factors.

The equation of the regression is:

$$Y = mx + C$$

$$Y = mx_1 + mx_2 + mx_3 + mx_4 + C$$

$$Y (\text{Consumer purchase behaviour}) = m (\text{cost efficient})$$

$$+ m (\text{information satisfaction}) + m (\text{consumer trust}) + m (\text{internet shopping experience}) + c(-.74)$$

Similarly, this chapter interprets the research objectives using quantitative methods. The results gathered via Google Forms are analyzed and discussed in the following sections. Proper analysis simplifies the complexities associated with large volumes of data collected, presenting it comprehensively through visuals, rationales, and variable comparisons (Silverman, 2013). The author connects the literature with the indicators from the questionnaire analysis at the end of the research.

The purpose of this chapter is to evaluate the independent variables: cost efficiency, information satisfaction, consumer trust, and internet shopping experience. Additionally, it evaluates the dependent variable: consumer purchase behavior. Given the growth of social media advertising, this research reviews how Dialog Axiata's use of social media marketing impacts daily consumer purchase behavior. Four hypotheses have been identified in this research and are tested using SPSS software to provide a clear process. SPSS software is used to gain a clear understanding of the variables, including cost efficiency, information satisfaction, consumer trust, and internet shopping experience. The significance of each Variable, which is crucial for the research, is also determined using SPSS.

## 7. CONCLUSION AND RECOMMENDATIONS

Based on the results gathered from this research, several recommendations for Dialog Axiata are provided.

From the data analysis in the previous chapter, the following issues were identified for Dialog Axiata: 10.9% of respondents indicated that Dialog does not charge affordable prices for their services.

**Recommendation:** Dodds et al. (1991) state that consumers' perception of value characterizes a trade-off between the quality and the benefits they receive from a product relative to the sacrifice they perceive in paying the price. Additionally, market-perceived quality is adjusted by companies relative to product price (Gale, 1994). Therefore, Dialog should provide goods at an affordable rate that consumers can purchase. They should also monitor competitors' prices and develop a pricing strategy to ensure their products are competitively priced. 9.3% of respondents say that Dialog does not provide a standard quality of services.

**Recommendation:** Customer satisfaction and dissatisfaction regarding product information and quality are crucial when consumers purchase goods and services. Information satisfaction can also affect the perceived quality of goods offered by Dialog (DeLone and McLean, 1992). Wang, Lo, and Yang (2004) state that the impact of service quality and consumer purchase behavior on customer intentions can be analyzed within an integrated framework. Dialog should improve the quality of their 4G network services and ensure a smooth launch of their 5G network to enhance service quality standards, enabling consumers to use Dialog services more effectively and efficiently. 9.8% of respondents state that there is no impact of consumer purchase behavior on online purchases.

**Recommendation:** Online shopping platforms facilitate decision-making by offering a wide range of choices, data screening, reliability, and product comparisons (Alba et al., 1997). However, online shopping is perceived as riskier compared to traditional outlets, and building consumer trust online is more challenging (Bitting and Ghorbani, 2004). Therefore, companies need to provide accurate information and create a trustworthy environment for consumers, ensuring them that the page is officially managed by the company and that transactions will be secure and straightforward.



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