



## RESEARCH PAPER

### Dynamics of Digital Marketing and Consumer Buying Behavior: A Quantitative Analysis

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#### ABSTRACT

This study investigates the relationship between digital marketing and consumer behavior, with especial focus on online shopping. The research addresses the impact of various social and economic variables including price, place, product, age, demographic, and culture on online purchasing behavior. We employed a survey research design to collect primary data from over 300 respondents and secondary data from newspapers, websites, magazines, and journals. Descriptive as well as inferential statistics were employed to analyze the data, including Cronbach Alpha to test the reliability of the scales used by the researcher, regression and correlation analysis to check the hypotheses and relationships of the variables. It is a quantitative study, where analysis depicts that youth plays a significant role in shaping the market through their preferences and trends, and thus digital marketers need to adopt creative and attention-grabbing promotional activities to target the demographics. The study concludes that there is a strong association among digital marketing, consumer buying behavior and related study variables, and policymakers need to pay attention to some essential factors to help businesses survive in this contemporary competitive business market. The findings of the study also provide basis for understanding the drivers that regulate consumers' attitudes towards digital marketing and their perceptions regarding ease of use. Conclusively, study presents important future recommendations.

**KEYWORDS** Consumer Buying Behaviour, Digital Marketing, Globalization, Strategies

#### Introduction

In ever-changing world of globalization, rapid induction and advancement of technologies, have stimulated change in consumers' buying behaviours (Megicks, 2008). These changes reflect not only the standard and quality of products bought by the customers but also in the pre-order research for a particular commodity. Due to advancements across various fields of logistics, marketing, and finance, coupled with increase in e-commerce and the demand for convenience, the global online shopping is now around \$10 trillion industry, where millions of consumers shop at every single second (Clements et al., 2017). Change in consumer behaviour means that businesses need to change their strategies accordingly and the rapid change in consumer behaviour brings forth another push in strategies from businesses. The survival of businesses in today's world depends greatly upon the adaptability of businesses to new challenges. The relationship between digital marketing and its effect on consumer buying behaviour was previously tested but this relationship hasn't been analysed as a driving agent that acts as a tool for pre-order research done by the consumer (Camacho et al., 2019). The effect of digital marketing reaches far beyond the obvious veil where the effect is generalised at what consumers buy and how they buy it, and in reality, the effect of digital marketing is mirrored in the ability of consumers to buy better products with lesser amount of time spent on useless products (Pesonen, 2011). Businesses use digital marketing to create a sense of need, rather to fulfil the need itself. This helps the businesses to promote maximum number of products rather than a singular product.

(Holbrook, 2002). The sector is growing day by day and with this brings immense pressure to understand and stay with the current flow of the market.

### **Literature Review**

Customers want and anticipate consistent, tailored service from companies, as well as personalised messaging. The main shift in consumer behaviour is that people are becoming less interested in anything they perceive to be marketing. Consumers are growing frustrated with intrusive or pointless material and communications as they become more tech aware. To make purchases, they instead rely on recommendations from friends, influencers, experts, and users as well as ratings, testimonials, website reviews, Google searches about the company, and alike. The digital world may experience enormous and swift change in the near future, and technology can continue to have a pervasive global influence on marketing tactics. Consumer behaviour is a growing and continually changing phenomenon in the digital age. The only companies that may succeed in the future are those who can recognise and develop their own digital "footprints" and brand experiences, as well as being adaptable enough to shift their business models and strategies in reaction to these developments (Williams, 1999). Additionally, a company's social media presence has a direct impact on how effective is the digital marketing of that particular company. Businesses today seek to maintain their social presence on sites like Facebook, Instagram, Twitter, and Snapchat in addition to having their own specific websites where they sell the service or product. The basic reason is that the potential customers on social media platforms tends to notice these things. Businesses that keep themselves socially active are usually much more in tune with the customer base, their needs and wants and to come up with unique strategies and selling points (theme restaurants). And internet has become the most powerful tool for businesses (Yannopoulos, 2011). It has become absolutely vital for businesses to uphold a digital presence. Businesses should have a strategy for their online presence, digital branding, and meeting the needs of their online customers. Marketers are advised to comprehend the psychology of the client while keeping in mind the influencing aspects in order to increase peoples' propensity for making purchases (Chen et al, 2022). Anger, feelings, and emotions can all be crucial factors in customer behaviour (Heyes, 2012). Impulsivity and rage are aggressive emotions that directly influence people's behaviour.

The optimal time to study a consumer's purchasing behaviour is when he or she is actually considering making a purchase. He makes risk assessments of his finances and the productivity of the good and service more frequently (Mitchell, 2008). Moving on to other aspects of consumer purchasing behaviour, the things that the consumer does not frequently purchase or has never purchased before tend to make them anxious. The consumer chooses the brand that is widely and easily accessible when purchasing things that don't vary significantly in terms of quality and features with a change in brand. In some cases, a consumer may choose a different brand of a product because it is unavailable (Khan et al., 2017). In addition, price reductions, recognisable items, and appealing product designs are all motivating factors for purchasing (Koay et al. 218).

Whether they are on a budget or not, consumers always research products before making large purchases (Afroz et al., 2015). A consumer goes through a number of processes before completing a purchase. These extensive processes include determining the need, conducting research, seeking information about items, seeking alternatives, gauging customer satisfaction, and then making the actual purchase. Prior to making a purchase, when a consumer plans to look into alternatives, both of these phases of the consumer's life are crucial, as are the post-purchase experiences and satisfaction levels. Brand and market image are also important factors that affect purchasing decisions, particularly when a replacement is available. Additionally, they make it comfortable for customers to stick with the same company by providing them with the best experience, contentment, and accurate information (Prasad, 2019).

## **Digital Marketing**

Today's consumers, exercise considerable control over their own decision-making. As a result, they have created new value for themselves through enlightenment, enjoyment, and utility (Prahalad, 2004). Prior studies show that, internet searches have higher customer value when a number of elements are present, including better matching, enhanced awareness, time efficiency, pricing transparency, matches between people, problem solutions, and entertainment (Akter et al., 2020). According to Pearson (2013), the social structure of modern media allows it to adequately address the need for communication by providing free or inexpensive online trade and discourse. The author also points out that creating an online identity and maintaining connectivity have in some ways grown to be seen as essential human needs by individuals all around the world.

When making purchases, consumers are more likely to use digital channels than traditional ones (Kink & Hess, 2008). The primary factor is that digital platforms are low-cost, easy to use and access, and swiftly responding (Bakos, 1997; Shapiro & Varian, 1999). More than three quarters of consumers in the market research products online before making a purchase (Srivastava, Srivastava, & Pai, 2014). The most often searched for items are electronics, followed by clothes. Books, personal care products, cosmetics, household goods, furniture, healthcare services, and baby supplies are some additional product categories that are commonly looked for online in addition to these. Typically, consumers start the buying process by determining their needs. Regarding the potential of digital media to encourage this preliminary stage of the purchasing process, several points of view have been expressed. For instance, studies by Hausman (2014) and Gross (2014) contend that the situation is precisely the opposite for low-involvement product categories, whereas studies by Jayawardhena, Wright, and Masterson (2003) questioned the effectiveness of digital media in increasing the need recognition stage. And this fact continued to baffle Maklan, Knox, and Watson's (2001) inquiry. However, social media sites in particular have an impact on how people search for information and are affected by digital platforms, particularly those that are social. According to Hausman (2014), who agreed with this researcher, customers are looking for information online more often than ever before, which has caused a substantial change in the digital landscape. Search engines, YouTube, websites, message boards, price comparison sites, and others are among these. Mobile phones are also swiftly displacing conventional forms of communication.

## **Linkage between Digital Marketing (DM) and Consumers' Buying Behaviour (CBB)**

It has been determined through a significant amount of study that the DM has been quite successful in influencing customers. In 2006, it was determined that DM frequently appears on sites where purchasing decisions are made. The effectiveness of DM is then demonstrated by the fact that anytime a customer encounters a DM message, he quickly initiates a purchase on a shopping website or a business website. Researchers are primarily motivated by this significant impact to determine how DM so easily persuades people. There are numerous sources that influence customer purchase decisions (Riegner, 2007). As a result, the most common influencing factor is browsing the stores, and recommendations from friends or DM are also frequently used (Ibid). In Riegner's research, DM is one of the newest sources, and she indicated that it was still in the early stages. Because of its short lifespan, it affected some products and retail outlets in 2007. (Ibid). However, Godes and Mayzlin had suggested that DM was significantly influencing brand image and other market aspects in addition to buying behaviour (Godes and Mayzlin 2004). In 2016, Erkan and Evan proposed that the influence of DM on purchasing or repurchasing behaviour depends on the interaction of two independent variables: the consumer's attitude toward information and the information obtained from DM. DM information can be obtained on a variety of social networking sites, some of which are formal and others that are more casual. It is presented as a review occasionally and as product information and experiences other times. Essentially, it is a consumer-generated DM process where he gives his individual thoughts

on the product's productivity (Matute-Vallejo et al., 2015). The consumer uses all of this data to make buying decisions (Erkan & Evans, 2016). DM has grown in importance and begun to play a game-changing function in product evaluation prior to making a purchase (Doh & Hwang, 2009). Making a purchasing decision is also heavily influenced by product recommendations, and sales of the most recommended products typically outpace those of the least recommended products (Senecal & Nantel, 2004). Additionally, there was no discernible difference between the influence of an expert and a regular customer on their reviews (Ibid).

Some people are more persuasive and have greater influence than others (Bansal & Voyer, 2000). A potential customer's tendency to research a product has a significant impact on his decision to buy. When two consumers share information about a product, especially when the sending consumer is knowledgeable about the product, it has a significant impact on the consumer who is receiving the information (Riegner, 2007; Fergusson, 2008; Sung et al., 2008 cited in Hongwei, et al., 2012). Hence the following hypothesis:

H1: There exists a positive relationship between Digital Marketing and Consumer buying behaviour

### **Role of demographics on Digital Marketing and CBB**

Previous studies suggest that a buyer's demographic profile has a significant impact on their purchasing behaviour (Lea and Worsley 2005; Tsakiridou et al. 2008). Age, income, gender, and education are key factors in purchasing decisions. There is little doubt that there are differences between the purchase decisions and actions of two distinct persons from various social contexts (Pratap, 2017).

The most major shift brought about by ageing is in one's lifestyle, which eventually leads one to alter their priorities in life. Young people are more inclined to spend money on entertainment, hangouts, lifestyle, fashion, and movies. And as they've gotten older, their priorities have changed, and eventually their spending has shifted away from these hobbies and toward things like health and financial investments. Elderly folks typically stay at home, but their pharmaceutical costs go up. Age is therefore a crucial demographic characteristic that affects consumers' purchasing decisions (Pratap, 2017). A study assured that age largely affects consumer behaviour, and also added that internet is the most famous medium in youngsters while making choices. Contrary to this older people are more likely towards less complexed information or structured information (López and Sicilia, 2011). In evidence to this another study also conclude that younger people find online information more trustworthy than men (Yoo et al, 2009). Secondly, the difference of gender between the males and females brings along many other differences and collectively, these affect their buying preferences. Both the genders have varying perceptions and preferences of fashion and lifestyle and hence, their purchasing behaviours vary accordingly. Gender has a significant impact on lifestyles and communication (Ulbrich et al., 2011). According to a few research, women are often less interested in making online purchases than men are (López and Sicilia, 2011). Additionally, it has been discovered that women utilise the internet more frequently than men do for socialising and support, which means that recommendations and word-of-mouth have a bigger influence on perceived risk reduction in DM while making online purchases (Fan and Miao, 2012). Men, on the other hand, use the internet and social media to establish social connections and are more practical in their business dealings (Awad & Ragowsky, 2008). The study also shown that men are less sensitive to opinions of their social ties (López & Sicilia, 2011).

Next aspect is related to education as it affects how people perceive the decisions they are making and how much discretion they use while making purchases. Consumers' educational attainment is thought to have a significant impact on their purchasing decisions. In their study, Hu et al. (2008) noted that when a consumer's education level rises.

Additionally, López and Sicilia (2011) asserted that a greater level of education is negatively connected with favouring commercials and that it has an adverse effect on people's confidence in online communities. Based on this discussion, the study's hypothesis is that there are notable differences between the various respondent categories as a result of their educational attainment in terms of how they are affected by DM.

Consumer preferences shift as they get more educated. These days, every client has access to a lot of knowledge. The more knowledgeable individuals, however, spend more time to consider a purchase. Everything you do, from what you buy to what movies and television shows you watch, is impacted by your education (Khan et al., 2012). Consumers with greater education actively seek out information. They more frequently challenge the information. An informed buyer would thoroughly consider his options before making a decision. Lea and Worsley (2005) guarantee that differences in education level did not significantly affect purchasing behavior. It follows that it is clear that degree level can have an impact on customer purchasing behavior. More educated consumers are likely to participate in DM information dissemination than less educated individuals.

**Disposable Income**

Income has a significant impact on online purchasing decisions and motivation, and its effects are quite simple to assess. While a consumer from the middle class may priorities cost over comfort, a consumer from the upper middle class may place a higher value on luxury, fashion, and lifestyle. Higher-income consumers might take the lead in internet word-of-mouth as opinion leaders (Iqbal et al., 2012). It's possible that enjoyment influences people's decisions to disclose information online. Low-income individuals are more likely to use the DM online to lessen the risk associated with purchases and shopping preferences. Income plays a significant role in establishing preferences and purchase decisions. Higher-income buyers might priorities luxury and novelty while making purchases. Higher-income consumers might also spend more on parties and tours. In light of this, it is reasonable to assume that females may generally attach greater significance to this type of data than males when acknowledging DM data for consumer buying behavior, which leads to the following prediction:

H2: Demographics moderate the relationship between Digital marketing and Consumer Buying Behaviour

**Theoretical Framework**

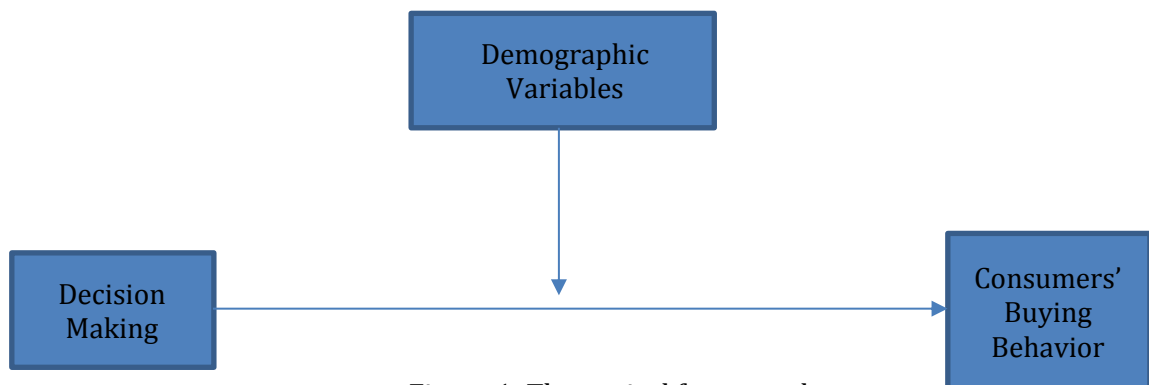


Figure 1: Theoretical framework

**Material and Methods**

The positivist paradigm is referenced in this study, and a deductive methodology is used. The population of this study, according to this chapter, consists of social media users

from Pakistan's Twin Cities (ISB-RWP), who are effectively involved in online shopping and have some familiarity with the internet. To examine purchasing patterns, followers of online marketplaces and consumers of handcrafted goods were chosen. As a result, the next section should describe an appropriate sampling technique and size. The researcher employed non-probability sampling (purposive sampling). 244 participants make up the research's sample size. Using survey questions, the data is gathered. A Likert scale was used to measure the respondents' responses as well. For more statistical analysis of the data, SPSS version 22 is employed. It is decided which tests are used to verify hypotheses I and II. And finally, the researcher exercised ethical judgement. For this investigation, a questionnaire survey is used. The survey supports a thorough study plan from the perspective of business and management research (Saunders et al., 2009). Many factors contribute to that. The greatest method for obtaining accurate responses from respondents is through surveys, which is the precise one (McIntyre, 2005).

The sample size for this study has been selected by the researcher on the basis of his reach. Due to short time and limited finance of the researcher, the study has been purposefully limited to the twin city so that the researcher can work with a smaller sample size. The sample size for the study is 300 (244 were selected after rejecting outliers). On a related issue, the same sort of sample was employed in several prior investigations. The scales for the study have been adjusted, and the researcher used the questionnaire survey approach to collect the data. One independent variable, "Digital Marketing," and one dependent variable, "Customer Buying Behavior," are included in this study (CBB). The five-point Likert scale, with a range of 1 to 5, is used to measure each variable. Strongly disagree to strongly agree: (1=strongly disagree), disagree: (2=disagree), neutral: (3=agree), agree: (4=agree), and strongly agree: (5=strongly agree). Two sections make up the survey questionnaire. The first section includes eleven questions on the respondents' demographic makeup. The second round of 3 questions each measures how participants feel about digital marketing and CBB. Researchers looking into the same scale were examined.

## **Results and Discussion**

In order to ensure the correctness and dependability of the scale, the preliminary data analysis described in this chapter include preparing the data for subsequent analysis. The demographic makeup of the responders is also covered in this chapter. Later, to test the hypothesis if additional statistical tests are performed using a process macro, such as linear regression and Process Model 1 (Andrew F. Hayes). For DM and CBB (H1), the researcher used linear regression in SPSS. Regression assumptions were given to execute linear regression. Linear regression is applied whenever the predictive variable is utilized to determine the outcome variable. The measurement of conditional effects has been the subject of numerous proposals from writers, but this work adopted a generally adopted approach put forth by preachers Rucker and Hayes (2007). Numerous techniques were employed prior to using statistical analysis on the data. Data preparation and outcomes generation are the goals of preliminary analysis. We distributed 500 questionnaires both online and by hand, and a response rate of up to 72 % was achieved as 302 were returned. And 244 of the 302 surveys were selected for the study out of the total. Data validation is essential because incomplete or inaccurate data can have a negative impact on outcomes (Hair et al., 2006). For additional data analysis, it is also required to find and fix any missing values or cases that were entered incorrectly (Pallent, 2007). Before doing a descriptive analysis, data is prepared and examined. Data preparation, according to Hair (2006), includes four steps: data validation, data editing and encoding, data entry, and error detection. According to Sekran (2003), If the questionnaire is unfilled up to 25%, they should be omitted from the study. They did not meet the criterion for selecting the surveys, thus questions with missing values (58 respondents were not online shoppers) were eliminated. After all missing data from the questionnaire were removed, 244 questionnaires were found to be legitimate.

The findings of the explanatory statistics display minimum and maximum values, skewness, and kurtosis, indicating the accuracy of the data for further analysis. The stem-and-leaf test is a data purification method available in SPSS that the researcher used for the study. This method was chosen primarily because to its extraordinary sensitivity to the detection of outsiders (Pallant, 2007). While SPSS recognizes these tiny circles as outliers, the box plot test displays the outliers as a small circular shape with a fixed number. For instance, according to some researchers (Tabachnick et al., 2001, quoted in Pallant, 2007), the data file should be cleared of all outlier components. However, if the outliers make up less than 5% of the total dataset, some academics advise adjusting it to the normal value or disregarding them (Pallant, 2007). As a result, the researcher went with the first impression, removed a few values (outliers), and produced typical data.

Gender, age, education, familiarity with the internet, monthly income, place of residence, social media use, internet usage, online shopping, and customer reviews have all been used to reflect the characteristics of the sample in this study. According to the Table, 63.6 percent of respondents are male. The age group of 15 to 25 years has the highest number of respondents (249), and 53.3 percent of respondents hold a bachelor's degree. 66% of responders knew internet and 41% respondents fell into the "more than 80 thousand" income category. About 71.5 percent of the respondents said they resided in an urban region. 90.7 percent of respondents reported being socially active, while 92.7 percent reported using the internet frequently each day. The respondents we selected for this study all made online purchases, and 69.5% of them viewed reviews before doing so.

**Table 1**  
**Frequency distribution for characteristic sampling**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	162	63.6%
Female	140	36.4%
<b>Age</b>		
15-25	249	82.5%
26-35	35	9.5%
36-45	9	5%
46-55	6	2%
56 & Above	3	1%
<b>Education</b>		
SCC/O-level	4	1.3%
HSCC/A-Level	66	24.9%
Bachelors	176	53.3%
Masters &Above	56	18.6%
<b>Internet Familiarity</b>		
Less than a Year	7	2.3%
1-3 Years	22	7.3%
4-6 Years	72	23.8%
More than 6 Years	201	66.6%
<b>Monthly Income</b>		
20k-40k	40	15.2%
40k-60k	55	19.2%
60k-80k	66	23.9%
More than 80k	141	41.7%
<b>Currently Living</b>		
Rural Area	68	28.5%
Urban Area	234	71.5%

<b>Socially Active</b>		
Yes	274	97.7%
No	28	2.3%
<b>Frequency of Internet Usage<sup>7</sup></b>		
Everyday	280	94.7%
4-5 Days/ Week	17	4.6%
1 or 2 a Week	1	0.5%
Rarely	4	0.2%
<b>Purchase Online</b>		
Yes	244	75.8%
No	58	24.2%
<b>Reading of Reviews</b>		
Yes	226	69.5%
No	19	10.6%
Maybe	47	16.6%

### Descriptive Statistics

The researcher must alter the respondents' answers because they contain raw data in order to make them comprehensible and available for assessing inferences. To accomplish this, the data is put through a descriptive analysis, which yields the frequency distribution's mean, its minimum and maximum mean values, its standard deviation, its kurtosis, and its skewness. The second variable, customer purchasing behavior, has three elements and includes three electronic word-of-mouth items. Each item's expression statistics were covered in great detail.

**Table 2**  
**Descriptive Statistics**

Items	N	Min	Max	Mean	S.D	Skewness	Kurtosis
DM1	244	1	5	4.09	1.062	-.260	.158
DM2	244	1	5	3.95	1.079	-.036	.616
DM3	244	1	5	3.66	1.030	-.534	-.097
CBB1	244	1	5	3.66	1.078	-.642	-.174
CBB2	244	1	5	3.83	1.073	-.813	.063
CBB3	244	1	5	4.22	.990	-.291	.150

The above table shows that the means of all items are between 3.66 and 4.22 and that they are all above the neutral point ( $m > 2.5$ ), further demonstrating the substantial co-occurrence of each statement among respondents to the survey questionnaire. Additionally, it has been established that the standard deviations, or deviations from the trend's center, are almost always equal to 1, supporting the normalcy of the data (Pallant, 2007). Additionally, it is clear that the skewness numbers are between -1 and +1 and the kurtosis values are between -3 and +3, both of which are within the allowed range, indicating that the data have a normal distribution (Bollinger and Chandra, 2005). Cronbach Alpha's standard value states that it should be larger than 0.6 Campbell (1976), and all of the reliabilities in this study are higher than the standard value.

**Table 3**  
**Reliability Statistics**

Scales	Cronbach's Alpha	No of Items
Digital Marketing (DM)	.750	3
Consumer Buying Behavior (CBB)	.785	3



Cronbach alpha lies in a reasonable range if the value is more than 0.60. (Nunnally and Bernstein, 1994). Because every number for dependability in the table above is more than 0.60, it is clear that the scale is stable and useable.

**Correlation Matrix**

To examine and gauge the relationship between variables, Pearson correlation has been used. The correlation between consumer buying behavior (CBB) and digital marketing (DM) is 50.3%. Consequently, a significant connection between the measured variables has been discovered in accordance with the principle proposed by Campbell et al. (1976).

**Table 4  
Correlation Matrix**

	DM	CBB
DM	1	
CBB	.503**	1

Correlation between CBB and DM is significant at the 0.01 level because the value of p (p=0.0001) is less than 0.01 which means that significant connection has been found between the two variables. For the purpose of testing a hypotheses, the author has used SPSS to perform a linear regression analysis to examine the relationship between the independent and dependent variables, DM and CBB. In the earlier section, the author discussed each linear regression assumption in detail. Regression analysis was used to create the path that was used to analyses the theoretical model that was suggested and is displayed in the table. All of the assumptions that the suggested model generated are acceptable. DM has a significance level of 0.05 and an effect on consumer purchasing behavior of 0.511 percent, which is the H1 hypothesis. In light of the outcomes, it is approved.

**Table 5  
Regression Analysis**

S.No.	Relationship	Path Beta	T-Value	Significance	R2	Results
H1	DM →CBB	0.511	10.086	0.05	0.503	Supported

**Moderation Analysis**

We start by examining the interaction coefficient needed for moderation in this table. The value of P in regard to the interaction should, by rule of thumb, be less than 0.05, which has been demonstrated to be the case ( $\beta = -2234$ , P 0.05). So, it is obvious that major moderating has taken place. Between confidence intervals, there shouldn't be a "0" for moderation. Because "0" is not present in our situation between the values of the confidence intervals, it may be concluded that demographic factors significantly attenuate the link between DM and CBB.

**Table6  
Moderation Analysis**

R	R-sq	F	df1	df2	p	
.5113	.2414	38.4539	3.0000	326.0000	.0001	
	$\beta$	se	t	p	LLCI	ULCI
<i>constant</i>	4.1811	.0370	113.1563	.0001	4.1085	4.2538
<i>DM</i>	.3694	.0756	4.8896	.0001	.2208	.5180
<i>Demo</i>	.1709	.0570	2.9961	.0029	.0587	.2831
<i>Int_1</i>	-.2234	.0541	-4.1323	.0001	-.3298	-.1171

The study investigated the moderator conditional indirect effect of DM on CBB. These three Demographics numbers reflect the low, moderate, and high levels of moderation. The table shows the value at (-.7400), which is one standard deviation below the mean, reflects a low level of demographics. The value at (.0000) shows the demographics' mean average level. The value at (.7400), which is one standard deviation above the mean, indicating a high degree of demographics. The conditional effects of DM and CCB at three of the levels of Demographics are significant since the p-value at all three levels is <0.05.

Secondly, there shouldn't be a "0" between the LLCI and ULCI confidence intervals. Our situation shows that demographics is a substantial moderator in the association between DM and CBB at all three levels because the values of the confidence intervals in our case do not include "0" in between them. Demographics tends to have less of an impact on the association between DM and CBB as the effect values decline from .5347 to .2041, as the Demographics climbs from low to moderate and from moderate to high levels. There is therefore enough of data to support the idea that Demographics modifies the link between DM and CBB.

**Table 7**  
**Conditional indirect effect of DM on CBB through moderator demographic**

Demo	effect	se	t	p	LLCI	ULCI
-.7400	.5347	.0782	6.8411	.0000	.3810	.6885
.0000	.3694	.0756	4.8896	.0000	.2208	.5180
.7400	.2041	.0922	2.2126	.0276	.0226	.3855

According to Johnson-Neymen test up to a certain level DM creates an effect of X on Y but beyond that the effect becomes insignificant. This means that when Demographics up to a certain level effect of DM and CBB after sometime the role of Demographics becomes insignificant. This reveals that 85.15% of the cases have a value of moderator less than .8184 whereas 14.84% of the cases have the value of moderator larger than .8184.

**Table 9**  
**Significance Regions at Moderator Values**

Value	% Below	% Above
.8184	85.1515	14.8485

This study set out to investigate the relationship between demographics and consumer buying behavior (CBB) in the twin cities (RWP-ISB) of Pakistan and the mild impact of digital marketing on CBB. According to the survey, there is a considerable and favorable connection between digital marketing and customer purchases. The H1 is approved as a result. This study also supports earlier findings in a number of different industries about customer purchase behavior and digital marketing.

As was previously mentioned, various brands set up their own online pages to establish a communication channel through which their customers can express their thoughts and opinions to the brand as well as to other users online (Bulgin, 2018). This interaction is regarded as a component of digital marketing. The findings of this study demonstrate that DM has a positive link with consumer buying behavior with regard to the role it plays in that interaction with CBB.

Digital marketing is a type of carefully crafted content that is typically produced by the company prior to offering a service. The idea that other customer reviews affect people's purchasing decisions is said to be the primary driver of DM's favorable attitude regarding consumer purchasing behavior. Actual usage of these services by knowledgeable consumers reflects their actuality. Customers therefore have some unforeseen expectations about the

level of service. Digital marketing is not the same for every single individual. The dissimilarity exists in the preciseness of customer identification and how different persons perceive different messages. The idea that if one customer has a favorable experience with a product or service, the other inevitably has a negative perception is not necessarily true. According to Kimmel (2012), studies have shown that customers typically express ideas and feedback at extremes of satisfaction or dissatisfaction, and even when they are neutral about something, they still spread word of mouth at extremes of dissatisfaction.

The conventional referral marketing concept states that whereas a satisfied customer can generate nine referrals, a dissatisfied or angry customer can generate an additional 26 angry customers (Aksu, 2013). The study's second main goal is to determine how demographics affect DM and consumer purchasing patterns. Prior studies have found that a consumer's demographic profile has a substantial impact (Lea & Worsley 2005; Tsakiridou et al. 2008). The purchasing habits of two consumers with different economic backgrounds are clearly distinct. As a result, it is common knowledge that socioeconomic factors including background, gender, age, and income have a significant impact on purchasing decisions (Pratap, 2017). Most commonly, it has been seen that consumer income and education correlate with purchasing behavior (Tsakiridou et al. 2008). For instance, a consumer with more income makes large and more frequent purchases, whereas a consumer with less income is more cautious and takes their time when choosing a product.

Gender differences can be seen in the creation of digital marketing as well as the pursuit of digital marketing (reviews, answers). According to studies (Alreck & Settle, 2002; elik & Yilmaz, 2011; Venkatesh et al., 2012; Arroyo-Caada & Gil-Lafuente, 2014), men are more likely to buy for necessities than women are. According to a different survey, women are more interested in chat and brief messages or other activities that help them develop personal relationships, whilst men are more inclined to engage in online activities that give them a good time. Females are therefore more likely than men to engage in digital marketing and make these decisions in this environment.

Finding out the popular social media platform usage patterns was the study's secondary goal. One of the causes could be that most individuals use social media to relax and have fun. According to Kirtiş and Karahan (2011), social media was first created for entertainment but eventually became a tool for marketing for businesses. According to the report, 80% of people use Instagram in addition to other social media websites. It demonstrates that Instagram has a wider audience than other social media sites.

## **Conclusion**

The discussion regarding the topic matter, the research conducted, its consequences, and its limitations are described in this chapter. The causes of these discoveries were thoroughly examined by the researchers. The study has been completed, and its ramifications for future researchers, managers and marketers, policymakers, and business start-ups are also discussed. Then, further guidelines for researchers are provided. This study focuses on the Pakistani digital marketing industry (ISB-RWP) and can serve as the foundation for more research. Since the effect of digital marketing has not been extensively studied in an academic setting in Pakistan, this study significantly adds to the body of literature in DM and CBB on the subject. The DM sector is increasing in developing nations like Pakistan, making this study crucial for Pakistani society. However, there is little to no information about how much this sector contributes to Pakistan's GDP on the Internet and in other sources. Despite the political and economic condition in the industry, this study assists the appropriate authorities in emphasizing its relevance. This research demonstrates how DM functions in the marketing sector and what factors make some DM scenarios more impactful than others in light of the reach and influence of DM on CBB. In order to use DM as a new marketing strategy, local businesses should also improve their understanding of the DM in order to use it as a successful and practical tool. The effect of DM on customer

purchasing behavior is examined in this study. This data enable us to formulate ideas for how local businesses might benefit from DM. It's crucial to remember that with the growth of digital marketing, communication is based on how those who are involved react to reviews written in these public places made available by digital marketing. According to the study's findings, DM predicts positive consumer purchasing behavior. Marketers or brand managers in this sector should employ digital marketing to sway consumers' purchasing decisions. The start-ups should be aware of which demographic areas to target in terms of demography.

### **Recommendations**

This research has some limitations. First, only users of social media are used to collect data. As a result, it is challenging to generalize these results to other services, and applying this research to various contexts could produce different outcomes. Additionally, this study is limited to the twin cities (ISB-RWP) of Pakistan, a much larger research can be carried out that can include more cities that are rapidly developing or even cities that are underdeveloped to correlate or compare the level of interaction between the variables that are used in this study This study did not make a distinction between users of digital marketing and their followers.

Future studies that compare subscribers to actual users might add to these factors. We have emphasized just on the interaction between DM and CBB. Researchers have expressed serious concern about previous studies on DM and consumer purchasing behavior. The use of DM combined with the buying behavior to boost consumer purchases and sales is constantly expanding because of the competitive climate. This study reveals that DM and consumer purchasing behavior are positively correlated. According to the study, the effect of DM on CBB does hold its value and can be used as a driving force for the business. The study found that consumers mostly utilize social media for DM and to accomplish objectives connected to goods and services. The study's findings are valuable for market/brand managers and new firms.

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