

Impact of Digital Marketing on Consumer Buying Behaviour: A Qualitative Approach

Onesi Jude Oketta (M.Phil. Student)

Department of Business Administration, Nile University of Nigeria, Abuja
ORCID-0009-0003-4771-6292

Taiwo Adewale Muritala (Ph.D)

Department of Business Administration, Faculty of Management Sciences, Nile University of Nigeria, FCT, Abuja, Nigeria

ORCID-0000-0002-9946-0159

Hadiza Saidu Abubakar (PhD)

Department of Business Administration, Faculty of Management Sciences, Nile University of Nigeria, FCT, Abuja, Nigeria

ORCID-0000-0003-0651-6051

&

Faiza Haruna Maitala (PhD)

Department of Business Administration, Faculty of Management Sciences, Nile University of Nigeria, FCT, Abuja, Nigeria

ORCID-0000-0001-5521-3714

Abstract

This study investigated the impact of digital marketing on customer purchasing behaviour in Abuja utilizing selected digital marketing variables/proxies such as social media marketing, email marketing, and website UI/UX. The research was conducted in the form of a qualitative assessment of past studies on the issue. Twenty-two (22) studies were reviewed, searches were largely undertaken in CORE, Web of Science, Statista, Academia, Research Gate, and Google Scholar. The review concentrated on how digital marketing, through various variables/proxies, influences customer buying decisions. According to the study, digital marketing through social media marketing has a 77% favourable impact on consumer buying behaviour. The remaining components, on the other hand, had a negative and mixed significance of 14% and 9%, respectively. The theoretical and empirical literature reviewed in this study indicated that indeed consumer buying behaviour is influenced by digital marketing.

Keywords: Digital marketing, social media marketing, consumer buying behaviour

1.0 Introduction

The advent of the digital era has ushered in a paradigm shift in the landscape of consumer purchasing behavior, especially within the thriving economic nucleus of Nigeria's capital, Abuja. As the city witnesses rapid urbanization and technological advancements, its commercial dynamics have become a fertile ground for studying the evolution of marketing strategies.

This study is pointed toward clarifying the impact of digital marketing on consumer buying behaviours as well as delves into the significance of digital marketing strategies on purchasing decisions or behavior of consumers within the lively economic landscape of Abuja. As we embark on this inquiry, we must first define the key variables at play. Kotler and Keller (2016) redefined digital marketing as a concept that goes beyond internet marketing to encompass channels that do not require the use of the internet. It includes not only email, social media, and online advertising, but also mobile technology like SMS and MMS as a marketing channel. While Solomon (2014) defined consumer buying behavior as a study of the processes used by groups or individuals to secure, retain, and discard items, solutions, encounters, and thoughts to fulfill their necessities.

The significance of this study cannot be overstated, as the findings have profound implications for consumers, marketers, economists, and policymakers alike. Therefore, the significance of this study extends beyond the academic; it has practical relevance for sustaining the growth of the digital economy in Abuja and ensuring that the consumers' journey to purchase is well-informed and balanced against the persuasive powers of digital marketing. In addressing these points, this paper will contribute to the broader discourse on the implications of the digital age for consumer behavior and market dynamics in one of Africa's fastest-growing cities.

The primary goal of this study is to look at the impact of digital marketing on consumer buying behaviour in Abuja. However, other specific objectives are to determine, examine and access the impact of social media marketing, email marketing and a website's ui/ux on purchase decisions.

2.0 Literature Review

The advent of the digital era has ushered in a paradigm shift in the landscape of consumer purchasing behavior, especially within the thriving economic nucleus of Nigeria's capital, Abuja. This literature review examines the current body of research concerning digital marketing's impact on consumer buying behavior within Abuja, focusing on conceptual, theoretical, and empirical reviews.

The concept of digital marketing has been comprehensively characterized as an umbrella term for the showcasing of items or solutions utilizing computerized innovations, essentially on the web, yet additionally including cell phones, show publicizing, and some other advanced medium. Ryan, (2016). With regard to Abuja, where smartphone usage and internet accessibility are rapidly increasing, digital marketing is becoming an essential tool for businesses. Smith, (2018). Social media platforms such as Facebook, Instagram, and Twitter, have transformed into vital marketplaces for both vendors and consumers. Taiminen and Karjalainen, (2015). The independent variable which is digital marketing can be measured by using different digital marketing strategies which can serve as proxies, namely, social media marketing, website (User experience design), search engine optimization, Email marketing, SMS, MMS and digital billboards.

Conversely, the concept of consumer buying behavior has been an interesting subject of the years as it has evolved over time. Solomon (2014) defined this concept as the decision processes and acts of individuals involved in buying and using products. Adebayo & Olukotun, (2021) domesticated this subject by saying that consumer behavior is influenced by a multitude of factors, including digital marketing stimuli, social

influences, and economic conditions especially in the context of Abuja, with its unique blend of cultures and economic statuses. The dependent variable which is consumer buying behavior can be a measure of the influence of digital marketing on how consumer purchase behavior, some of these measures can be conversion, rate, purchase volume, purchase frequency and purchase decision.

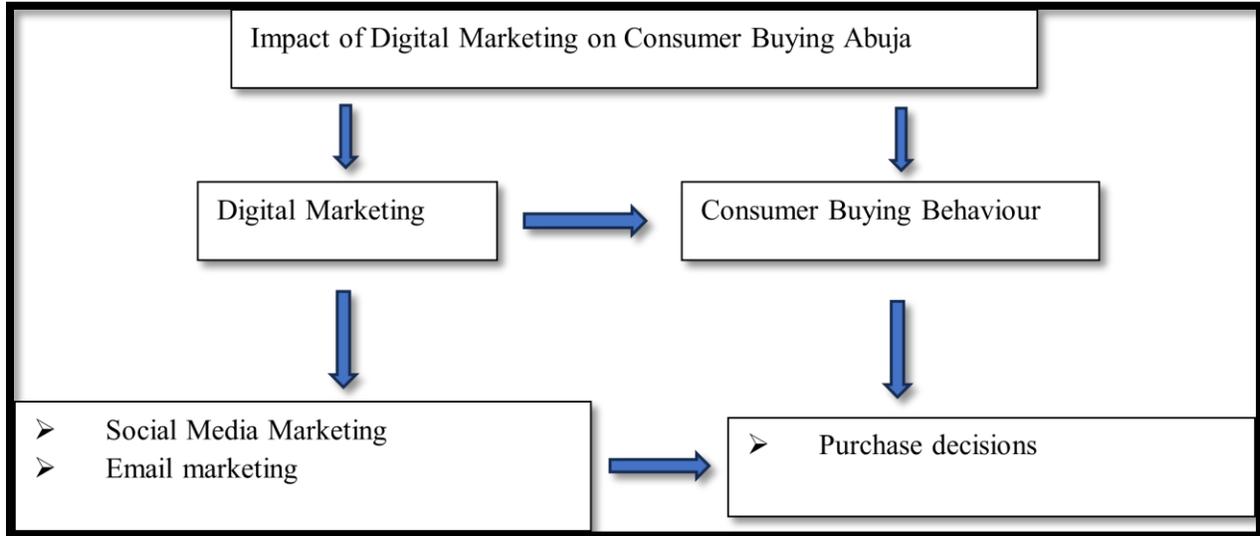


Figure 1.0 Showing the relationship between the independent and dependent variables.

Source: Authors Concept, 2023

The chart above portrays the relationship or nexus between the free factor (Digital marketing) and the reliant variable (Consumer buying behaviour). The autonomous variable as seen from the graph can be estimated utilizing the intermediaries (social media marketing, email marketing and website UI/UX) and how it impacts on the proxies (purchase decisions) of the dependent variable.

2.2 Theoretical Review

Several scholars have promulgated several theories that support consumer behavior and technology. Some of these theories include Kotler and Keller's five-stage model of the consumer buying process. This theory provides a structured perspective on how consumers come to make a purchase decision, starting from problem recognition to information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Within this framework, digital marketing efforts can play a pivotal role at every stage, particularly in the information search and evaluation phases where digital content is key (Lamberton & Stephen, 2016).

Another theory that focuses on human needs and desires is Maslow's theory. This theory suggests that human activities are inspired by an intrinsic longing to satisfy needs going from the most fundamental physiological requirements to the requirement for self-realization. When applied to consumer buying behavior, this theory can be used to understand how digital marketing campaigns in Abuja can appeal to different levels of consumer needs and thereby influence their purchasing decisions Maslow (1943).

A third theory is the technology acceptance model (TAM). The TAM, developed by Davis (1989), postulates that perceived ease of use and perceived usefulness are fundamental factors for determining the acceptance and use of technology. This can be extrapolated to digital marketing tools and platforms. This model can be

integrated into the framework by examining how the perceived usefulness and ease of use of digital marketing platforms affect consumer buying behavior in Abuja. The TAM can be particularly effective in understanding how user-friendly digital interfaces encourage or discourage purchases Davis (1989).

This study will be hinged on Kotler and Kellers model for consumer behavior and the technology acceptance model (TAM) as they are better suited for the study. They speak directly to consumer behavior and the use of technology respectively. The diagrams below shed more light on Kotler and Keller’s model for consumer behavior and Davis technology acceptance model as explained above.

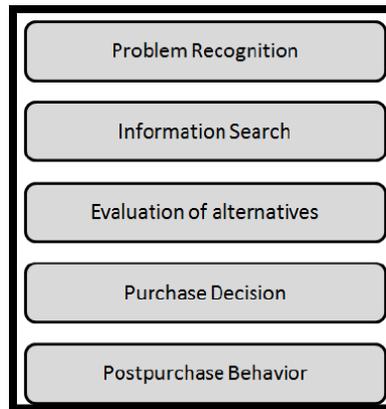


Fig 2.0 Showing Kotler and Keller’s model for consumer behavior

Fig. 2.0 depicts the five-stage model of consumer behavior as postulated by Keller and Kotler. The model shows that a consumer passes through five stages before making a purchase. The customer goes through the issue affirmation, information search, appraisal of choices, purchase decisions and post purchase direct stage.

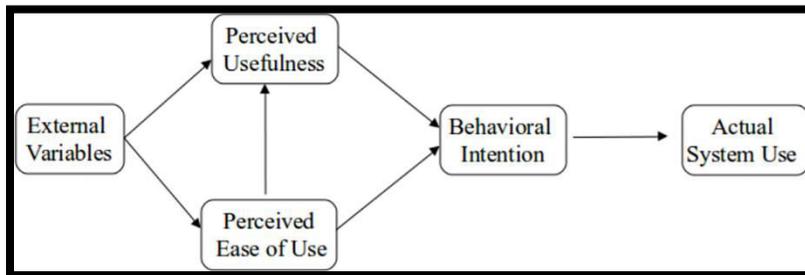


Fig 3.0 Showing the technology acceptance model (TAM).

Fig 3.0 explains the technology acceptance model as postulated by Davis. The diagram shows that the apparent usability and saw convenience of an innovative device affects the social goal and genuine use by a client.

2.3 Empirical Review

Abuja represents 4.9% of the absolute internet users in the country as of March 2022, it stood at 7.11 million users. Its internet users expanded by long term one-year from 6.62 million kept in the comparing time of 2021, Nairametrics, (2022). This number is expected to grow rapidly over the years. There are direct correlations between internet penetration and online purchasing.

Various scholars have agreed that digital marketing or computerized promotions has a significant impact on consumer buying behavior, however a few scholars think differently. An empirical review will elaborate this.

Yasmin (2015) did a study on the impact of digital marketing forms on firm's sales. The study makes use of primary data examining a sample of 150 enterprises and 50 managers selected randomly, to evaluate the effectiveness of digital marketing. The data was analyzed using descriptive statistics tools as well as the correlations coefficient test. The result shows that digital marketing exerts a positive tool such as advertising, online marketing, email marketing and social media influence or effect on the firm's sales.

Dede et al (2022) in the study, the impact of changes in the marketing era through digital marketing on purchase decisions, in this study a sample size of 160 respondents which are online shoppers were closely investigated. The result was analyzed using AMOS SEM (statistical equation modelling) analysis tool and findings showed that there is a positive and significant of digital marketing on purchase decisions. The findings cut across all the variables that were used.

Nizar et al (2021) carried out a study on digital marketing's impact on consumer decision making process. This study made use of a quantitative approach with 58 respondents. Data was collected and analyzed using simple linear regression, the result shows that digital marketing has a significant positive effect on consumer decision making. This research also provides practical benefits for business actors to improve marketing performance by trying to adapt to technology as a promotion or sales strategy.

Ravindran and Sathyamoorthi (2019) in their study on the impact of digital marketing on consumer purchase decisions, they found out that there a positively significant impact of digital marketing on consumer purchase decisions. They adopted the use of descriptive research design with a sample size of 783. They administered structured questionnaires to the respondents. The result was analyzed using the structured equation modeling (SEM).

Rohit and Jai (2021) carried out a study on the impact of digitalization on customer buying decisions. They used a sample size of 50 using the random sampling technique. They analyzed their result using the chi-square, testing for each hypothesis. The result indicated that digital marketing has a positive impact on buying decisions.

Mohammed and Ramen (2023) studied the impact of digital marketing on purchase behaviour a catalyzing choice. A sample size of 200 respondents was investigated by way of structured questionnaires. The study found that digital marketing significantly influenced purchase decisions in 17.7% of respondents, while it moderately influenced 24.0%. Due to the implementation of the system, purchasing frequency increased by 45.5% while decreasing by 36.50%. These findings imply that digital marketing has a significant impact on consumer purchase behaviour as consumers can make purchases on the go without giving them much thought, potentially helping or hurting businesses depending on the product or service being sold.

Afrina, Sadia and Kaniz (2015) carried out an empirical study on Effectiveness of Digital Marketing in the Challenging Age. Their study revealed that digital marketing is an effective marketing tool in challenges and as a result has a positive impact on consumer buying behaviour. They collected data from 50 business executives via structured questionnaires. Secondary data was also analyzed using Pearson's coefficient.

Kim (2004) in his exploration on customers' shopping and buying conduct, presumed that regardless of the exceptional development in Web deals, there was proof to recommend that there were numerous purchasers shopping with aim to purchase at retail sites, yet for reasons unknown didn't finish the exchange.

Mahalaxmi and Ranjith (2016) in their investigation of the Effect of Advanced Promoting in Client Buy Choice in Trichy said that clients know about digital marketing, and they like to buy electronic and shopping merchandise through advanced devices in their buy conduct. Their review was brought out through a study from an example size of 50 respondents, which is extremely restricted. The review was likewise acted in a specific geographical region, and this might be considered as a limit to pass judgment on the buy choices of all clients of different districts.

Suleiman (2022) also conducted a study on the impact of digital marketing on consumer behavior in the Ilorin metropolis, he said that the attitude of customers nowadays has shifted to online purchases due to the advent of technology and that in most cases handy, people are not only aware of Internet but are also employing it for various purposes in life. This has put consumers at risk, causing them to buy fake products. Such a situation may leave the consumers with feelings of regret and dissatisfaction on buying products online. Hence, satisfying consumers have created a gap and meeting the unending consumer desire is now a problem for most of the online shopping firms. In calculating the sample size, he made use of Bill Godden (2004) formula and the sample size of 246 was obtained. The data was collected using a questionnaire and administered interview to the customers of online stores in Ilorin Metropolis. He used the method of multiple linear regression for his analysis and came up with the conclusion that digital marketing is as important as other strategies adopted in maintaining the existence of the organization, hence, digital marketing through speedy delivery, cost effectiveness and product awareness have significant and positive effect on customers' buying behavior.

Igwe, Robert and Luke (2021), in their work Digital marketing Collaboration and Online Buyer Shopping Conduct: A Synergistic Connection between E-Retailers and Online Purchasers in South, Nigeria, laid out that the hallucination of enlightening difficulties between e-retailer and online shopper calls for synergetic investigations lately. Their review, sought to decide the connection between advanced showcasing joint effort and online buyer shopping conduct in south, Nigeria. Their review was completed with an example size of 214 from two example gatherings (online retailers and online purchasers) in three states; Bayelsa, Rivers and Delta State. Pearson relationship coefficient, Halfway connection and numerous relapse factual tests were utilized to test their different theories. As per Igwe et al (2021), the discoveries uncovered that data sharing, information sharing, content sharing and motivator sharing are indicators of online buy, however the numerous relapse examination didn't uphold data sharing and information partaking in web-based customer class. It further uncovered that trust is a critical mediator of computerized promoting cooperation and online purchaser shopping conduct. Subsequently, the review presumed that content sharing and motivator sharing influence genuine web-based buy. They suggested that web-based retailers ought to continuously foster quality and alluring brand content that will urge customers to re-share to acquire market openness and entrance in the advanced space. At last, online retailers ought to expand their computerized advertising endeavors with respect to data and information sharing by giving pertinent and point by point depiction of item data that will assist online customers with finding out about the advantages of the item better.

Ali Khalaf Mohammed Al Sukaini (2022) studied the influence of digital marketing on consumer purchasing decisions in Iraq. The researcher employed the use multiple regression in his analysis. A total of 250 questionnaires was distributed with a response rate of 88%. The result revealed that consumer purchasing behaviour is positively influenced by digital marketing.

Anthonia and ogbadu (2021), carried out a study on digital marketing and consumer buying behaviour of electronic products in Nigeria. They investigated a sample size of 378 purposively selected consumers and marketers across several states. Structured questionnaires were distributed, and result analyzed using multiple regression. The result revealed that there is positively significant impact of digital marketing on consumer buying behaviour especially as it relates to the perceived ease of use. However, there some states revealed a negative impact on consumer buying behaviour as it relates to perceived usefulness. They concluded and recommended among others that for digital marketing to be considered useful, online marketers should create a delivery model which guarantees that orders made get delivered within few hours or the same day an order is made.

Omkar Dastane (2020) studied the impact of digital marketing on online purchase intention: mediation effect of customer relationship management. His research revealed that there is positively significant impact of digital marketing on consumer purchase intention. However, there was a negative impact with mediating effects such as customer relationship management (CRM). The researcher adopted a quantitative research method and collect empirical data from 202 online shoppers selected by snowball sampling technique. The results was analyzed using structural equation modelling (sem).

Sulaiman, Yusufu and Sadiq (2021). Worked on the impact of advanced publicizing on buyer purchasing conduct in Lokoja city. Their review was centered around looking at the impact of advanced promoting stages on shopper purchasing conduct in Lokoja city, and to decide what computerized publicizing data means for customer purchasing conduct in Lokoja city. The review utilized a spellbinding overview plan. Utilizing Taro Yamane recipe, an example size of 399 respondents were chosen for the review. They utilized basic irregular examining procedures to choose the respondents. They gathered their information through an organized poll. This information was broken down utilizing connection and relapse investigation at 0.05% huge level. They utilized 5 markers to quantify the free factor. Their review uncovered that there is a huge nexus between computerized promoting customer purchasing conduct.

Chukwu, Kanu and Ezeabogu (2019), analyzed the effect of promoting on customer purchasing conduct in Enugu State Nigeria. This study took on an overview research plan. Different relapse strategies were utilized to test speculations. The examination discoveries showed that there is a huge and positive connection between publicizing and purchaser purchasing conduct. Their discoveries showed that every one of the autonomous factors have measurably. huge t-proportion and have positive relationship with purchaser purchasing conduct.

Ekeruke (2019), in his work an empirical analysis on effect of digital marketing on consumer buying behavior examined the various digital media platforms in Nigeria that could influence consumer behavior, identify the categories of products that consumers buy on digital media platforms and to analyze the influence of digital marketing on consumer behavior. He embraced a review research plan, and essential information was gathered through surveys regulated to 460 respondents. He gathered Auxiliary information from papers, Diaries, magazines and sites. Unmistakable examination was utilized to break down the information gathered. Information was introduced and depicted utilizing recurrence conveyances and rates. The discoveries of his review uncovered that digital marketing significantly affects buyer purchasing conduct.

Oyenuga, Akhaine and Omale (2023) carried out a study on How Digital Marketing Tactics Influence the Purchasing Behavior of Nigerian millennials. The goal of this study was to decide the impact of chosen computerized promoting strategies and their effect on the buying conduct of Nigerian twenty- to thirty-year-olds. Their Exploration was directed utilizing cross-sectional review plan with information gathered utilizing close finished surveys planned with 5-point Likert scale questions. The review's populace contained dynamic web endorsers in FCT inside the millennial age bunch, and an example size of 400 was shown up utilizing Taro Yamani's equation. They broke down the information gathered utilizing direct relapse examination to test each of the three speculations, and results showed that every one of the two chose digital marketing strategies (web-based entertainment promoting and site improvement) have positive effect on buying conduct of Nigerian twenty- to thirty-year-olds. Subsequently, they presumed that the expanded utilization of advanced showcasing strategies would emphatically influence the buying conduct of Nigerian recent college graduates.

Various studies examined admitted a positive impact of digital marketing on consumer purchase behavior, however a few admitted negatively, using several variables. However, few of these studies used email marketing and a websites UIUX as factors to measure the independentvariable. This study will be addressing the variable GAPS and more.

Review that the principal objective of this study is to analyze the impact of digital marketing on consumer buying behaviour in Abuja. However, other specific objectives are to determine, examine and access the impact of social media marketing, email marketing and a website's UIUX on purchase decisions.

To achieve the above objectives, the following hypotheses were formulated:

Ho₁: Social media marketing does not have a significant impact on consumer purchase decisions.

Ho₂: Email marketing does not have a significant impact on consumer purchase decisions.

Ho₃: There is no significant impact of a website UIUX on consumer purchase decisions.

3.0 Methodology

This study took on a subjective methodology by checking distributed and great diary articles from legitimate information bases of Google researcher and Center. The hunt was directed utilizing the determination standard of concentrates on the effect of computerized advertising on purchaser purchasing conduct from different areas around the world, however accentuation was put on examinations completed across urban communities in Nigeria.

The key phrases of digital marketing and consumer buying behavior were used as search criteria. The date range was also set to articles between 2013 and 2022. The empirical evidence from these studies was reviewed, and the result was analyzed across several parameters and then presented. The selection criteria are clearly elaborated in Table 1.0, which explains the process for this review.

Table 1.0 Describing the selection standards.

Standards	Scope	Out of scope
Design type	Qualitative.	
Articles Reviewed	22	
Language	English.	Any other language.
Research Focus	The concentration was on online or digital marketing and its impact on consumer purchasing patterns in the Abuja metropolitan area.	Topics other than digital marketing or online marketing and consumer buying behavior.

Source: Author’s Concept, (2023)

The exact proof from past investigations were investigated, the audits were revolved around effective regions, however with center around computerized or digital marketing and consumer purchase decisions. The outcomes were from the clear combination of the past heterogeneous examinations concerning the effective area of interest. The utilization of check techniques guarantees reliability and meticulousness during the review (Bello et al., 2022); this prompted speculations made in the review. The outcome was broken down across a few boundaries and introduced. At long last, the discoveries related to existing hypotheses, thus the review's hypothetical importance.

4.0 Results

This segment gives an experimental investigation of articles that took a gander at the effect of purchaser purchasing conduct on digital marketing somewhere in the range of 2011 and 2022. These exact examinations were separated into classifications in view of the outcomes from the example of 22 articles that met the determination models, which are assembled by the strategy utilized in the review and the finding of positive, negative or blended effect of computerized advertising on buyer purchasing conduct.

Figure 4.0 shows the distribution of results based on the findings of the study. The positive results accounted for 77% of all the analysis results for the significant impact of digital marketing on consumer buying behavior, while the negative impact accounted for approximately 14%. The mixed results accounted for 9%.

Table 2.0 shows that the most popular estimation model used in the study was the multiple regression analysis, which was used in 31.82% of the studies. Descriptive analysis and linear regression accounted to 22.73%, while structural equation model (SEM) and chi-square test accounted for the least with 4.54% each. However, Pearson correlation accounted for 13.64%. The analysis also showed that positive results accounted for 77%, negative results had 14% and mixed results had 9%. This indicates whether there is a significant impact on the specific results of the empirical analysis of the results of selected studies.

Table 2.0: Summary of Methodology

S/N	Methodology	Results			total	Percentage %
		Positive	Negative	Mixed		
1	Descriptive Analysis	4	1	0	5	22.73
2	Pearson correlation	3	0	0	3	13.64
3	Linear regression	4	1		5	22.73
4	Structural equation model (SEM)	0	0	1	1	4.54
5	Chi-square test	0	1	0	1	4.54
6	Multiple regression	6	0	1	7	31.82
Total		17	3	2	22	100

Source: Authors Compilation, (2023)

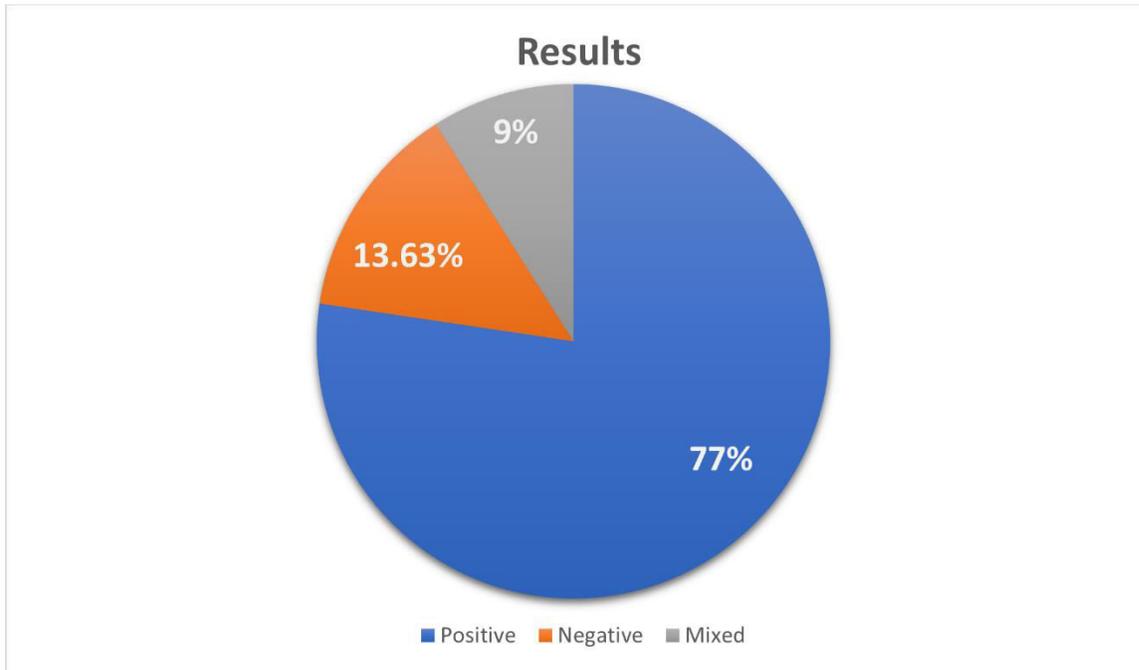


Figure 4.0 Findings on the impact of digital marketing on buying behavior.

Source: Authors Computation, (2023)

Further analysis from Table 2.0 shows that structural equation model (SEM) and chi-square test accounted for the least with 4.54% each of the studies. However, Pearson correlation accounted for 13.64%. The analysis also showed from Figure 4.0 that positive results accounted for 77%, negative results had 14% and mixed results had 9%. This indicates whether there is a significant impact on the specific results of the empirical analysis of the results of selected studies.

5.0 Discussions and Implications

The purpose of this study is to investigate the impact of online or digital marketing on customer purchasing behavior in Abuja. The study's goal is to investigate the impact of the independent variable (social media marketing, email marketing, and website UIUX) on the dependent variable (consumer purchase decisions). In total, three hypotheses were investigated in this study.

Ho₁: Social media marketing does not have a significant impact on consumer purchase decisions.

Ho₂: Email marketing does not have a significant impact on consumer purchase decisions.

Ho₃: There is no significant impact of a website UIUX on consumer purchase decisions.

These hypotheses were evaluated throughout the scoping review. Several studies evaluated verified that digital marketing has a favorable and significant impact on customer purchasing behavior. According to the research, social media marketing has a considerable favorable impact on customer purchasing behavior. As a result, consumers are more likely to make purchases based on leads generated by various social media sites and search engines. This strengthens and completes Davis' (1983) model of technology adoption theory. The perceived usefulness of these platforms has had a considerable beneficial impact on most consumers' purchasing habits. This data contradicts the first hypothesis, which argues that social media marketing has no effect on customer purchasing behavior.

However, the scoping review also confirms that factors like email marketing and website user interface and user experience have no significant impact on consumer buying or purchase behavior. Davis (1983) perceived ease of use can also be inferred here. These findings agree with the second and third hypotheses. This has far reached implications on how companies can further channel their marketing budget to maximize results. More so, further research is required on the impact of other digital variables on consumer buying behavior.

6.0 Conclusion and Recommendation

The study was undertaken for academic purposes and revealed the impact of digital marketing on customer purchasing behavior. According to the literature and empirical review, digital marketing is a major aspect that has a positive significant impact on purchase decisions, which is supported by past research findings. In this study, however, social media marketing, which is one of the proxies used to quantify digital marketing, had a direct and significant favorable impact on purchase decisions. Because consumers from all walks of life are technologically adept and schooled to utilize current gadgets such as cellphones, computers, tablets, and digital devices, social media marketing is critical for generating purchase decisions.

The everyday usage of these devices provides customers with a high degree of trust and adventure to explore new approaches to online purchasing, particularly where there are several possibilities to connect them to items and services via a successful digital marketing method. Furthermore, innovation platforms are prepared to provide consumers with effective communication with online groups, friends, or strangers, to share the delight of using the product, or to have an undesirable emotional impact on purchasing decisions.

Personalization in digital marketing assists firms in satisfying their customers and increasing revenues, which ultimately results in client retention. We infer from this research that social media marketing that includes quality content information and an exchange of opinions will encourage purchase decisions.

Other proxies, such as email marketing and website UI/UX, did not, however, have a substantial impact on purchase decisions. More research employing these variables to determine their impact on consumer buying decisions is therefore advised.

References

1. Abdel Fattah Al-Azzam, Khaled Al-Mizeed (2021): *Journal of Asian Finance, Economics and Business Vol 8 No 5 (2021) 0455–0463*
2. Adebayo, T., & Olukotun, G. (2021). The Effect of Digital Marketing on Consumer Buying Behavior in Abuja Metropolis. *Journal of Digital Marketing and Consumer Behavior*, 3(2), 45-59. *and Social Sciences*, 2(1), 326-344
3. Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015). Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study. *International Journal of Management Science and Business Administration*.
4. Ali Khalaf Mohammed Al Sukaini (2022). Digital Marketing's Influence on Consumer Purchasing Decision: A Case Study in Iraq. *Journal of Asian Multicultural Research for Social Sciences Study Vol. 3 No. 3, 2022 (page 120-132)*
5. Anthonia Uloko and Ogbadu Elijah E (2021). Digital Marketing and Consumer Buying Behaviour of Electronic Products in Nigeria. *International Journal of Business Marketing and Management (IJBMM)*
6. B.A. Chukwu, E.C. Kanu & A.N. Ezeabogu (2019). The Impact of Advertising on Consumers' Buying Behavior. *International Journal of Arts and Commerce*, 8(1), 1-15
7. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education Limited.
8. Dede Sulemana, Sri Rusiyatib, Sabil Sabilc, Lukman Hakimc, Joko Ariawanc, WiwinWiantic and Eulin Karlinac, (2022). The impact of changes in the marketing era through digital marketing on purchase decisions. *International Journal of Data and Network Science 6 (2022). 805–812*
9. EkerukeUnenabasi Godwin (2019): An empirical analysis on effect of digital marketing on consumer buying behaviour. Dissertation submitted to the *school of postgraduate studies ahmadu bello university, zaria*.
10. Federal Competition and Consumer Protection Commission. (2019). *Annual Report on Consumer Protection and Competition Highlights. FCCPC Publications*.
11. Jamiu Olayinka SULAIMAN (2022): impact of digital marketing on consumer buying behaviour in Ilorin metropolis. *A Master of Science thesis from Kwara state university, Nigeria*
12. K.R. Mahalaxmi and P. Ranjith (2016). *International Journal for Innovative Research in Science & Technology | Volume 2 | Issue 10 | March 2016*
13. K.Ravindran, V.Sathyamoorthi (2019). Impact of Digital Marketing on Consumer Purchase Decision. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*
14. Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2021). *Marketing Management (16th ed.)*. Pearson.
15. Mohammad Saleem Rahmani, Ramen Kumar Sarma (2023). Catalyzing Choices: The Impact of Digital Marketing on Purchase Behaviour. *International Journal for Multidisciplinary Research (IJFMR)*
16. Nasir, V. A. (2020). Impact of social media on consumer behavior. *International Journal of Business and Management*, 15(7), 90-104.

17. Nizar Alam Hamdani, Rio Muladi, Galih Abdul Fatah Maulani (2021): Digital Marketing Impact on Consumer Decision-Making Process. *Advances in Economics, Business and Management Research*, volume 657
18. Omkar Dastane (2020). Impact of digital marketing on online purchase intention: mediation effect of customer relationship management. *Journal of Asian Business Strategy*
19. Oyenuga Michael Oyedele, Akhaine Mary Enose, Omale Sunday Alewo (2023): We need it: How Digital Marketing Tactics Influence the Purchasing Behaviour of Nigerian Millenials. *Konfrontasi Journal: Culture, Economy and Social Changes*, 10 (2) June 2023
20. Oyewole, O., Sahu, P. K., & Adeosun, L. P. K. (2022). Digitalization of marketing efforts and consumer engagement in the retail industry: Evidence from Nigeria. *African Journal of Economic and Management Studies*.
21. Rohit Kumar and Dr Jai Jayant (2021). Impact of digitalization on customer buying decision. *International Journal of Management (IJM) Volume 12, Issue 9, September 2021*, pp. 93-100,
22. Smith, A. (2018). Digital marketing strategies that millennials find appealing, motivating, or just annoying. *Journal of Strategic Marketing*, 26(6), 484-499.
23. Solomon, M. R. (2014). Consumer Behavior: Buying, Having, and Being. *Pearson Education*.
24. Sulaiman, O., Yusufu, O.S., & Sadiq, H. (2021). Effect of digital advertising on consumer buying behavior in Lokoja Metropolis. *KIU Interdisciplinary Journal of Humanities*
25. Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1, 69-80. Retrieved from www.researchleap.com.