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Impact of digital marketing on consumer purchasing behavior in Kathmandu Valley

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Abstract

This study examines the impact of digital marketing on consumer buying behavior in Kathmandu Valley. Consumer buying behavior is the dependent variable. The selected independent variables are email marketing, online advertising, social media marketing, video marketing and influencer marketing. The primary source of data is used to assess the opinions of the respondents regarding impact of digital marketing on consumer buying behavior in Kathmandu Valley. The study is based on primary data with 100 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of digital marketing on consumer buying behavior in Kathmandu Valley.

The study showed that online advertising has a positive impact on consumer buying behavior. It implies that better online advertising stimulates the buying behavior of the consumer. The result also reveals that social media marketing has a positive impact on consumer buying behavior. It implies that better social media marketing stimulates the buying behavior of the consumer. Moreover, video marketing has a positive impact on consumer buying behavior indicating that better video marketing, stimulates the buying behavior of the consumer. Furthermore, email marketing has a positive impact on consumer buying behavior indicating that better email marketing stimulates the buying behavior of the consumer. Similarly, the result also showed that influencer marketing has a positive impact on consumer buying behavior. It indicates that better marketing through popular influencer stimulate the buying behavior of the consumer.

Keywords: Consumer buying behavior, email marketing, online advertising, social media marketing, video marketing and influencer marketing.

1. Introduction

Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with

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the consumer (Bala and Verma, 2018). In digital marketing, understanding consumer behavior is key for marketing success as consumers have embraced utilizing the internet and online socializing tools (Vinerean *et al.*, 2013). Consumer purchase behavior is influenced by having the knowledge and being brand oriented. Similarly, brand awareness is coupled with good brand perception and loyalty result with a stronger brand image in consumer's mind, which will influence the consumers positively and becomes part of their purchase behavior (Malik *et al.*, 2013). Consumer purchase behavior is how individuals, organizations, and groups select, buy and make use of product, service, experience or ideas to satisfy their needs and wants. Social networks are increasingly taking up a greater share of consumer time spent online. Users are also using different online formats to communicate, such as Blogs, YouTube, Myspace, Instagram and Facebook to share information about the product or service and also to contact the other consumers who are also seen as a more objective information source (Kozinets, 2002).

The world is witnessing major developments in communications due to the intensive spread of technology and information through the internet using different mediums such as the smartphone, social media platforms, and the electronic word-of-mouth (Al-Qaysi and Al-Emran, 2017). These technological advancements make the world look like a small village as these communication media are able to facilitate access and interaction with consumers (Malik and Al-Emran, 2018). Consumers use digital communication channels to search for product information and services. It has become part of people's everyday life. Today, digital marketing has become a phenomenon that brings together customization and mass distribution to accomplish marketing goals. Digital marketing is a product or service that uses digital channels to reach consumers. Their objective is to promote the brands through various medium form of digital media. Social media are a great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members (Yasmin *et al.*, 2015).

Digital marketing has gotten astounding changes the manner by which the advertisers showcase the item and the manner by which the clients are purchasing the equivalent. Purchasing conduct of an individual impacts numerous variables, and these components perpetually influences the advertisers to coordinate the requirements of the clients as a rule and the adolescent specifically. The unique aspect of social media and it immense have revolutionized marketing practices such as advertising and promotion

(Hanna et al., 2011). Likewise, Kaplan and Haenlein (2010) stated that there are many advantages of using social media marketing as it helps to connect business to consumers, develop relationships, and foster those relationship in a timely manner at a low cost. Social media websites give an opportunity to the organizations to connect and interface with potential and current consumers, which will help to have a strong customer relationship and also to build all-important meaningful relationships with consumers (Mersey et al., 2010). When consumer trust the company, they realize that this organization can satisfy their requirements and needs and in the long run, they become committed to the company. Consumer online purchase decisions have mainly focused on identifying the factors that affect the willingness of consumers to engage in internet shopping. Consumers with greater Internet experience will probably utilize on the web channels to gather item data because the cost of collecting information is less costly than that from offline channels. Mahalaxmi and Ranjith (2016) examined the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behaviour. As the world moving towards digital era, the digital channels play vital role in increase of sales of any firm's products.

As digital marketing technologies enable personalization, Wagner et al. (2020) explored its impact on consumer behavior in the e-commerce setting. The study found that personalized recommendations and targeted advertisements significantly increase consumer satisfaction, leading to higher conversion rates and repeat purchases. Omar and Atteya (2020) examined the impact of digital marketing channels (E-mail marketing, mobile marketing, and retargeting) on the consumer buying decision process in the Egyptian market. The findings revealed that e-mail marketing significantly influences consumer decisions in the post-purchase and information research stages but has a negative effect during the purchase decision stage. Mobile marketing has an overall negative impact on consumer decisions across all stages. On the other hand, retargeting has a significant positive effect on consumer decisions, particularly in the evaluation and information research stages. Online reviews play a vital role in shaping consumer perceptions. Cooley and Parks-Yancy (2019) explored the influence of consumer trust in online reviews on purchase decisions. The study found that positive reviews increase consumer trust and encourage purchase intent, while negative reviews have the opposite effect. Social media platforms have emerged as influential channels for marketers to

engage with consumers. Social media marketing campaigns can create a sense of community and brand loyalty, resulting in increased purchase intention among consumers. Furthermore, Gupta et al. (2020) emphasized the role of social media influencers in shaping consumer preferences and fostering trust, ultimately impacting purchase decisions.

Digital advertising is a marketing communication effort made by marketers in promoting products or service agents through digital channels (Yang *et al.*, 2018). According to Alamsyah *et al.* (2021), consumer behavior and digital advertising have positive relationship when consumer gets engaged in digital platform. Similarly, Saleem and Abideen (2011) defined digital advertising as communications regarding products, services, or ideas through digital media. The study found that companies which include not only traditional online media, but also interactive media such as digital signage, smartphone, or virtual reality platforms influence the consumer behavior directly. According to Tobi *et al.* (2020), digital advertisements are becoming more attractive as marketing communication tools for reaching targeted customers in a variety of methods and places. Digital advertising has a significant positive relationship with consumer behavior as video, animation, and music has major impact on individual's behavior (Gilaninia *et al.*, 2013). Putter (2017) highlighted that consumer buying behaviors are not simply influenced by traditional channels, but social media plays an important role in the process of consumer buying behavior, which is now heavily affected by peer reviews, social networks, blogs, etc. Jacinto *et al.* (2021) evaluated the influence of social media marketing on consumer buying behavior, particularly among Panabo City citizens who mostly use social media websites to purchase products and services. The result showed that there is a positive, moderate, and significant correlation between social media marketing and consumer buying behavior.

In the context of Nepal, Devkota *et al.* (2021) investigated attitude towards online advertising in Kathmandu Valley. The study found that good quality elements of advertisement have a significant influence on attitudes toward online advertising in online platforms. The findings suggested that good for the economy and quality elements of online advertising have a significant influence on attitudes toward online advertisements. Rana (2016) revealed that consumers are less concern about the brand image while making a purchase decision. The findings also revealed that people are more influenced by word of mouth and opinion given by the people they know on Facebook and it substantially affects their buying behaviour. The least effective Facebook

marketing factor is celebrity endorsement which implicates that consumers are more affected by views of friends and family rather than endorsement done by celebrities.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the effect of digital marketing on customer buying behavior. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the effect of digital marketing on customer buying behavior in Kathmandu Valley. Specifically, it examines the impact of email marketing, online advertising, social media marketing, video marketing and influencer marketing on customer buying behavior in Kathmandu Valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 100 respondents through questionnaire. The respondents' views were collected on email marketing, online advertising, social media marketing, video marketing and influencer marketing. The study is based on descriptive and causal comparative research designs.

The model

The model estimated in this study assumes that consumer buying behavior depends on email marketing, online advertising, social media marketing, video marketing and influencer marketing. Therefore, the model takes the following form:

$$CB = \beta_0 + \beta_1 OA + \beta_2 SSM + \beta_3 VM + \beta_4 EM + \beta_5 IM + e$$

Where,

CB = Consumer buying behavior

OA = Online advertising

SSM = Social media marketing

VM = Video marketing

EM = Email marketing

IM = Influencer marketing

Online advertising was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Generally, I like ads that I see on the internet”, “I want to try products/services by seeing ad created by the sponsor company” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.74$).

Social media marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Social media marketing are valuable source of product/service information”, “Social media marketing are convenient source of product/service information” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.786$).

Video marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I prefer watching a video about a product or service before making a purchase”, “I used to share a video with others if i find it interesting or relevant to my interest” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.801$).

Email marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I like receiving emails from companies about product and services”, “I prefer email marketing as an effective digital marketing tool” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.834$).

Influencer marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am familiar with the concept of influencer marketing”, “I trust product recommendations or endorsements from influencers” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.768$).

Consumer buying behavior was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Digital marketing influence my consumption behavior”, “I rely on digital marketing activities for product and service information” and so on. The reliability of the items was measured by computing the Cronbach’s alpha

($\alpha = 0.791$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Online advertising

Online advertising can help to increase consumers' awareness of a brand and its products or services. This can make them more likely to consider the brand when they are making a purchase decision. Some forms of online advertising, such as time-limited offers or limited-edition products, can create a sense of urgency for consumers. This can make them more likely to buy the product or service before the offer expires or the product sells out (Gabriel and Kolapo, 2015). Online advertising can be personalized to target specific consumers with messages that are relevant to their interests. This can make the advertising more effective and more likely to generate a positive response (Wang and Sun, 2010). When consumers see positive reviews or recommendations from other consumers, it can help to build trust and credibility for a brand. This can make them more likely to buy from the brand in the future (Nizam and Jaafar, 2018). Based on it, the study develops following hypothesis:

H₁: There is a positive relationship between online advertising and consumer buying behavior.

Social media marketing

Social media marketing can help brands to build relationships with consumers. This can make consumers more likely to trust the brand and be loyal to it (Wibowo et al., 2020). Social media marketing can be personalized to target specific consumers with messages that are relevant to their interests. This can make the marketing more effective and more likely to generate a positive response (Prasath and Yoganathen, 2018). Some forms of social media marketing, such as contests or giveaways, can create a sense of urgency for consumers. This can make them more likely to buy the product or service before the contest ends or the giveaway is over (Godey et al., 2016). Based on it, the study develops following hypothesis:

H₂: There is a positive relationship between social media marketing and consumer buying behavior.

Video marketing

High-quality video content can help build trust and credibility for a brand. Consumers often feel more confident about purchasing from a company that they feel they know and trust (Mahalaxmi and Ranjith, 2016). Engaging

videos are more likely to be shared on social media and other platforms, which can significantly increase their reach and exposure. This sharing effect can lead to higher brand awareness and more potential customers (Saleem and Abideen, 2011). According to Putter (2017), with the increasing use of mobile devices, video content is easily accessible to consumers on the go. This accessibility allows brands to reach a wider audience and capitalize on mobile-driven consumer behavior. Based on it, the study develops following hypothesis:

H₃: There is a positive relationship between video marketing and consumer buying behavior.

Email marketing

Email marketing allows businesses to segment their audience based on various criteria, such as demographics, location, interests, or past interactions with the brand. Targeted emails are more relevant to recipients, increasing the chances of converting them into customers (Zhang et al., 2017). Emails can provide valuable information about products, services, and industry trends. Educating customers through emails can help them make informed buying decisions, especially for complex or high-involvement purchases. Effective email marketing allows businesses to personalize messages based on customer preferences, behaviors, and purchase history (Cases et al., 2010). Personalized emails can make customers feel valued and understood, leading to increased trust and a higher likelihood of making a purchase. Regular email communication allows businesses to nurture relationships with their audience over time. By consistently providing value through content, updates, and offers, customers are more likely to develop loyalty and trust in the brand (Nawaz and Kaldeen, 2020). Based on it, the study develops following hypothesis:

H₄: There is a positive relationship between email marketing and consumer buying behavior.

Influencer marketing

Influencer marketing is a strategy that involves collaborating with individuals who have a substantial following and influence on social media platforms or other online channels. These influencers promote products or services to their audiences, and their recommendations can significantly impact consumer behavior (Alamsyah et al., 2021). Influencer marketing is a form of social media marketing that uses influencers to promote a brand or product. This can be a very effective way to reach a large audience and generate interest in a brand. Influencers often build strong connections with

their followers based on trust and authenticity (Gilaninia et al., 2013). When an influencer recommends a product or service, their audience perceives it as a genuine recommendation from someone they admire and trust, rather than a traditional advertisement. Influencers are skilled at storytelling and creating relatable content. By incorporating products or services into their narratives, they can form a personal connection with their audience, leading to increased interest in the promoted items (Wagner et al., 2020). Based on it, the study develops following hypothesis:

H₃: There is a positive relationship between influencer marketing and consumer buying behavior.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1: Kendall's Tau correlation coefficient matrix

This table presents Kendall's Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 100 observations. The dependent variable is CB (Consumer buying behavior). The independent variables are OA (Online advertising), SMM (Social media marketing), IM (Influencer marketing), EM (Email marketing), and VM (Video marketing).

Variables	Mean	SD	CB	EM	SMM	OA	VM	IM
CB	3.740	0.726	1					
EM	3.880	0.919	0.354**	1				
SMM	3.473	0.787	0.344**	0.392**	1			
OA	3.467	0.897	0.502**	0.473**	0.525**	1		
VM	3.844	0.929	0.331**	0.343**	0.514**	0.479**	1	
IM	3.617	0.772	0.522**	0.343**	0.375**	0.537**	0.297**	1

*Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.*

Table 1 shows that online advertising is positively correlated to consumer behavior. It implies that better online advertising stimulates the buying behavior of the consumer. The result also reveals that social media marketing is positively correlated to consumer behavior. It implies that better social media marketing stimulates the buying behavior of the consumer. Moreover, video marketing is positively correlated to consumer behavior indicating that better video marketing, stimulates the buying behavior of the

consumer. Furthermore, email marketing is positively correlated to consumer behavior indicating that better email marketing stimulates the buying behavior of the consumer. Similarly, the result also shows that influencer marketing is positively correlated to consumer behavior. It indicates that better marketing through popular influencer stimulate the buying behavior of the consumer.

Regression analysis

Having analyzed the Kendall’s Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of email marketing, online advertising, social media marketing, video marketing and influencer marketing on consumer buying behavior.

Table 2: Estimated regression results of email marketing, online advertising, social media marketing, video marketing and influencer marketing on consumer buying behavior

The results are based on 100 observations using linear regression model. The model is $CB = \beta_0 + \beta_1 OA + \beta_2 SSM + \beta_3 IM + \beta_4 EM + \beta_5 VM + e$, where the dependent variable is CB (Consumer buying behavior). The independent variables are OA (Online advertising), SMM (Social media marketing), IM (Influencer marketing), EM (Email marketing), and VM (Video marketing).

Model	Intercept	Regression coefficients of					Adj. R ²	SEE	F-value
		EM	SMM	OA	VM	IM			
1	2.270 (9.719)**	0.410 (6.383)**					0.286	0.563	40.746
2	1.725 (7.678)**		0.519 (8.740)**				0.432	0.503	76.396
3	1.556 (7.843)**			0.593 (10.814)**			0.539	0.453	116.949
4	1.478 (5.434)**				0.592 (8.111)**		0.396	0.519	65.785
5	1.306 (6.110)**					0.460 (10.490)**	0.524	0.460	110.033
6	1.564 (6.694)**	0.156 (2.144)*	0.417 (5.541)**				0.452	0.493	41.897
7	1.409 (6.577)**	0.015 (1.940)	0.177 (2.076)*	0.463 (4.697)**			0.550	0.447	41.350
8	1.121 (4.622)**	0.005 (0.061)	0.071 (0.760)	0.417 (4.257)**	0.220 (2.420)*		0.752	0.436	34.045
9	0.789 (3.331)**	0.021 (0.306)	0.038 (0.431)	0.232 (2.291)*	0.183 (2.169)*	0.323 (4.106)**	0.633	0.404	35.155

Notes:

- i. Figures in parenthesis are t-value
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer buying behavior is the dependent variable.

The regression results show that the beta coefficients for online advertising are positive with consumer behavior. It indicates that online

advertising has a positive impact on consumer behavior. This finding is similar to the findings of Gabriel and Kolapo (2015). Likewise, the beta coefficients for social media marketing are positive with consumer behavior. It indicates that social media marketing has a positive impact on consumer behavior. This finding is consistent with the findings of Prasath and Yoganathen (2018). Moreover, the beta coefficients for video marketing are positive with consumer behavior. It indicates that video marketing has positive impact on consumer behavior. This finding is similar to the findings of Saleem and Abideen (2011). Furthermore, the beta coefficients for email marketing are positive with consumer behavior. It indicates that email marketing has a positive impact on consumer behavior. This finding is consistent with the findings of Nawaz and Kaldeen (2020). Similarly, the beta coefficients for influencer marketing are positive with consumer behavior. It indicates that influencer marketing has a positive impact on consumer behavior. This finding is similar to the findings of Alamsyah *et al.* (2021).

4. Summary and conclusion

Digital marketing is a broad marketing concept that describes the marketing of products or services using digital technologies, mainly on the Internet, but also includes display advertising, mobile phones, and any other digital medium. Digital marketing is the promotion of products or brands through one or more forms of electronic media and it differs from conventional marketing. Consumers are increasingly using social media sites to search for information and turning away from traditional media, such as television, radio, and magazines. The advent of social media has transformed traditional one-way communication into multi-dimensional, two-way, peer-to-peer communication

This study attempts to determine the impact of digital marketing on consumer buying behavior in Kathmandu Valley. The study is based on primary data with 110 observations.

The study showed that online advertising, social media marketing, influencer marketing, email marketing and video marketing have a positive impact on consumer buying behavior in Kathmandu Valley. The study concluded that better digital marketing leads to higher level of impact on consumer buying behavior. Online advertising can be personalized to target specific consumers with messages that are relevant to their interests. This can make the advertising more effective and more likely to generate a positive response. The study also concluded that online advertising followed by influencer marketing is the most influencing factor that explains the change

in consumer buying behavior in the context of Kathmandu Valley.

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