INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASING DECISIONS: A STUDY OF SOCIAL MEDIA ADVERTISEMENTS

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Abstract
In an era dominated by the digital landscape, understanding the impact of digital marketing, particularly through social media advertisements, on consumer purchasing decisions is paramount for businesses and marketers. This study aims to delve into the multifaceted aspects of this influence and its significance in the contemporary consumer landscape.This research employs the use ofcontent analysis of social media advertisements, social media was utilized to obtain qualitative insights.The study revealed that social media advertisements significantly impact consumer purchasing decisions through several key mechanisms. Targeted advertising, customer engagement, content marketing, influencer collaboration, social proof, and convenience were identified as influential factors. Furthermore, the research highlighted the importance of feedback and reviews in shaping consumer perceptions.Digital marketing, especially through social media advertisements, plays a pivotal role in shaping consumer purchasing decisions. The ability to tailor messages to specific audiences, foster engagement, and utilize social networks for validation provides a substantial advantage for businesses. Consumer reviews and social proof also carry significant weight in the decision-making process. In conclusion, the influence of digital marketing on consumer purchasing decisions cannot be underestimated in the contemporary marketplace.Based on the findings, businesses and marketers are encouraged to invest in digital marketing strategies that prioritize personalized, engaging content and influencer collaborations. Additionally, managing online reputation through encouraging positive reviews and addressing negative feedback is crucial. Ongoing research and adaptation of digital marketing approaches to changing consumer preferences and technologies are recommended for long-term success in the digital age.

1.0 INTRODUCTION

In the digital age, where information flows at the speed of light and consumer choices abound, understanding the dynamics of consumer purchasing decisions has become an ever-evolving challenge. Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses.(Mahalaxmi and Ranjith, 2016). As consumers navigate an expansive online marketplace, digital marketing has emerged as a powerful force shaping the way products and services are discovered, considered, and ultimately purchased. Among the multifaceted channels of digital marketing, social media advertisements stand out as a compelling and influential aspect of this transformation.

The Influence of Digital Marketing on Consumer Purchasing Decisions, with a specific focus on the study of social media advertisements, represents a crucial examination of the contemporary consumer landscape. This investigation delves into the intricate interplay between consumers and the omnipresent digital marketing strategies that inundate their daily lives.

The digital revolution has not only redefined the methods through which consumers access information but also revolutionized the techniques employed by businesses and marketers to attract and retain their target audience.Numerous studies validate that social media is commonly utilized as a reliable information source due to its perceived convenience and credibility. E-marketers approximated that in 2016, roughly 16.1 billion individuals were accessing networking sites on a monthly basis via electronic devices, with expectations of this figure doubling by 2017. Moreover, the number of social network users was projected to surpass 2.33 billion by the conclusion of 2018 (MCMC, 2017). This projection became a reality as the count of social media users exceeded 2.3 billion in 2019, as reported by Statista Surveys in 2019. (Statista Surveys, 2019).

Social media marketing efficiently fosters communicationsbetween customers and marketers, besides enabling activities thatenhance brand awareness. (Hafez, 2021).Social media platforms, in particular, have grown into immense, interconnected ecosystems that provide fertile ground for the dissemination of advertising messages. The ubiquity of platforms like Facebook, Instagram, Twitter, and LinkedIn ensures that billions of users worldwide are exposed to a myriad of marketing content, often tailored to their individual preferences and behaviors.

The primary motivation behind this study is to decipher the profound impact that digital marketing, channeled through social media advertisements, has on consumers' decision-making processes. In a world where competition is fierce and where consumer choices are influenced by a complex web of factors, understanding the levers of influence in the digital realm is not merely advantageous; it is essential for businesses to remain competitive and relevant.

1.1 Influence of Digital Marketing on Consumer Purchasing Decisions

Digital marketing, using the internet particularly through social media advertisements, has had a significant influence on consumer purchasing decisions. It also enables marketers to use digital media to disseminate brand information interactively at a lower cost. (Venkatraman et. al, 2018) Several factors contribute to this influence:

a. Targeted Advertising: Social media platforms collect vast amounts of user data, allowing advertisers to create highly targeted campaigns. This means that users are more likely to see ads for products or services that align with their interests and preferences, increasing the chances of conversion.

b. Customer Engagement: Social media allows for two-way communication between brands and consumers. This engagement helps build relationships and trust, which can influence purchase decisions. Customer reviews, comments, and interactions with brands play a role in this process.

c. Content Marketing: Brands use social media to share valuable content, such as informative articles, videos, and user-generated content. (Thiyagarajan, 2023). This

content can educate consumers about products and services, making them more informed when making purchasing decisions.

d. Influencer Marketing: Many consumers trust recommendations from influencers on social media. Collaborating with influencers can help brands reach a wider audience and sway their followers' purchasing decisions.Their endorsement can help to increase brand visibility and credibility. (Thiyagarajan, 2023).

e. Social Proof: Consumers often look to their social networks for validation before making a purchase. When they see friends or connections endorsing a product or service, it can have a significant impact on their decisions.

f. Convenience: Social media advertisements often provide direct links to products, making it easy for consumers to make purchases with a few clicks. (Saha, 2021) pointed out how convenient digital marketing can be that could help drive customers to engaging in them. "Today, if anyone is in need of anything, he/she can seek help online. Everything is available on the net and hence, after waiting for 2-3 days, he/she can even receive the product or service,irrespective of their geographical location".The convenience factor can be a powerful driver of buying decisions.

g. Remarketing: Social media allows for remarketing efforts, showing ads to users who have previously interacted with a brand's website or products. This reminder can encourage consumers to revisit and complete a purchase they might have considered earlier.

h. Feedback and Reviews: Social media provides a platform for users to share their experiences and reviews.Reviews and feedbacks from other customers can help an enquiring customer know about a product. (Saha, 2021). Positive reviews can sway potential customers, while negative ones can lead them to reconsider their choices.

In summary, digital marketing through social media advertisements has revolutionized the way businesses reach and engage with consumers. The ability to target, engage, and influence potential customers has made social media a crucial component of marketing strategies and a significant influencer of consumer purchasing decisions.

2.0 LITERATURE REVIEW
2.1 Conceptual Framework
The conceptual framework for this study is designed to illustrate the complex interplay of variables and factors that influence consumer purchasing decisions in the context of digital marketing, with a specific focus on social media advertisements. It provides a structured foundation for understanding the key elements involved in this dynamic process.

2.1.1 Digital Marketing Strategies
Digital marketing strategies refer to the plans and tactics used by the companies to promote their products or services through online and achieve their marketing objectives.(Thiyagarajan, 2023). These strategies encompass a range of techniques and tactics employed by businesses and marketers to promote their products or services in the digital realm. These strategies include:

    a.   **Content Personalization:**Content personalization involves tailoring digital marketing content to match the preferences, behaviors, and characteristics of individual consumers. This customization aims to deliver highly relevant and engaging content to each user.Utilizing user data, such as browsing history, location, past interactions, and demographics, to create personalized messages,

product recommendations, and offers.Content personalization enhances user engagement, increases the likelihood of conversion, and fosters a sense of connection with the brand.Digital marketing allows companies to track consumer behavior to determine what content their audience wants. Companies can use this data to design campaigns that are tailored specifically for different segments of their customer base. (Anurag, 2023).

b. **Influencer Collaboration:** Influencer marketing leverages individuals with a significant following on social media platforms to endorse and promote products or services. These influencers, often considered experts or authorities in specific niches, can sway their followers' opinions and behaviors.Endorsements for a brand or company by a celebrity according to (Sriram, Namitha and Giridhar, 2021) who is admired by its target audience has he ability to attract consumers and bring in more profit for the company. The presence of celebrity endorsers bring in many benefits. This can be achieved by collaborating with influencers to create sponsored content, reviews, and endorsements that align with the brand's values and offerings.Influencer collaboration can expand a brand's reach, improve credibility, and directly influence the purchasing decisions of followers.

c. **Targeted Advertising:**Targeted advertising is the practice of delivering digital ads to specific segments of the audience based on demographics, interests, online behaviors, and other criteria. It ensures that the content reaches the most relevant users.Digital marketers are encouraged to use data analytics and ad platforms to create and deliver ads to precisely defined audience segments.Advertisements are broadcasted by targeting potential markets by segmenting the marketbased on various demographic, geographic, psychographic, and behavioral aspects (Riegner,2007).Targeted advertising maximizes the efficiency of ad spend, as it focuses on users who are more likely to be interested in the product or service, leading to higher conversion rates.

d. **Customer Engagement:**Customer engagement refers to the level of interaction, participation, and connection between consumers and a brand through digital marketing channels, such as social media.Engagements can be propelled by encouraging likes, comments, shares, and direct messaging, and responding promptly to customer inquiries and feedback.High customer engagement can foster brand loyalty, improve brand perception, and create a sense of community among customers.With the advent of social networking platforms, usersare now constantly connected to the internet and to each other which has made advertisingincredibly social.(Gaurav and Aishwarya, 2020)

These digital marketing strategies serve as the foundation for the delivery of content and messages through social media advertisements. They are dynamic and adaptable, evolving in response to changing consumer behavior and technological advancements. When effectively executed, these strategies can significantly influence consumer purchasing decisions by shaping perceptions, guiding choices, and creating meaningful connections between consumers and brands in the digital landscape.

2.1.2 Consumer Purchasing Decisions

Consumer purchase decision refers to the process that individuals go through when making a buying decision. It involves several stages and factors that influence the final choice.(Thiyagarajan, 2023). Consumer decision making process is the whole process started when the customer aware and identify their demand, collect information, make decision, and evaluate their purchase as well as alternative for purchase (Mateja, 2011).These decisions are the critical endpoint of the process through which consumers navigate the digital landscape and make choices regarding the acquisition of products or services.

Purchase Intention: Purchase intention is the inclination or willingness of consumers to buy a product or service. It represents the initial step in the decision-making process, indicating a consumer's interest in a particular offering.Several factors influence purchase intention, including perceived value, brand trust, price, perceived need, and the persuasive impact of digital marketing content.Purchase intention serves as a strong predictor of actual purchase behavior. A consumer's intention to buy a product is a precursor to the decision to make a purchase.High purchase intention, influenced by digital marketing content, increases the likelihood that a consumer will move forward in the purchasing process. It sets the stage for the actual purchase decision. Purchase intention is an important factor for checking consumer behaviour. It represents the possibility of the consumer who would be willing to purchase the product. (Kumar et. al., 2023).

a. **Purchase Behavior:** The thought processes and actions that go into purchasing and consumption are referred to as buying behavior (Genoveva&Stivenes, 2017).Purchase behavior refers to the actual buying actions taken by consumers as a result of their digital marketing-influenced purchase intention. This includes completing a transaction, making a purchase, and becoming a customer.Purchase behavior may involve various conversion points, such as adding an item to a shopping cart, clicking "buy now," and completing the checkout process.Besides purchase intention, factors like product availability, payment methods, shipping options, and the overall online shopping experience can influence whether a consumer ultimately makes a purchase.Purchase behavior represents the tangible outcome of the entire decision-making process. Consumer buying behavior is determined by the level of involvement that a consumer shows towards a purchase decision (Disha, 2018).It reflects the success of digital marketing strategies in guiding consumers from awareness to conversion.Positive purchase behavior signifies that digital marketing has effectively influenced consumers to act upon their purchase intentions. It's a crucial performance metric for businesses and marketers.

Consumer purchasing decisions serve as the endpoint of the consumer journey in the digital marketing context. They encapsulate the impact of various digital marketing strategies, engagement, and information processing on consumer behavior. The journey from initial exposure to digital marketing content to the final click of "purchase" is a complex one, influenced by a multitude of factors and variables, as outlined in the conceptual framework. Understanding and optimizing consumer purchasing decisions is of paramount importance for businesses and marketers. It not only determines the immediate success of marketing campaigns but also influences long-term customer satisfaction, loyalty, and brand advocacy. Effective digital marketing strategies aim to drive purchase intention and,

ultimately, purchase behavior, creating a positive and mutually beneficial relationship between businesses and consumers in the digital age.

2.1.3 ModeratingVariables

For understanding the influence of digital marketing on consumer purchasing decisions play a critical role in shaping the dynamics between various elements of the framework. These moderating variables can amplify or diminish the relationships between digital marketing strategies, consumer engagement, information processing, and purchasing decisions. The moderating variables may include:

   a.   **Social Proof:**Social proof refers to the influence of social networks, reviews, and recommendations from peers and connections on social media platforms. It's the phenomenon where people tend to follow the actions and behaviors of others when making decisions.Social proof can either enhance or inhibit the influence of digital marketing strategies. The more people share their experiences with your brand, the better it will reflect on you and help build trust among potential new customers.(Anurag, 2023). Positive user reviews, endorsements from friends, and high engagement with social media content can amplify the persuasive impact of marketing efforts.When consumers perceive strong social proof, they are more likely to trust digital marketing content and feel a greater sense of assurance in their purchasing decisions.

   b.   **Convenience:**Convenience refers to the ease with which consumers can make purchases directly through social media advertisements. This includes features like one-click shopping, integrated payment options, and streamlined checkout processes. In their research (Al-Azzamand Al-Mizeed,, 2021) observed that online shopping is better than the conventional means of shopping because of the convenience of the ease of use.The level of convenience offered by digital marketing channels can significantly affect purchase behavior. High convenience reduces friction in the purchasing process, making it more likely for consumers to complete transactions.Enhanced convenience can expedite purchase decisions and lead to higher conversion rates. Conversely, a cumbersome purchasing process can deter consumers.

   c.   **Feedback and Reviews:**Feedback and reviews encompass consumer-generated content that provides insights into the quality and satisfaction associated with a product or service. This can include written reviews, ratings, and comments.(Al-Azzam and Al-Mizeed, 2021) pointed out that, "most customers know how to access one's firm website, how to evaluate products, and how to purchase online and offer feedback". Feedback and reviews act as a critical information source for consumers. Positive reviews and feedback can strengthen the influence of digital marketing strategies, while negative reviews can create doubt or hesitation.Positive feedback and reviews can boost trust and confidence in digital marketing content. They often serve as a form of social proof, especially when coming from real customers.

These moderating variables influence the relationship between digital marketing strategies and consumer purchasing decisions by either enhancing or attenuating the effects of the strategies. Businesses and marketers must recognize the significance of these variables and take them into account when designing and implementing digital marketing campaigns. By

leveraging social proof, optimizing convenience, and managing feedback and reviews effectively, they can enhance the overall impact of their marketing efforts and guide consumers toward favorable purchasing decisions.

2.1.4 External Factors

Within theframework for understanding the influence of digital marketing on consumer purchasing decisions represent the broader contextual elements that can affect consumer behavior and responses to digital marketing strategies. These factors are external to the immediate digital marketing environment but can significantly influence the interactions between consumers and digital marketing content.

  a. **Demographics:**Demographics refer to the statistical characteristics of a population or specific groups within it. Demographic factors include age, gender, income, education, marital status, and more.Demographics play a vital role in shaping consumer preferences, behaviors, and responses to digital marketing. For instance, different age groups may have varying digital literacy levels and preferences for online shopping. Understanding demographics allows businesses to tailor their digital marketing strategies to specific target audiences.

  b. **Cultural and Social Factor:** Cultural and social factors encompass the larger societal and cultural context within which consumers operate. This includes cultural values, societal norms, and broader economic, political, and environmental influences.Cultural and social factors can significantly affect how consumers interpret and respond to digital marketing content. For example, marketing messages may need to be adapted to align with cultural sensitivities or social trends.

  c. **Economic Conditions:**Economic conditions, such as inflation, unemployment, and consumer confidence, can have a substantial impact on consumers' disposable income, spending patterns, and willingness to make purchases.Economic conditions can influence consumers' purchasing decisions. During economic downturns, for instance, consumers may be more price-sensitive and selective in their choices, requiring adjustments in marketing strategies.

  d. **Technological Advancements:** Rapid technological changes and innovations can shape the way consumers engage with digital marketing content. Advancements in devices, internet connectivity, and emerging technologies (e.g., augmented reality or virtual reality) can influence consumer behavior.The introduction of mobile technology has enabled companies to target mobile users by creating dedicated apps or using creative strategies such as geo-targeting based on location settings that are available only through mobile devices. (Anurag, 2023). Keeping pace with technological advancements is crucial for digital marketers. It can affect the reach and effectiveness of digital marketing strategies. For instance, the rise of mobile devices has necessitated mobile-responsive and app-based advertising.

  e. **Competitive Landscape:** The competitive landscape includes the presence of rival brands and their marketing strategies. The market saturation, competition, and competitive positioning of businesses can influence consumer choices.A highly competitive market may require more compelling and differentiated digital marketing strategies to stand out. Consumer responses can be shaped by comparisons between similar offerings in the marketplace.

Understanding and adapting to these external factors is essential for businesses and marketers when designing and implementing digital marketing campaigns. These factors provide valuable insights into the context in which consumers make purchasing decisions, allowing for more tailored and effective marketing strategies. The success of digital marketing efforts often hinges on the ability to navigate and respond to these external influences in a dynamic and ever-changing digital landscape.

2.1.5 Outcomes

within the conceptual framework for understanding the influence of digital marketing on consumer purchasing decisions represent the end results and consequences of the entire process. These outcomes encompass a range of impacts and measurements that reflect the success and effectiveness of digital marketing efforts in influencing consumer behavior.

    a.   **Consumer Satisfaction:**Consumer satisfaction is the degree of contentment or fulfillment experienced by consumers after making a purchase. It reflects how well the product or service aligns with their expectations and needs. (Kushwaha, 2021) opines that, "customer satisfaction is the most important point whenever anyone talks about social media marketing".High consumer satisfaction is a desirable outcome of successful digital marketing. Satisfied customers are more likely to become repeat buyers, recommend the brand to others, and foster brand loyalty.Consumer satisfaction is a direct reflection of the effectiveness of digital marketing in delivering value and meeting consumer expectations. It can lead to positive word-of-mouth and positive online reviews.

    b.   **Brand Loyalty:**Brand loyalty is the attachment and commitment consumers feel toward a specific brand. It represents a long-term preference for a particular brand's products or services.Building brand loyalty is a crucial objective of digital marketing. Loyal customers are more likely to make repeat purchases and resist competitors' marketing efforts.Successful digital marketing can foster brand loyalty by consistently delivering value, maintaining high-quality products or services, and engaging with customers in meaningful ways.

    c.   **Market Performance:**Market performance includes a range of indicators that reflect the overall success of a business in the marketplace. This can encompass metrics like sales revenue, market share, profitability, and customer acquisition.Market performance is a fundamental measure of business success and the impact of digital marketing. It gauges the effectiveness of digital marketing in driving business growth and competitiveness.Effective digital marketing can lead to improved market performance, as it attracts new customers, retains existing ones, and drives revenue growth.

These outcomes reflect the real-world effects and implications of digital marketing strategies on business performance and consumer behavior. Businesses and marketers closely monitor these outcomes as key performance indicators (KPIs) to gauge the success of their digital marketing efforts. Achieving positive outcomes, such as high consumer satisfaction, brand loyalty, and strong market performance, is often the ultimate goal of comprehensive and effective digital marketing strategies.

This conceptual framework serves as a guide for the systematic investigation of how digital marketing, especially through social media advertisements, influences consumer purchasing decisions. It provides a structured approach to understand the relationships

between key variables, mediating factors, and outcomes, offering a comprehensive view of this dynamic process. The empirical analysis and research findings will help in validating or refuting the hypotheses and contribute to a deeper understanding of the subject.

2.2 Theoretical Framework
There are various established theories and models from the fields of marketing, psychology, and consumer behavior to provide a theoretical foundation for understanding the complex interactions and influences involved in this research. But within the grasp of this research and constrained by the necessity of unambiguity, the research adopted two theories that can help drive home the purpose of this study.

2.2.1 Social Influence Theory
Social influence theory is a sociopsychological concept that explores how individuals are affected by the behaviors, opinions, and attitudes of others. It emphasizes the power of social factors in shaping human behavior. (Kelman, 1958). This theory is relevant to various fields, including psychology, sociology, marketing, and communication. The Social Influence Theory does not have a single proponent. It's a collective concept that has been developed and expanded upon by various social psychologists and researchers over time. Some key contributors and researchers who have explored aspects of social influence include; Solomon Asch, Stanley Milgram, Robert Cialdini and Herbert Kelman.

These researchers and others have contributed to our understanding of social influence and the factors that shape human behavior in social contexts. Social Influence Theory draws from the work of these and other researchers to explain how individuals are influenced by the behaviors, opinions, and attitudes of others in a variety of situations, including those relevant to marketing and consumer behavior.Social influence theory has some key elements which are:

a. **Conformity:** Conformity refers to the tendency of individuals to adjust their behavior, beliefs, or attitudes to align with those of a group or society. (Aronson, et. al., 2010).Social pressure, real or perceived, plays a significant role in conformity. Individuals often conform to avoid rejection, gain social acceptance, or conform to established norms.In the context of digital marketing, social media advertisements and product endorsements by peers or influencers can create a sense of conformity. When consumers see others endorsing or purchasing a product, they may be more inclined to conform to this behavior.

b. **Compliance:** Compliance is the act of changing one's behavior or agreeing with a request or demand from another person or group.Compliance often occurs when individuals feel obligated or coerced into conforming to the requests or expectations of others. (Aronson, et. al., 2010).In digital marketing, compliance can be achieved through persuasive advertising techniques, special offers, and clear calls to action. For example, limited-time offers or promotions can lead consumers to comply with the call to purchase a product.

c. **Identification:**Identification occurs when individuals adopt the beliefs, attitudes, and behaviors of others whom they admire or respect.(Kelman, 1958). People may identify with and emulate role models, celebrities, or individuals who represent ideals they aspire to achieve.Influencer marketing leverages identification. When

consumers identify with an influencer, they may adopt their preferences, including the products or services they endorse.

d. **Internalization:**Internalization is the most profound form of social influence. It involves the complete acceptance of a belief, attitude, or behavior, not because of external pressure but because individuals genuinely see value in it.Internalization represents a long-lasting change in an individual's belief system or values. (Kelman, 1958).In digital marketing, providing informative and credible content can lead to internalization. When consumers internalize the benefits of a product or service based on the information presented, they are more likely to make informed purchasing decisions.

Applications in Digital Marketing:
Social Influence Theory is widely applied in influencer marketing. Brands collaborate with social media influencers who have substantial followings and persuasive abilities to leverage their power of identification and conformity to promote products or services.
Customer reviews and testimonials play a role in conformity and compliance. Positive reviews and high ratings can lead to conformity among potential buyers, who may trust the collective wisdom of other consumers.
Social proof, such as displaying the number of social media shares, likes, or views, is used in digital marketing to influence conformity and compliance. When consumers see that others have engaged with content, they may be more inclined to do so as well.
Understanding and harnessing Social Influence Theory is essential for digital marketers seeking to leverage the power of social dynamics and peer influence in shaping consumer behaviors and decisions.

2.2.2 Technology Acceptance Model (TAM)
Fred Davis' Technology Acceptance Model (TAM), (Davis, 1985) introduced by Davis in 1985, postulates that users' inclination to embrace technology is shaped by how they perceive its utility and simplicity of use, as articulated by Davis in 1989. TAM posits that when individuals view a technology as advantageous and uncomplicated, they become more inclined to adopt and employ it efficiently. (Davis 1989). Furthermore, it is centered on comprehending individuals' stances and actions concerning the adoption and utilization of novel technology. Some key Components of the Technology Acceptance Model (TAM) are:

a. **Perceived Usefulness:**Perceived Usefulness refers to the extent to which users believe that a specific technology or system will enhance their job performance or make their tasks easier.(Davis, 1989). Users are more likely to accept and adopt technology if they perceive it as useful and relevant to their needs.

b. **Perceived Ease of Use:** Perceived Ease of Use represents the degree to which users believe that using the technology or system will be effortless and free from complexity.(Davis, 1989). A user's perception of how easy it is to use a technology significantly influences their willingness to accept and adopt it.

c. **Behavioral Intention to Use:**Behavioral Intention to Use is the user's intention or willingness to use the technology or system. (Davis, 1989). It's influenced by both perceived usefulness and perceived ease of use.Users who perceive a

technology as useful and easy to use are more likely to express an intention to use it.

d. **Actual Use:** Actual Use is the real-world application of the technology by the user. It represents the user's tangible behavior in adopting the technology. (Davis, 1989).

Applications in Digital Marketing

TAM is applied in digital marketing to assess users' acceptance and adoption of digital tools, platforms, or apps used for marketing purposes.

When consumers encounter digital marketing campaigns or platforms, their perception of the usefulness and ease of use can significantly affect their engagement and interaction.

Marketers aim to design user-friendly and valuable digital marketing tools and platforms to increase users' perceived usefulness and ease of use, ultimately driving behavioral intention to use and actual use.

2.3 Empirical Review

Many researchers have ventured into investigating the influence of digital marketing on the consumer's decision making.

(Akayleh, 2021) made a study, the purpose of the study was to investigate the impact of e-marketing in the context of consumers in Riyadh City, Saudi Arabia. The research methodology was of a quantitative type, using simple random sampling. Data had been collected through a questionnaire that was distributed to a sample of 1,425 social media consumers. The study variables included consumer buying decisions as a dependent variable and social media advertising as an independent variable. Income, education level, gender, age, and culture had been employed as moderating variables. The results of the study had indicated that social media advertising significantly influenced consumer buying decisions. Gender, age, and culture of consumers had shown significant moderating effects, while income and education had displayed insignificant effects on the relationship between consumer buying decisions and social media advertising.

(Mahalaxmi and Ranjith, 2016) conducted astudy, the aim of the study was to examine the implications of digital marketing on consumer purchase decisions and to determine whether consumers were aware of digital marketing and the influence of digital channels on their purchase decisions. The study was conducted through a survey with 50 respondents. The results of the survey were analyzed using the chi-square test. The findings indicated that customers were aware of digital marketing and preferred to purchase electronic and shopping goods through digital channels in their buying behavior. It was noted that the study was limited to a specific geographical area, which may restrict the generalizability of the findings to judge the purchase decisions of customers from various regions.

The survey conducted by (Otugo, Uzuegbunam, and Obikeze,2015) regarding youth's awareness of advertisements on Facebook revealed mixed reactions. Many youths encountered Facebook ads and could name the brands they saw. The study suggested that these youths might face "attention challenges" when consistently using Facebook. While 82.9 percent admitted that they easily noticed the ads, 61 percent did not always intentionally view them, despite Facebook's popularity among advertisers. Interestingly, 47.7 percent were not fans of any brand or company on the platform.

Comparatively, the study found that young people found Facebook ads less appealing than those on other media and recalled ads from other platforms better. Some mentioned they might buy a product if they were fans of the brand on Facebook, but a significant percentage said they would not, even though they sometimes looked out for advertisements on the platform.

(Gaurav and Aishwarya, 2020), effectively examined the influence of social media advertising on consumer buying behavior. The study had two primary objectives: firstly, to identify the social media constructs that have a broad impact on consumer buying behavior, and secondly, to explore how social media advertisement constructs affect consumer buying behavior within the context of the Indian e-commerce market. Four commonly used social networking constructs were selected for analysis. It was observed that all four of these constructs played a significant role in determining the effectiveness of social media advertising in the Ecommerce Market.

Upon conducting multiple regression analysis, it was revealed that all the social media advertising constructs, namely, Facebook Advertisement, Instagram Advertisement, Youtube Advertisement, and Pinterest Advertisement, made significant contributions to consumer buying behavior. They also proved to be reliable predictors, explaining a substantial portion of the variation in consumer buying behavior. In terms of the impact of social media advertising on consumer buying behavior within the Indian e-commerce industry, the findings of this study were consistent with and supported previous research, indicating the strong influence of social media advertisements on consumer buying behavior.

The research by (Uzodinma, 2021), delved into how social media impacts consumer buying behavior, focusing on Wakanow, Jumia, Kaymu, and Konga in Lagos, Nigeria. Specific objectives included assessing the influence of social media on customer patronage, understanding its role in consumer buying decisions, identifying factors affecting purchase intentions through social media, and examining the mediating function of social media marketing platforms on buying behavior. Data was collected through Google Forms questionnaires from online buyers who used these platforms.

Quantitative research with a positivist approach and descriptive design was employed. Data was presented through tables and charts, and SPSS was used to test hypotheses. Results indicated that social media notably influenced consumer patronage, decision-making, and purchase intentions. Social media marketing played a mediating role in the behavior of consumers on these platforms.

Recommendations included safeguarding customer information for online retailers, as consumers are deterred by transaction security concerns and privacy issues when shopping online in Nigeria.

3.0 Research Methodology
3.1 Materials and Methods

Carried out at Osun State College of Technology in Esa-Oke, Osun State, Nigeria, this research utilized a survey research design. The study targeted both lecturers and students within the school's vicinity, selected through random sampling to represent the entire school population rather than a specific section. Participants were included randomly to

ensure the study's robustness and to encompass students from various departments. This approach resulted in a sample size of 250 individuals, comprising 238 students and 12 lecturers. Data collection involved a structured questionnaire with nominal values assigned to expected responses. Respondents rated using a 4-point Likert scale, including categories such as "To a Great Extent" (GE), "Somewhat Extent" (SE), "Very Little Extent" (VL), and "Not At All" (NA) for research questions 1, 2, and 3. For research question 4, the scale included "Strongly Agree" (SA), "Agree" (A), "Disagree" (D), and "Strongly Disagree" (SD). The survey's objectives were to assess the level of awareness of the respondents regarding digital marketing through social media platforms, their experience using these platforms for digital marketing, the impact of digital marketing on consumer purchasing decisions, and recommendations for enhancing digital marketing via social media platforms. To gauge internal consistency, Cronbach's Alpha was employed, yielding a reliability coefficient of 0.993. Subsequently, basic descriptive statistics were used to calculate the weighted mean for each item in the collected dataset.

3.2 Data Presentation and Analysis

The results were presented using the Likert table rating scale. The 250 respondents responded to the questions and all returned their questionnaire forms.

Research Question 1

What is your level of awareness of Digital Marketing on Social Media Platforms ?

The data needed to generate answer for this research question are presented in table 1.

TABLE 1. Responses on the level of awareness of Digital Marketing on Social Media Platforms.

S/N	ITEMS	GE	SW	VL	NA	MEAN	REMARK
1	I am aware of the concept of digital marketing on social media	128	55	30	37	3.096	**GE**
2	I understand the various digital marketing techniques used on social media platforms	60	79	82	29	2.68	**SW**
3	I am aware of how social media advertisements function in the context of digital marketing	187	51	4	8	3.668	**GE**
4	I can differentiate between organic content and sponsored content on social media	90	71	23	66	2.74	**SW**
5	I follow and engage with digital marketing content on social media channels regularly	159	48	30	13	3.412	**GE**

Table 1 above showed that to a "Great Extent" the respondents are aware of the concept of digital marketing on social media, how social media advertisements function in the context of digital marketing and engage with digital marketing content on social media. To "Somewhat Extent" the respondents understand the various digital marketing techniques used on social media and can differentiate between organic content and sponsored content on social media.

Research Question 2: What is your level of experience with Digital Marketing on Social Media Platforms.

The data needed to generate answer for this research question are presented in table 2.

TABLE 2: Responses on the level of experience of the respondents with digital marketing on Social media platforms.

S/N	ITEMS	GE	SW	VL	NA	MEAN	REMARK

1	I have personal experience using social media for digital marketing	227	17	3	3	3.872	**GE**
2	I have promoted products or services through my own social media accounts	215	27	3	5	3.808	**GE**
3	I have interacted with digital marketing campaigns as a consumer (e.g., making purchases) on social media	78	77	65	30	2.812	**SW**
4	I have analyzed the performance of digital marketing campaigns on social media (e.g., tracking engagement or conversions)	20	14	78	138	1.664	**VL**
5	I have collaborated with influencers or businesses for digital marketing on social media	92	15	80	63	2.544	**SW**

The respondents indicated that to a "Great Extent" they have personal experiences using social media for digital marketing and have promoted products or services through their own social media accounts. To "Somewhat Extent" they have interacted with digital marketing campaign as a consumer and have collaborated with influencers or businesses for digital marketing on social media. But to a "Very Little Extent" they have analyzed the performance of digital marketing campaigns on social media.

Research Question 3: To what extent does Digital Marketing on the social media platforms influence your purchasing decisions.
The data needed to generate answer for this research question are presented in table 3.
TABLE 3: Responses on the influence of digital marketing on the social media platforms on the respondents' purchasing decisions.

S/N	ITEMS	GE	SW	VL	NA	MEAN	REMARK
1	Digital marketing on social media has influenced my purchasing decisions	150	96	5	1	3.596	**GE**
2	I am more likely to consider products or services advertised on social media in my purchasing decisions	98	61	32	59	2.792	**SW**
3	Reviews and testimonials on social media influence my purchasing decisions	167	20	40	23	3.324	**GE**
4	Social media endorsements by influencers impact my purchasing decisions	189	28	23	10	3.584	**GE**
5	The convenience of purchasing through social media advertisements affects my decision to buy	38	151	42	19	2.832	**SW**

The respondents agreed that to a "Great Extent", digital marketing on social media has influenced their purchasing decisions, through reviews and testimonials and social media endorsements by influencers all play a role in influencing their decisions. To "Somewhat Extent" respondents are more likely to consider products or services advertised on social media which equally extends to his conveniently they can purchase products through social media advertisements.

Research Question 4: What Recommendations can you give to improve digital marketing on Social Media Platforms.
The data needed to generate answer for this research question are presented in table 4.

TABLE 3: Responses on the recommendations of improving digital marketing on the social media platforms.

S/N	ITEMS	SA	A	D	SD	MEAN	REMARK
1	Conduct thorough audience research to understand your target demographic. This includes their preferences, behavior, and needs. Tailor your content to resonate with your specific audience.	164	48	30	8	3.472	SA
2	Maintain a cohesive brand image across all social media platforms. Consistency in colors, logos, and messaging helps build brand recognition and trust.	150	78	13	9	3.476	SA
3	Actively respond to comments and messages. Engage in meaningful conversations with your followers. This fosters a sense of community and enhances customer loyalty.	159	90	1	0	3.632	SA
4	Visual content, such as images, videos, and infographics, tends to perform exceptionally well on social media. Invest in high-quality visuals to capture attention.	89	102	39	20	3.04	SA
5	Encourage your customers to share their experiences and content related to your products or services. Reposting user-generated content builds trust and authenticity.	234	8	6	2	3.896	SA
6	Collaborate with relevant influencers in your niche. Influencers can help you reach a wider audience and provide credible endorsements of your products or services.	100	71	51	28	2.972	SA
7	Use analytics tools provided by social media platforms to track the performance of your campaigns. Adjust your strategy based on data to optimize results.	200	31	7	12	3.676	SA
8	Consider using paid advertising options provided by social media platforms. These targeted ads can reach specific demographics and boost visibility.	62	177	7	4	3.188	SA
9	Create a content calendar to plan and schedule your posts. This ensures a consistent posting schedule and helps you align content with marketing goals.	242	5	2	1	3.952	SA
10	Share compelling stories about your brand, products, or customers. Storytelling is a powerful way to connect with your audience on an emotional level.	223	17	8	2	3.844	SA
11	Continuously experiment with different types of content, posting times, and ad formats. A/B testing can help you identify what works best for your audience.	166	70	3	11	3.564	SA
12	With a significant portion of users accessing social media on mobile devices, ensure that your content is mobile-friendly and loads quickly.	228	17	3	2	3.884	SA

Respondents "Strongly Agreed" to all the recommendations proferred in the questionnaire that would improve digital marketing through social media platforms.

3.3 Discussion of Findings

The study made few observations from the findings.These observations highlight the significance of digital marketing on social media in influencing consumer behavior and the willingness of respondents to engage with and support its enhancement.

3.3.1 High Awareness of Digital Marketing on Social Media: The research indicates that respondents demonstrated a high level of awareness regarding digital marketing on social media. They were well-informed about how social media advertisements function in the context of digital marketing.

3.3.2 Varied Levels of Experience: The respondents had varying levels of experience with using social media for digital marketing. While many had promoted products or services through their own accounts, their experiences with analyzing the performance of digital marketing campaigns on social media were limited.

3.3.3 Strong Influence on Purchasing Decisions: The study revealed that digital marketing on social media had a substantial impact on the purchasing decisions of respondents. Factors such as reviews, testimonials, and endorsements by influencers played a significant role in shaping their buying choices.

3.3.4 Consideration of Advertised Products: Respondents were more likely to consider products or services advertised on social media. This suggests that social media advertisements are effective in capturing their attention and generating interest.

3.3.5 Differentiated Understanding of Digital Marketing Techniques: Respondents demonstrated a differentiated understanding of digital marketing techniques used on social media. While they were aware of these techniques, their ability to differentiate between organic and sponsored content varied.

3.3.6 Limited Analysis of Campaign Performance: The research showed that respondents had limited experience in analyzing the performance of digital marketing campaigns on social media. This suggests that there is potential for growth in this area of expertise among the surveyed population.

3.3.7 Convenience and Influence in Purchasing: Respondents were more likely to consider products or services advertised on social media, which indicates that the convenience of purchasing through these advertisements was a compelling factor. This convenience likely influenced their purchasing decisions.

3.3.8 High Agreement with Recommendations: The fact that respondents "Strongly Agreed" with all the recommendations for improving digital marketing through social media platforms suggests a strong alignment with suggested strategies for enhancement.

3.3.9 Positive Outlook for Digital Marketing: Overall, the findings reflect a positive outlook regarding the impact and potential for digital marketing on social media. Respondents' awareness, engagement, and receptiveness to recommendations signal a favorable environment for further development and optimization in this field.

4.0 Summary, Conclusion and Recommendations
4.1 Summary

The research discussed the research topic of the "Influence of digital marketing on consumer purchasing decision," particularly focusing on social media advertisements. The research explored conceptual framework, which involves the digital marketing strategies, consumer engagement, and purchasing decisions. The research also delved into moderating variables, external factors, and outcomes. Theoretical frameworks like the Social Influence Theory, and Technology Acceptance Model were discussed.

The research findings reveal that respondents display a strong awareness of digital marketing on social media, with a particular emphasis on how social media advertisements function and their engagement with digital marketing content. They also possess an understanding of various digital marketing techniques, albeit to a somewhat lesser extent when it comes to differentiating between organic and sponsored content. Moreover, respondents have significant personal experiences with using social media for digital marketing, including promoting products and services. However, their involvement in analyzing campaign performance is limited. Notably, digital marketing on social media exerts a substantial influence on their purchasing decisions, driven by reviews, testimonials, and influencer endorsements. Respondents are more inclined to consider advertised products and services, especially in terms of convenience, thereby underlining the impact of social media advertising. Additionally, respondents show strong agreement with recommendations for enhancing digital marketing through social media platforms. These findings collectively offer valuable insights into consumer behavior and perceptions in the realm of digital marketing on social media.

4.2 Conclusion

Throughout the discussions, the study summarized research findings that indicated a strong awareness of digital marketing, variable levels of experience, significant influence on purchasing decisions, and a willingness to embrace recommendations for improvement. These findings collectively underscore the evolving and impactful role of digital marketing in shaping consumer choices, with social media advertisements at the forefront of this transformative journey.

In essence, this comprehensive exploration has shed light on the multifaceted interplay between digital marketing and consumer behavior, offering insights that can inform and enhance strategies in this ever-evolving and influential domain. This knowledge equips marketers and researchers to navigate the digital landscape effectively, connecting with consumers and driving informed, persuasive purchasing decisions in the digital era.

4.3 Recommendations

The field of digital marketing and its influence on consumer behavior offers numerous opportunities for further research. Exploring the long-term impact of digital marketing, conducting cross-cultural analyses, and assessing the role of emerging technologies like Augmented Reality (AR), Virtual Reality (VR) and Artificial Intelligence(AI) can expand our understanding of how consumers interact with digital marketing in diverse contexts. Ethical considerations, comparative analyses of social media platforms, and the effects of post-pandemic consumer behavior provide fertile ground for future investigations. Additionally, innovations in digital marketing, multi-touchpoint customer journeys, and ROI assessments can shed light on effective strategies. The field of neuromarketing, sustainability and green marketing, and dynamic consumer segmentation present exciting

avenues for in-depth research. These diverse research directions hold the potential to enhance both academic knowledge and practical insights into the evolving landscape of digital marketing and consumer decision-making.

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