



Influence Of Digital Marketing on The Buying Behaviour of Consumers

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ABSTRACT

The market has been compelled to transition from old-style forms to innovative digital marketing due to the unprecedented surge in online usage in this fiercely competitive environment. Digital marketing is the practice of advertising using sophisticated channels such as emails, mobile applications, content creation, and search engine optimization. It provides them with a wide array to choose from globally available goods and services. Customers may now access products both domestically and internationally, and digital marketing is the sole thing that has made this feasible. People have become more technology-driven and use their smart devices like phones, tablets, iPads, and laptops for exploring, comparing, and buying desired stuff digitally. It saves time, cost, and effort. Due to the current growth and development of online usage and the dedication of buyers and suppliers, customers' approaches are evolving; businesses ought to do a thorough analysis of this, and those who fail to recognize these evolving digital marketing strategies lose out on customers. Thus, the purpose of this research study is to scrutinize how digital marketing affects consumers' buying preferences. Data was gathered from 170 people employed in the marketing sector in Delhi through a closed-ended questionnaire. This paper helps marketers understand different marketing strategies like content creation, search engine optimization, email marketing, viral marketing, mobile marketing, and so on. It also provides marketing managers with insights into the mistakes that they often make while designing marketing strategies and learn from them to achieve their targets and boost their sales.

Key Terms: Digital Marketing, Marketing Strategies, social media, and Customer Purchasing Decisions

1. Introduction

Digital marketing has now acted as one of the main sources of revenue for firms that sell their products and services online. Digital marketing is used for anything from prompting consumers' buying decisions to determining their responsiveness. It is regarded as a means by which businesses can connect with their intended target audience. Social media has been extensively adopted as a powerful means for advancing industries' marketing ideas and plans, particularly those about communication, client relationship management, and customer involvement. Though the Internet is recurrently viewed as a disruptive tech, online shopping is becoming more and more popular worldwide. The substantial influence on commerce is causing many enterprises to change their channels. Therefore, digital marketing is significant for influencing the opinions and actions of customers on a good or service (Sudirjo et al., 2023). Customer loyalty and successful business operations are the primary factors that support a firm's enduring growth. It takes more than just product quality to attract astute buyers in this fiercely competitive real-world market. These days, market approaches determine how things are progressing. As a result, the majority of businesses nowadays rely on digital marketing (Rembulan et al., 2023).

Digital marketing has substituted outdated forms of advertisement. Moreover, it is so effective that it can revitalize the firm and open up doors to incredible opportunities to work more efficiently (Chen et al., 2022).

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More significantly, rapid technological advancements and ever-changing market dynamics have led to the growth of digital marketing. Digital marketing provides attributes like navigability, accessibility, and speed, which are considered crucial for promoting their goods online. Using word-of-mouth (WOM) on social media to promote the website is another tried-and-true method for success with digital marketing (Bala and Verma, 2018). Furthermore, WOM is accompanied by attracting new prospective customers and enhancing website traffic, which automatically raises marketing visibility.

The primary advantages of digital marketing are as follows:

- **Global Exposure and Reach:** The term "digital marketing" is used globally, and the potential reach is infinite. Access to a worldwide audience opens doors for growth, even for tiny businesses. Traditional marketing can be more expensive and labor-intensive, which is limited by location (Dolega et al., 2021). These businesses can now explore development options more quickly because of online accessibility. Even for a specialized product in the industry, the reach and exposure combination have created opportunities (Christina et al., 2019).
- **Optimal Targeting:** Digital marketing empowers data mining to recognize the audiences that have yielded the best outcomes for the corporations and optimize promotional activities using insights (Dwivedi et al., 2023; Helm et al., 2013). Just because of digital marketing, the business can always keep track of which customers have received the best possible service and growth opportunities. A firm that employs the right digital marketing tactics can create more enticing moves to enhance marketing outcomes. Digital marketing is a comprehensive strategy that refers to the effective targeting of goods or services by employing digital technology, largely on the Internet (Ferine et al., 2023; Drennan and Sullivan Mort, 2003).
- **Cost-Effective:** Businesses of all sizes find that digital marketing techniques are an affordable way to expand their operations (Dwivedi et al., 2021). While not all Internet marketing platforms are appropriate for all types of businesses, digital marketing may be a profitable solution for every kind of organization. Regarding labor and management or content production, the cost of digital marketing tools falls within the company's targeted budget for promotions (Nagar et al., 2021).
- **Digital Marketing Tactics:** Digital marketing's capacity to swiftly create novel approaches to address certain business needs is what gives it its foresight. A properly proposed digital marketing plan can likewise be adjusted in response to shifting business needs. Because of their limited approach to traditional marketing, new businesses require more careful planning; a properly employed digital marketing approach is crucial to satisfy customers (Haenlein et al., 2020). One noteworthy digital marketing tactic is growth marketing, which allows businesses to develop unique strategies for each stage of their operations.
- **Prospects for Branding:** This is the foremost benefit of digital marketing. It has the aptitude to offer a brand online through different available media. One effective digital marketing tactic is to employ a combination of digital marketing tools such as SEO, content marketing, e-mail marketing, and so on, with the right tools and methods that best fit the company's brand (Hariningsih, 2013). Digital marketing helps to focus on new, qualified customers and meet firms' objectives. It raises brand recognition and boosts SEO to the top of the list. Employing the right sort of digital marketing can successfully influence the target base and capitalize on the company's goals (Stead et al., 2013).

2. Literature Review

An international grid of connected computers is acknowledged as the Internet. Lots of corporate, governmental, academic, and private networks make up this network of networks. The Internet is the main source of data that humanity has ever witnessed, and it functions by combining a variety of technologies (Ivanov, 2012). Additionally, more information channels than individuals had established earlier in the 20th century were made possible via the Internet. There are numerous explanations for the term marketing. "Marketing is the social development by which people and groups obtain what they want and desire through creating and exchanging products and value with others" (Wahyoedi et al., 2023). We can use marketing concepts in the online space. This can be accomplished mostly through web page development, online advertising, online marketing research, e-commerce, etc. Nevertheless, as compared to old-style marketing, online marketing requires a somewhat different strategy in some areas (Boric et al., 2016). The action of promoting goods or services via the Internet is known as e-marketing, i-marketing, web marketing, online marketing, or Internet marketing.

Businesses can grow and gain insight into the industry using low-cost initiatives. Its provision of a learning environment, progress tracking, and ongoing testing for novel approaches to enhance outcomes is a crucial component. This gives businesses the utmost satisfaction with their accomplishments (Kotler and Keller, 2007). It facilitates digital servitization, the process of converting a firm's commercial model to a service-based model through the use of digital tools (Mangold and Faulds, 2009). It assists in producing value that meets the demands and requirements of the clients. Unlike the previous traditional market, digital marketing offers a hassle-free technique that adds value for customers (Spotts et al., 2022). Additionally, it facilitates the coordination and integration of organizational tasks. As consumers have been exposed to digital marketing in

recent years, the system has become more centralized, allowing businesses to acquire new clients daily. Interactions have risen after such a shift, which is essential to the organization's success (Tiago and Verissimo, 2014). Consumer trust has increased as a result of digital marketing. Customers gather information about products before making any purchases. Digital marketing builds a foundation that is deemed essential for the company, resulting in customer happiness. Digital marketing aids in the discovery of tactics that lead to more lucrative opportunities (Trusov et al., 2009; Mangold and Faulds, 2009). It facilitates the provision of numerous customer-based benefits.

As a digital marketing tool, blogs have effectively increased firms' revenue, principally for items that allow buyers to post comments about their own experiences. Online evaluations are a very effective component of organizations' general strategic marketing plans. Traditional communication methods are less influential than those available online (Wahyoedi et al., 2023). Earlier research has substantially revealed that when users post on social media, their happiness and sense of self-worth rise, which inspires companies and marketing experts to further work on it. Virtual experiences influence consumers' thought processes and improve their online buying decisions. Social media, using the example of Instagram, has created new marketing possibilities for firms and allowed them to interact with the masses regarding their brands (Vial, 2021). Digital marketing comes in handy when managers are mindful of how to use marketing tactics to engage customers and improve their experience. Effective use of performance measurement indicators and a due indulgence in learning different sources of digital marketing tactics are essential for marketing professionals (Vinerean et al., 2013; Tiago and Verissimo, 2014). When it comes to young audiences' access to and usage of social media, market dynamics are shifting globally. The organization's marketing communication plan should incorporate strategic integration methodologies (Kotler and Keller, 2012). Social media marketing is, therefore, a sure-shot technique that must be there in every digital marketer's bag to prosper.

There are different sets of benefits associated with digital marketing, which are as follows:

2.1. Increased Awareness

By affecting consumers' awareness, attitudes, and preferences regarding a product or service, digital marketing significantly affects their purchasing behavior. The marketing landscape has changed significantly as a result of its development. Digital marketing makes use of different digital platforms, which include search engines, social media, and email marketing to raise consumer awareness of a product or service (Lewis, 2004).

2.2. Customization

Digital marketing enables advertisers to tailor their communications to a particular audience according to their characteristics, passions, and actions. Through pertinent communication, personalization aids in improved client engagement, which automatically raises sales and boosts loyalty (Hanna et al., 2011). Since the epidemic began, the number of online transactions has increased, raising customer expectations and enabling more access to excellent e-commerce personalization.

When customers feel a connection to a firm, they are more interested in buying its goods and services; thus, they stay loyal to it (Koiso-Kanttila, 2004). It enables customers to customize their purchasing experiences as per their needs and desires. Because today's consumers are more tech-savvy, personalization is seen as a means of contextualizing experiences and offers to affect consumers' purchasing decisions (Ferine et al., 2023).

2.3. Social Proof

By displaying favorable evaluations, ratings, and testimonies from previous customers, digital marketing can make use of social proof. This reduces obstacles to making purchases online and increases credibility and confidence with potential customers (Haenlein et al., 2020).

2.4. Utility

It facilitates improved client interaction and understanding. Customers can choose from several options that offer images to help them comprehend the firm's products and services. By offering personalized experiences, digital marketing enables brands to build more solid and transparent relationships, which raises the probability that customers will buy (Rembulan et al., 2023).

All things considered, consumers' behavior regarding a good or service can be greatly influenced by digital marketing. Organizations must reassess their present marketing tactics and stay competitive to boost engagement and enhance satisfaction by leveraging personalization for business benefit. As technology advances in this expanding world, brands are focusing more on the foundations of digital marketing. Presenting one's material to a group of people who appear interested in it is the essence of digital marketing (Sudirjo et al., 2023). A Google Form was used to collect some primary data to get a broader understanding of human perspectives surrounding the fundamentals of digital marketing. It provided us with a deep understanding that customers are even ready to pay a premium price for customized goods and services (Chen et al., 2022).

3. Methodology

This research aims to focus on digital marketing strategies used by people involved in marketing. Data was collected from 170 officials working in the marketing industry in Delhi and their opinion was captured by a closed-ended questionnaire capturing their views on whether they are aware of digital marketing; and its associated strategies like search engine optimization, content creation, email marketing, etc employed in it and mistakes often made by them while implementing these digital marketing strategies. Of the total respondents involved in the study, 78% of replies came via face-to-face interactions by directly visiting them and getting their responses by speaking with them; 22% of the participants were approached indirectly (14% came from phone calls, and 8% came from emails). The views of the respondents were represented in the form of various pie charts highlighted in the results and discussion.

4. Results and discussion

4.1. The first query is whether social media is a significant part of people's lives.

Customers can have a more convenient shopping experience with digital marketing by having simple access to details, costs, and methods of purchase. Consumers today want quick reactions, and digital marketing enables this. Information and queries are exchanged with ease. The inference that has been made from this inquiry is that 54% of young individuals are active on digital media, and these platforms play a significant part in their lives, as shown in Figure 1.

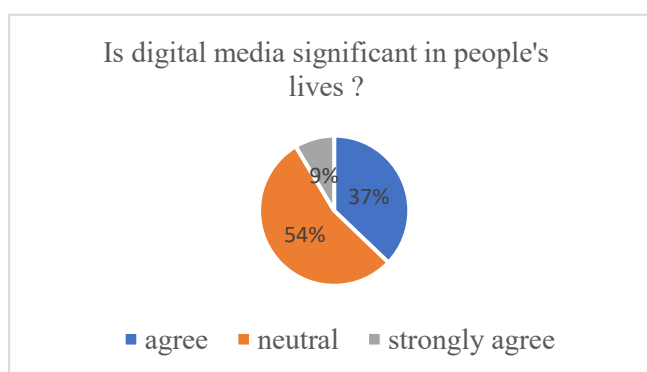


Fig 1 Significance of digital media in people's lives

4.2. This question reveals whether people are aware of prevailing marketing strategies.

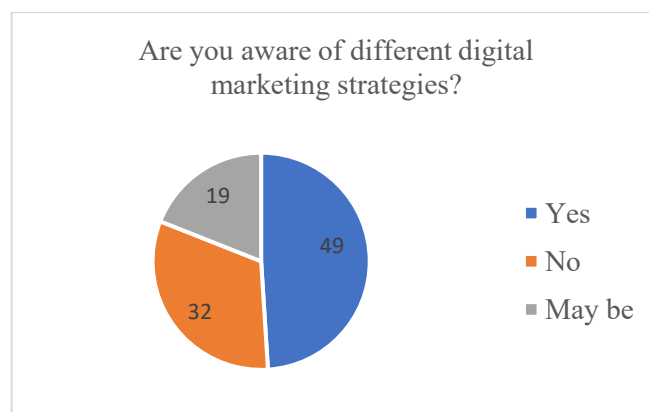


Fig 2 Showing whether people are aware of digital marketing strategies

According to information conveyed by Figure 2, out of the total respondents, 49% are aware of digital marketing strategies like search engine optimization, content creation, email marketing, viral marketing, and so on. Apart from this, 37% of the people believe that they are not aware of the marketing strategies.

4.3. This question highlights the major industries in which digital marketing can be seen.

This has been found that online shopping attracts most people. As a result, it claims the support of 58% of the population, as shown in Figure 3. Online education has also gained popularity among the masses, especially after COVID-19, thereby claiming votes of 20% of the population. Since 17% of people have chosen to invest online, companies and start-ups such as Paytm, Angel Broking, Google Pay, Paisa Bazaar, Zerodha, and others have built their empires based on digital marketing platforms because these startups are focusing on young people by improving their digital marketing strategies. The remainder population (5%) chooses online gaming.



Fig 3 Showing major industries in which digital marketing is seen

4.4. This question highlights which social media firms prefer to use for online marketing?

Social media platforms assist businesses in raising brand awareness. Today, digital marketing has significantly helped firms to grow and expand their market base. It gives an individual access to a bigger scale. This inquiry was made to find out which social media platform's marketing strategy impresses the audience, and it was discovered that the current generation is more likely to utilize Instagram. This is demonstrated by the fact that 39% of the population has chosen Instagram as their marketing medium (referring to Figure 4).

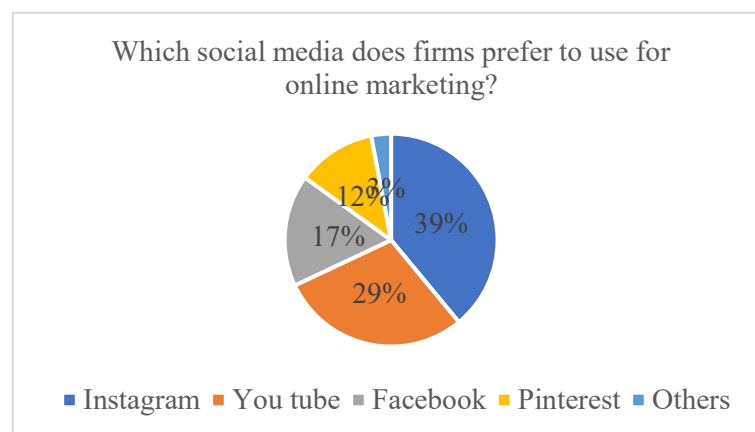


Fig 4 Showing which social media is preferred for online marketing

One of the earliest social media platforms is YouTube, which is the next one that the public depends on. It is regarded as an entertainment channel that individuals of all social classes use. Since it is one of the largest platforms for advertising, YouTube received 29% of the vote.

Previously regarded as one of the biggest social media platforms, Facebook is losing users. However, as other platforms gain popularity, the number of everyday users on Facebook is decreasing. Only 17% of voters supported it, and Facebook acknowledged internally that young people are more interested in Instagram, which is one of the main reasons for its demise.

4.5. The purpose of the question was to get people's opinions on why businesses choose digital marketing.

Establishing an online presence, or the ease with which a brand or organization may be accessed online, depends on brand awareness and visibility. According to 46% of the public, a corporation uses digital marketing to draw in customers as they are digitally available. It fosters deeper customer relationships and increases consumer loyalty. According to 29% of the audience, digital marketing is convenient for businesses because there are various payment options available that are safe and secure nowadays. 19% of people think that network marketing makes it easier to update websites and allows businesses to quickly adapt to changing conditions. Since it makes the customer feel satisfied, it implies letting them look "behind the curtain." Last but not least, 6% of the respondents feel that enlarging the market share by being involved in market research is also a hidden motive behind using digital marketing (referring to Figure 5).

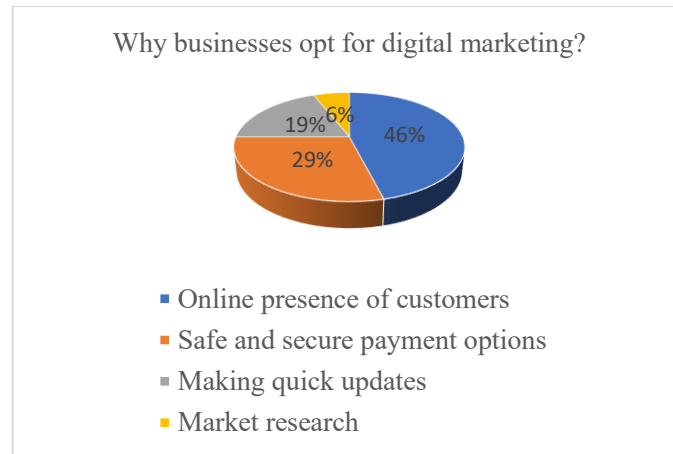


Fig 5 Showing why businesses opt for digital marketing

4.6. The next question reveals the type of common error that businesses typically make while using digital marketing.

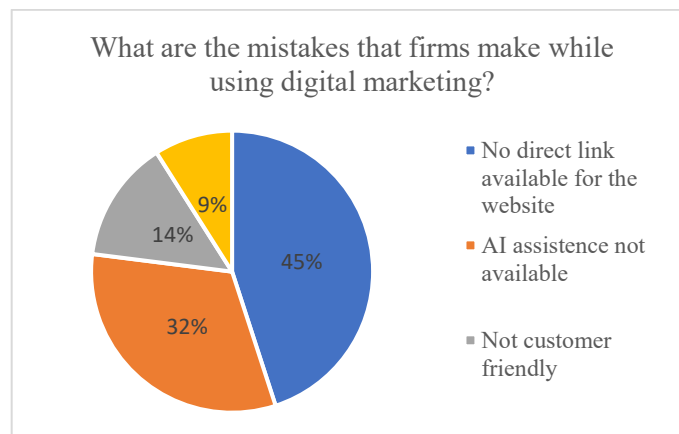


Fig 6 shows the mistakes that firms make while using digital marketing

Network marketing and social media are not always successful. Before pursuing it, there are some drawbacks to take into account, and businesses occasionally make mistakes when it comes to digital marketing. According to the population, 45% of people think that not having any direct link to visit the website hinders the expansion of their company (referring to Figure 6). 32% of the respondents feel that not providing AI assistance on the website often demotivates potential buyers from making purchases.

14% of the total population feel that the marketing strategies that firms pick are not customer-friendly, which results in losing customers. While 9% of the population says a website's layout is not attractive or appealing to them, they are often reluctant to spend time on that website and, as a result, do not make a purchase.

4.7. This question showcases whether content marketing influences the buying intentions of the customers.

Content is the main source of energy for digital marketing initiatives. For a firm to thrive over the long term, its content must consistently communicate the brand and its key messages. The three Cs—clear goals, consistent penetration, and communication—are crucial for corporate success. It assists buyers in comprehending the product and sellers in comprehending buyer needs, which is feasible with digital marketing. According to information conveyed by Figure 7, 58% of the population, including content writing in a business, promotes customer engagement and retention, which in turn influences customer purchasing behavior. 32% of respondents have opposite perceptions as well and pick 'no' as an option, and the remainder population does not sense the importance of content writing an opportunity to shape a business.

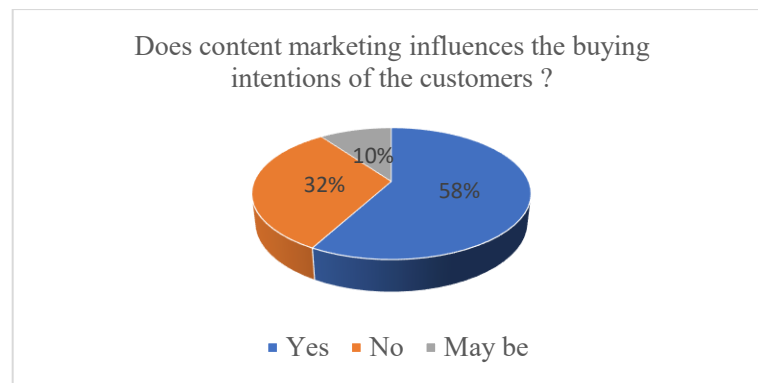


Fig 7 Showing whether content marketing influences the buying intentions of the customers.

4.8. This pie chart portrays the popular strategies that firms use to promote their products.



Fig 8 Showing strategies used by firms to promote their products

There are so many strategies, but the significant one is optimizing the website by topping the charts by claiming 40%. This may be because of search engine optimization, which is the method that helps a website to get optimized through link popularity, content relevance, and technical configuration so that the page becomes more accessible, popular, and relevant. Affiliate marketing is preferred by 31% of the respondents which is followed by Hiring influencers (14%), Sending newsletters (10%), and Google Shopping Ads (5%), as shown in Figure 8.

5. Conclusion

The paper highlights the overall significance of marketing in people's lives. They ought to use online sources for collection, dissemination, and the use of information. They often like to make purchases online due to its easy accessibility, as stated by 46% of the respondents, followed by safe and secure payment options, as opted by 29% of people. It emphasizes popular digital marketing tactics followed by marketers, like social media marketing, among which Instagram is the most preferred social media, as opted by 39% of the people. Almost every sector shows its visibility digitally, whether related to online shopping (58%), online education (20%), and others. It provides marketers with a huge impetus to promote their goods and services online. The survey's conclusion highlights certain little-known facts, such as the fact that even though social media marketing is very important in life, some people are still in the dark about it. Some segments of the populace are still unaware that digital marketing encompasses far more than just online shopping. Recognizing the customers' psychology in this highly competitive workplace is crucial. To thrive in this competitive industry, it is essential to comprehend the constantly evolving consumer behavior in this digital age.

6. Implications

6.1. Managerial Implications

Marketers often make certain mistakes while implementing digital marketing tactics; the most common being not providing any direct link to the websites. The market has seen numerous beneficial improvements as a result of social media marketing, so every marketer must incorporate it into their marketing strategies. Alongside COVID-19, many businesses were compelled to take an online strategy. Without online marketing at

that time, whether it was for business, education, or health, the economy would not have been able to survive, and the rate of economic growth would have drastically decreased. As a result, digital marketing enhanced customer and buyer involvement and supported a variety of initiatives.

6.2. Limitations/ Future Directions of Research

The present study is based on 170 respondents working in the marketing sector in Delhi. Future research can increase the number of respondents, which will focus on different locations catering wide base of the population. Here, data is collected through a closed-ended questionnaire, giving less freedom to the respondents to express themselves. Future studies should focus on getting data more specifically through case studies.

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