

Impact of Digital Marketing Strategies on the Buying Behaviour, Awareness and Satisfaction Level of Consumers

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ABSTRACT

Digital marketing strategies are at the forefront of contemporary commerce as a result of how firms interact with consumers in the digital age. As the industry changes constantly, it is getting more and more crucial for businesses trying to enhance their marketing strategies to comprehend how local consumers affect digital marketing. This review paper examines the impact of digital marketing strategies on consumer buying behaviour, awareness, and satisfaction. It shows how important social media, content marketing, SEO, email marketing, and paid advertising are in influencing people's choices, building brand awareness, and encouraging loyalty. The results show that personalised and interesting digital strategies greatly boost customer satisfaction and long-term relationships. This shows that digital marketing should be more holistic and focus on the customer.

Keywords: Digital Marketing, Consumers Buying Behaviour, Consumers Awareness, Consumers Satisfaction, Brand Awareness

1. Introduction

In recent years, corporations have placed increasing emphasis on using digital marketing strategies to reach consumers. This strategy encompasses "online advertising, social media marketing, email marketing, and search engine optimisation". These strategies aim to attract, engage, and convert customers in an easy and affordable way [1]. Any marketing strategy is predicated on consumer behaviour. Consumer behaviour encompasses everything from what individuals do to what they value to how they choose products. Given the wide range of alternatives and ease of access to information available online, understanding consumer behaviour is vital in digital marketing [2], [3].

Another crucial problem is consumer awareness. This relates to how well the customer knows and understands the products and services that are being promoted. Businesses have many opportunities to educate and inform their audience via digital platforms, but the effectiveness of these initiatives depends on how well they are carried out [4]. Finally, ensuring client satisfaction is a crucial component of any marketing plan. This indicator shows how well a product or service meets the expectations of the client. In digital marketing, client satisfaction is frequently determined by elements like the simplicity of online purchasing, the quality of customer service, and the value delivered relative to the promises stated [5].

A. Concept of Digital Marketing

Digital marketing is a critical component for businesses to connect with their potential consumers in the current business landscape. Digital marketing encompasses any online marketing initiatives that assist companies in promoting their goods and services, including "pay-per-click (PPC), email marketing, social media marketing, and search engine optimisation (SEO)" [6][7]. In the realm of advertising, digital marketing encompasses the utilisation of technology, channels, and platforms to promote a product, service, or brand. Connecting with the target audience and motivating them to take action is the main goal of digital marketing [8]. The various digital marketing channels are depicted in Fig. 1 [9].

- **Social Media Marketing:** Social media has been linked to an increase in brand exposure and consumer loyalty in numerous studies. Because they enable businesses to connect with a big audience in both directions, social media platforms like Facebook, Instagram, and Twitter are essential for boosting brand recognition. Research indicates that frequent consumer interactions on social media, influencer connections, and user-generated content all boost client loyalty [10].

- **Content Marketing:** Another crucial element of digital marketing is the creation of content that is consistent, pertinent, and helpful. Brands that promote content marketing—namely, videos, blogs, and articles—have been demonstrated to have improved brand memory and higher engagement rates in research. Furthermore, content that is specifically targeted builds customer trust, which is essential for creating long-lasting loyalty [11].
- **Email and Mobile Marketing:** A lot of study has also been done on how well mobile and customised email marketing techniques work to keep clients. Research indicates that marketers may communicate directly with customers through SMS notifications, mobile applications, and customised email campaigns, which keeps people informed and involved and significantly boosts loyalty [12].
- **Search Engine Optimization (SEO):** SEO is crucial for raising brand exposure online, according to research. Potential clients can more easily locate optimised websites due to their higher ranking on "search engine results pages (SERPs)". Backlinks, keyword relevance, and high-quality content are the primary elements of SEO tactics that increase brand awareness [2].



Figure 1: Digital Marketing Channels [9]

B. Significance of Digital Marketing for Business

For businesses to be successful in the modern digital age, they must have an online presence. Businesses may profit greatly from digital marketing in a number of ways, including:

- 1) **Increased Visibility:** Compared to traditional marketing techniques, digital marketing enables firms to reach a wider audience. Businesses may boost their exposure and draw in more prospective clients by using digital marketing channels like SEO and PPC advertising to help them rank well in search engine results pages.
- 2) **Cost-Effective:** In general, digital marketing is less expensive than conventional marketing strategies. Email marketing and social media platforms are more affordable than print or television advertising.
- 3) **Measurable Results:** Businesses can monitor and assess the effectiveness of their initiatives thanks to digital marketing. Because of this, companies can make real-time campaign adjustments and maximise the return on investment from their marketing initiatives.
- 4) **Improved Targeting:** Businesses may target certain audiences based on their demographics, hobbies, and behaviours thanks to digital marketing. This makes it easier for companies to connect with their potential clients.
- 5) **Increased Engagement:** Businesses can establish long-term relationships with their consumers by utilising "digital marketing channels, including content marketing and social media".

C. Impact of Digital Marketing on Consumer Behaviour

In the present day, digital marketing has become an essential component of the marketing strategies of an organisation. It is a powerful tool that helps businesses effectively communicate their brand message to a wider audience [13]. As a result, consumer behaviour has been drastically altered by digital marketing. Patterns of purchase are the first and most

visible way that internet marketing has altered consumer behaviour. In the past, customers would frequently visit actual establishments to make purchases [14]. However, the advent of digital marketing has made it possible for people to make purchases online. This has greatly expanded online buying and enhanced the convenience of shopping [15].

- **World of Knowledge:** Giving customers more information about goods and services is another way that digital marketing has changed how they behave. Businesses may distribute educational information through digital marketing to assist customers in making well-informed purchasing decisions. This information may be produced using a variety of digital media, including blog posts, videos, and infographics. By providing customers with this information, businesses may build trust and confidence.
- **Right Targeting:** Because of digital marketing, businesses can now more easily target certain client segments. Businesses may target customers on social media based on their demographics, hobbies, and other characteristics. Businesses are able to generate marketing messages that are more personalised and more likely to resonate with consumers as a result. As a result, businesses may make them more likely to become customers.
- **Call to Action:** Digital marketing has also changed customer behaviour by creating a feeling of urgency. Businesses may use email marketing as a tool to deliver consumers customised messages that motivate them to take action. For example, companies may use emails to advertise limited-time deals or promotions.
- **Connecting Opinions:** Finally, customers now find it easier to share their experiences with others thanks to digital marketing. On social media, customers may express their thoughts on goods and services to friends and followers. This might have a big influence on other people's purchasing decisions. Customers are considerably more inclined to inform their social circles regarding their pleasurable experiences with products or services. This might lead to increased brand awareness and help businesses attract new customers.

In conclusion, consumer behaviour has been significantly impacted by digital marketing. Customers now purchase differently, have access to more information, firms can now target particular consumer groups, consumers are more urgent, and it's simpler for them to share their experiences with others. As a consequence, businesses who are effective with digital marketing stand a better chance of surviving the fierce competition of today [16].

Table 1: Digital marketing strategies and their impact on consumer behaviour

Digital marketing strategies	Description	Consumer behaviour impact
Social media marketing	Use of platforms like Facebook, Instagram, twitter to engage consumers.	Increased brand visibility, trust and emotional connection.
Email personalisation	Sending tailored emails based on user data and interactions	Enhances open rates, and consumer retention
Influencer marketing	Collaboration with digital influencers to promote products	Boost purchase intention through social proof and perceived credibility
Search engine optimization	Optimising content to rank higher in search engines	Increased brand discovery, trust and likelihood of conversion

D. Effect of Digital Marketing on Consumer Awareness

By exhibiting consumer awareness, you may make sure that the consumer or purchaser is informed on the facts and information regarding services, products, administrations, and buyer rights [17]. Consumer knowledge is crucial for purchasers to make the most informed decisions. Customers' rights include data or information, choice, and health. Customers must be informed about the connection between product quality and cost. Thanks to technical breakthroughs, the release of new, high-tech equipment, and aggressive marketing strategies, consumers have many alternatives in this era of globalisation. But these rapid advancements also bring with them a number of challenges [18].

Brand recognition and customer purchasing choices have been significantly impacted by the convergence of “digital marketing strategies, such as online advertising, email marketing, content marketing, and social media marketing”. In this body of work, it is consistently demonstrated that the effective utilisation of these digital channels can substantially increase a brand's visibility and consumer engagement [10]. Because of its extensive reach and interactive features, social media marketing promotes community development and brand loyalty, which raises brand recognition. Similar to this, content marketing influences potential consumers' decisions to buy by attracting them and nurturing their trip through the purchasing funnel with pertinent and useful information [11]. Email marketing is still a very effective way to communicate directly with customers. It provides tailored information that may increase brand memory and influence

consumers to make purchases. Purchase intent is further increased by online advertising, especially programmatic and targeted ads, which guarantee that companies reach the correct audience at the right moment [16].

E. Effect of Digital Marketing on Consumers Satisfaction

Customer satisfaction is the extent to which the products, services, and expertise of a company satisfy the needs of its clients. Businesses may learn a lot about how to enhance their goods and services by examining consumer satisfaction data, including ratings and surveys [19]. When consumers buy products online, it has been shown that efficient and effective digital marketing management makes them happy, especially when the product is of great quality. Furthermore, it was determined that prompt delivery encourages customer loyalty, wireless mobile communication facilitates product accessibility, and mobile applications provide marketers a chance to connect with consumers [20]. Additionally, it was determined that purchasing a product using a mobile device is the most expedient and easy option, and that mobile web advertising has raised the value of digital marketing [21]. Additionally, it was shown that "search engine marketing, social media marketing, email marketing, and mobile marketing" significantly increase consumer satisfaction [22].

2. Literature Review

(Kabir et al., 2025) [13] This thorough analysis looks at the various ways that digital marketing affects consumer behaviour, emphasising how search engine optimisation, influencer marketing, social media, and personalised content all influence customer choices. Drawing on empirical research and academic literature, this investigation investigates the impact of "digital strategies on consumer awareness, decision-making, loyalty, and post-purchase behaviours". In order to shape brand perceptions and increase conversions, "elements like social proof, peer reviews, gamification, and algorithm-driven targeting are essential". For marketers, scholars, and legislators hoping to appropriately traverse the terrain of digital marketing, this review provides essential insights. It emphasises the need for consumer-focused, morally good strategies that adapt to shifting customer demands. In the end, the study promotes a sensible strategy that makes use of digital capabilities while upholding openness, confidence, and respect for customer autonomy.

(S & Saif, 2025)[23] aims to investigate how digital marketing strategies affect customer satisfaction, specifically in relation to Chennai City. Effective digital marketing strategies result in better consumer experiences, more trust, and higher levels of happiness, according to the research. Consumer opinions are also impacted by issues like digital weariness and privacy worries, though. The study comes to the conclusion that in order to increase client satisfaction and retention, Chennai firms must implement creative and customer-focused digital marketing strategies. The study's conclusions will assist marketers in refining their strategies to provide clients with better service in the digital age. Businesses worldwide are increasingly using digital marketing as a means of connecting with consumers in the quickly changing digital landscape of today. Because of the city's tech-savvy populace and the extensive internet usage, digital marketing has become a vital tool for companies looking to improve consumer happiness.

(Naeem Sabeeh et al., 2024) [22] investigate how digital marketing affects customer satisfaction at Al-Zahra University and Al-Warith Al-Anbiya University in the holy city of Karbala. According to the study's findings, customer satisfaction and the usage of digital marketing are positively and significantly correlated in the colleges under investigation. Among the numerous suggestions made in the report are the extension of the use of digital marketing as a successful approach to attaining customer satisfaction and the provision of continual training and development opportunities for employees to enhance their understanding of digital marketing and keep up with technological developments in the field. In order to find out what digital marketing strategies and best practices these universities may use to improve consumer satisfaction, the report also recommends conducting more thorough research in the future.

(Raj et al., 2024) [24] investigates the effectiveness of digital marketing techniques such as "search engine optimisation (SEO), email marketing, social media marketing, content marketing, and pay-per-click (PPC) advertising in raising brand awareness and customer engagement". This study examines current data and case studies to demonstrate how digital marketing helps companies to reach a larger audience, tailor interactions, and engage with customers in real time. This study's findings illustrate the potential of digital marketing strategies to enhance customer loyalty, brand recognition, and consumer connections. The paper highlights the importance of data analytics in maximising marketing efforts and offers crucial metrics and techniques for gauging the effectiveness of digital marketing operations. All things considered, this study highlights how crucial digital marketing is to modern brand management and how it may foster sustained business development.

(Francis et al., 2023) [25] This review looks into how digital marketing affects consumer purchase decisions. The conclusions of the evaluation provide a variety of insights for individuals who are interested in the impact of digital marketing on consumer purchasing decisions. According to the results, companies and pertinent stakeholders can

consider and apply these findings to their ongoing operations. In the field of digital marketing, it seems that email, social media, mobile, and content marketing all significantly influence customer purchasing decisions. Advertisers want to be aware of the several facets of online shopping that enhance consumer ease, including delivery services, transaction methods, and more.

(Jeyakumar & Saravanan, 2023) [26] Determine the elements that make digital marketing successful, how it affects customer behaviour, and how marketers may use digital channels to interact with consumers. It is evident from the data that consumers utilise digital channels to research products, read reviews, and make purchases, suggesting that digital marketing significantly influences their purchasing decisions. The study's conclusion suggests that companies spend money on digital marketing in order to connect with their target market and boost sales.

(Kaur & Tailor, 2023) [14] Due to the unprecedented rise in online usage in this fiercely competitive and innovative sector, the industry has been compelled to transition from traditional print marketing to new digital marketing strategies. Because of the recent growth and development of online usage or the dedication of buyers and sellers, consumers' approaches are evolving, and businesses should conduct a thorough analysis of this. In this competitive market, the aim of this research project is to investigate the impact of digital marketing on customers' purchase decisions. Digital marketing is the practice of displaying references to advertising using sophisticated channels like as emails, mobile applications, and online entertainment. It gives customers the opportunity to look at the products that businesses have introduced and make appropriate comparisons. Only through digital marketing is it feasible for customers to acquire items not only domestically but also internationally.

(Alwan & Alshurideh, 2022) [16] Examine the effects of digital marketing on value creation and customer satisfaction. The literature was reviewed for relevant previous research in order to fill the knowledge gap that hasn't been filled by a proposed integrated model yet. The findings demonstrated that digital marketing significantly and favourably affects value generation and customer satisfaction. Marketing policy makers are encouraged to update marketing plans and tools and integrate social media channels to boost competitive advantage through dynamic marketing activities, as the findings indicate value creation is positively correlated with increased customer satisfaction. The study's valuable contributions are also predicated on the target involved sample, which comprises a variety of Jordanian consumers with various attributes that accurately reflect the general community and offer other perspectives on the research question.

(R & R, 2021) [27] explains the benefits and drawbacks of digital advertising technology, strategies, and media. For high-quality product promotion, knowing how search engines operate and how to advertise on them are essential. A website must be optimised in order for a potential customer to locate it and see the advertised product at the top of the search results page. Paid advertising on search engines is an alternative to SEO. Its main benefit is that you only have to pay when a person clicks on the ad, indicating that they are interested in it. Although the effectiveness of display advertisements is a little less than that of search engine marketing since consumers are shown more ads than only the ones they are interested in, display advertising is still a fantastic method of raising brand exposure. One of the most well-known media advertising platforms is social media. They facilitate regular consumer connection and aid in increasing brand recognition. The greatest benefit of social network advertising is the wealth of consumer data available, which facilitates the process of identifying potential clients.

3. Research Objective

- To study the concept of digital marketing and different type of digital marketing channels.
- To study the significance of digital marketing for business.
- To study the impact of digital marketing on consumer behaviour, consumer awareness, and consumers satisfaction.
- To study the various literature perspective on impact of digital marketing on consumer behaviour, consumer awareness, and consumer satisfaction.

4. Research Gap

Despite the fact that numerous studies have investigated the relationship between digital marketing and consumer behaviour, there is still a significant void in our comprehension of the ways in which various "digital marketing strategies interact to influence consumer buying behaviour, awareness, and satisfaction levels". Instead of examining how various strategies together affect consumers, most current research concentrates on specific aspects, "such as social media marketing or online advertising". Moreover, there is insufficient evidence regarding the long-term impact of digital marketing on consumer trust, decision-making, and post-purchase satisfaction. There is a lack of comparative or

integrated analyses across diverse digital channels, indicating the need for further research into how coordinated digital marketing initiatives influence overall consumer experiences.

5. Research Methodology

This review paper utilises a qualitative research methodology grounded in secondary data analysis to “investigate the influence of digital marketing strategies on consumer purchasing behaviour, awareness, and satisfaction levels”. A structured literature review methodology was employed, concentrating on pertinent peer-reviewed journals, scholarly articles, conference proceedings, and research reports published from 2017 to 2025. The chosen literature underwent critical analysis to discern essential themes, patterns, and correlations between digital marketing practices and consumer responses. The study underscores conceptual comprehension by integrating existing findings instead of gathering primary data, thereby providing a thorough overview of contemporary research trends and identifying domains necessitating additional empirical inquiry and theoretical advancement.

6. Conclusion

Ultimately, digital marketing has revolutionised the manner in which companies engage with consumers, significantly influencing their levels of awareness, satisfaction, and purchasing decisions. According to the report, methods including PPC advertising, email marketing, SEO, social media marketing, and content marketing are crucial for promoting consumer engagement and increasing brand recognition. Social media marketing is the most successful of them as it promotes trust, customisation, and direct contact. Personalised digital marketing efforts, including targeted ads and tailored suggestions, make customers even happier and more loyal. The results show that businesses need to use a wide range of digital marketing techniques to develop long-term connections with customers and stay ahead of the competition. As digital platforms change, ethical behaviour, openness, and new ideas are still important for keeping customers' confidence and interest in a market that is becoming more dynamic and tech-driven.

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