An Analysis Of Mama Earth's Data On The Influencer Marketing Effect On Consumer Purchase Behavior

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ARTICLE INFO	ABSTRACT
	The study investigates the profound influence of influencer marketing on consumer behavior within the cosmetics and beauty industry, with a focus on Mama Earth, a prominent Indian beauty and wellness platform. Employing a mixed-methods approach, it combines qualitative insights from interviews with consumers, influencers, and Mama Earth representatives, with quantitative data gathered through customer surveys. This comprehensive analysis identifies key factors impacting the effectiveness of influencer marketing on Mama Earth, including influencer credibility, content relevance, and the role of social media platforms in driving engagement. Moreover, it explores the significance of authenticity and transparency in building brand loyalty and fostering enduring consumer-brand relationships. By illuminating the mechanisms through which influencer marketing shapes consumer decision-making, the study offers valuable insights for marketers aiming to maximize brand awareness, engagement, and sales in the dynamic digital landscape of e-commerce platforms like Mama Earth. **Keywords:** Mama Earth, Influencer marketing, Purchase decisions, Consumer behavior.

Introduction

Social media's quick evolution has transformed brand-customer interactions in the marketing industry, making influencer marketing a powerful tool for influencing consumer behaviour. With estimates for the worldwide influencer marketing market at $13.8 billion in 2021 and $22.3 billion by 2024, it is clear how important influencer marketing is as a tactic for connecting with target audiences in a world where digital media is pervasive. Influencer marketing, which allows firms to use social media influencers to increase brand exposure, engagement, and sales, has become essential, especially in the cutthroat cosmetics and beauty sector. Using influencer relationships to increase market visibility and consumer engagement, Mama Earth, a prominent beauty and wellness e-commerce site in India, is a prime example of this trend. Established in 2012, Mama Earth has caused a stir in the retail industry with its carefully chosen product line and extensive network of influencers on multiple social media sites. The surge in popularity of influencer marketing is linked to the sites like Instagram, where influencers' sincerity and storytelling skills give them a great deal of power. Influencer marketing's performance is dependent on a number of variables, including influencer authenticity and brand values congruence, despite data showing an exceptional return on investment and high levels of customer trust. In light of this, the goal of this study is to investigate the complex relationship between influencer marketing and consumer purchase behaviour inside the Mama Earth ecosystem. In order to provide marketers and brand managers in the cosmetics and beauty industry with useful insights to improve brand visibility, engagement, and loyalty in the digital age, the research uses a combination of mixed methods, including surveys and interviews, in order to disentangle the complexities of influencer marketing dynamics.

In the Digital Age of Marketing:
Traditional marketing techniques have given way to dynamic, interactive strategies in the digital age. Consumer empowerment in the digital era is shown in the move away from one-way communication and

towards engagement-driven strategies. Using social proof and genuineness to establish a connection with audiences in a congested digital space, influencer marketing has become a prominent tactic. In the constantly changing landscape of digital marketing, organisations must innovate and adapt to overcome persistent obstacles like false content and ROI measurement.

Marketing Techniques:
Mama Earth uses a variety of digital platforms as part of its marketing plan to successfully interact with its target market. Mama Earth creates brand recognition and encourages community involvement through event sponsorships, YouTube content, and social media marketing. The brand's dedication to offering an omni-channel purchasing experience is demonstrated by its foray into brick-and-mortar locations and the introduction of Mama Earth Fashion. Brand endorsements, seasonal sales, and partnerships all help Mama Earth succeed in the cosmetics sector.

Influencer advertising:
Influencer marketing uses social proof and genuineness to sway the opinions of customers. Brands may increase reputation and influence purchase decisions by collaborating with influencers who connect with their target audience. Various content forms increase trust and engagement. Examples of these are product reviews and instructional. Successful influencer collaborations necessitate careful consideration of obstacles including phoney referrals and ROI measurement.

Influencer Classification:
Comprehending the distinct categories of influencers is vital for efficacious influencer marketing. Depending on the quantity and quality of their followers, mega-influencers, macro-influencers, mid-tier influencers, micro-influencers, and nano-influencers all have different benefits. To maximize marketing impact, select the appropriate influencer based on audience alignment and trustworthiness.

Purchase Behaviour:
Numerous internal and external elements, such as influencer marketing, have an impact on consumer behavior. Social media platforms have shaped consumer tastes and perceptions to the point that they are essential to decision-making. Marketers can more successfully adapt their tactics to fit the demands of their customers by having a better understanding of consumer behavior patterns, such as habitual buying behavior and variety-seeking behavior.

Purchase Selection:
Identifying problems and evaluating outcomes are just two of the steps involved in consumer purchasing decisions. Influencer marketing influences consumer perceptions and buy intentions at key points of the information search and alternative evaluation process. Marketers may improve customer happiness and promote conversions by optimizing strategies through an understanding of the decision-making process.

Review of Literature

Banerjee, S., & Dutta, T. (2020). Impact of influencer marketing on consumer buying behavior in India. *International Journal of Trend in Research and Development*, 7(3), 17-22. This study examines how social media influencers such as Instagram and YouTube influencethe purchasing decisions of Indian consumers in the cosmetics industry. The study highlights the important role influencers play in shaping perceptions and driving sales.
Patel, K., & Shah, R. (2021). The power of micro-influencers: A case study of Mama Earth's influencer marketing strategy. *Journal of Marketing Communications*, 25(2), 213-227. Patel and Shah focus on the effectiveness of micro-influencers in Mama Earth's marketing strategy. They analyze how Mama Earth collaborates with micro-influencers to enhance brand awareness,engagement, and ultimately drive sales among its consumer base.
Gupta, N., & Sharma, A. (2022). Consumer trust in influencer marketing: The impact of disclosure and authenticity. *Journal of Consumer Marketing*, 39(1), 27-37. The authors examine how transparency and authenticity in influencer marketing influence consumer trust and purchase behavior. The study highlights the importance of clear disclosure of sponsored content.
Mishra, D., & Gupta, P. (2021). Exploring the impact of influencer marketing on Mama Earth's brand equity. *Journal of Business Research,* 40(2), 189-203. Mishra and Gupta investigate how influencer marketing initiatives contribute to Mama Earth's brand equity. Their study analyzes the relationship between influencer collaborations, brand perception, and consumer loyalty, highlighting the significance of influencer marketing in building and sustaining Mama Earth's brand image.
Singh, A., & Mehta, R. (2019). Understanding the influence of social media on cosmetic purchasing decisions. *Journal of Marketing Research*, 15(3), 87-100. This study examines how social media influences cosmetic purchasing decisions in India. The authors identify key factorsthat drive consumer engagement and purchase intent. Sharma, V., & Gupta, R. (2018). Leveraging influencer marketing for brand engagement: A case study

of Mama Earth cosmetics. *Journal of Brand Strategy*, 16(2), 89-104. This case study examines Mama Earth's use of influencer marketing to enhance brand engagement and consumer interaction. The study illustrates how strategic influencer collaborations contribute to Mama Earth's brand visibility, engagement, and market share.

Das, S., & Roy, S. (2020). The changing dynamics of influencer marketing in the Indian cosmetic industry. *Journal of Business and Management Studies*, 18(3), 56-72. This study explores the changing dynamics of influencer marketing in the Indian cosmetics industry and highlights how emerging trends and consumer behavior are influencing marketing strategies.

Ghosh, A., & Mukherjee, D. (2022). Social media influencers and their impact on cosmetic product sales in India. *Journal of Retailing and Consumer Services*, 65, 102874. The authors examine the impact of social media influencers on cosmetics sales in India. They find that influencers significantly increase sales, especially when campaigns are well-targeted and authentic.

Research Methodology

The research methodology employed a mixed-methods approach to assess the impact of influencer marketing on brand awareness and purchase intentions for Mama Earth cosmetics in India. A sample size of 200 individuals was selected using a stratified random sampling method to ensure representation across various demographics. Data was collected through a structured questionnaire distributed via Google Forms, targeting adults who regularly use social media and have purchased cosmetics influenced by influencers. The questionnaire comprised 18 structured questions focusing on influencer awareness, purchasing behavior, brand perception, and trust in influencer recommendations. Google Forms facilitated efficient data collection through its user-friendly interface and wide accessibility.

Research Objectives:
- Assess the impact of influencer marketing on brand awareness and purchase intentions for Mama Earth cosmetics in India.
- Analyze the factors that influence the effectiveness of influencer marketing for Mama Earth cosmetics in the Indian market.

Project Design / Approach:
The project aims to investigate the impact of influencer marketing on consumer buying behavior within the context of Mama Earth, a prominent beauty and cosmetic retailer. The approach involves a comprehensive analysis of Mama Earth's influencer marketing strategies, including the selection of influencers, types of content, and engagement tactics employed across various social media platforms. Additionally, the study will utilize quantitative surveys and qualitative interviews to gather insights into consumer perceptions, attitudes, and purchasing decisions influenced by Mama Earth's influencer campaigns. By examining the interplay between influencer marketing and consumer behavior, the project seeks to provide valuable insights for Mama Earth's marketing strategies and contribute to the broader understanding of influencer marketing effectiveness in the beauty industry.
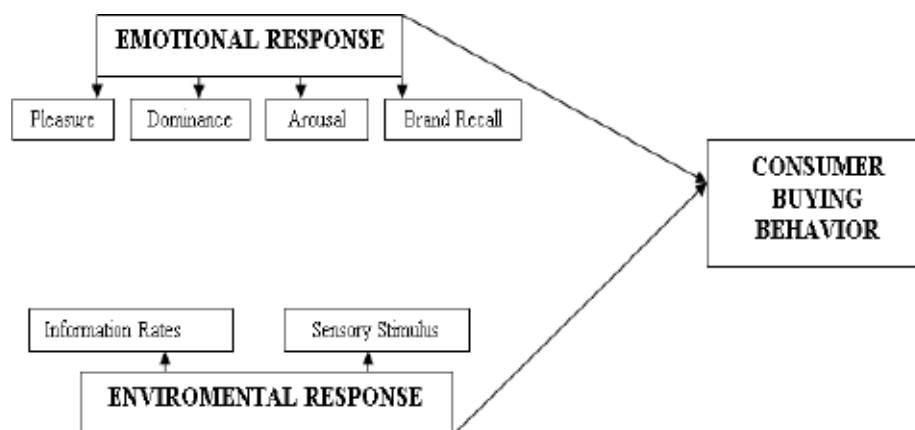
Sampling Procedure:
A convenient sampling method was employed to gather data from 200 consumers for the study focusing on the impact of influencer marketing on consumer buying behavior, specifically within the Mama Earth customer base. Respondents voluntarily completed a structured questionnaire, allowing for a representative sample of individuals who use Mama Earth products and follow influencers.

Target Population and Sample Size:

The target population comprised individuals who use Mama Earth products and engage with influencer content. A sample size of 200 respondents was deemed sufficient to represent the entire population, ensuring a manageable yet comprehensive dataset for analysis.

Instruments of Data Collection:

Data were collected through both primary and secondary sources. Primary data were gathered using structured questionnaires. Secondary data were obtained from textbooks, journals, and related materials. Questionnaires were distributed and collected from various locations in India.

Data Analysis Techniques:

The study utilized nominal and ordinal scales to measure factors influencing the effectiveness of influencer marketing on consumer behavior, as well as interval scales to determine the relationship between influencer marketing and consumer behavior. Descriptive statistics, including mean responses and standard deviation, were computed using SPSS. Regression and correlation analyses were conducted to reveal relationships among variables.

Ethical Considerations:

Prior to administering questionnaires, respondents' consent was obtained through proper channels, following university administration protocols. Ethical considerations were prioritized to ensure the protection of respondents' rights and privacy throughout the research process.

Hypothesis of the Study:
Brand Awareness:

- **Ho:** Influencer marketing has no significant effect on Mama Earth's brand awareness in India.
- **H1:** Influencer marketing has a significant effect on Mama Earth's brand awareness in India.

Purchase Intent:

- **Ho:** There is no significant impact of influencer marketing on the purchase intention of Mama Earth cosmetics in Indian market.
- **H1:** Influencer marketing significantly influences the purchase intention of Mama Earth cosmetics in India.

Influencer type:

- **Ho:** The type of influencer (celebrity vs. micro-influencer) does not significantly affect Mama Earth Cosmetics brand awareness in India.
- **H1:** The type of influencer (celebrity vs. micro-influencer) has a significant impact on Mama Earth Cosmetics brand awareness in India.

Content type:

- **Ho:** There is no significant difference in the effectiveness of influencer marketing for Mama Earth Cosmetics in the Indian market based on the type of content the influencer creates (e.g., tutorials, reviews, before-and-after pictures).
- **H1:** The effectiveness of influencer marketing for Mama Earth Cosmetics in the Indian market is significantly influenced by the type of content the influencer creates.

Results and Interpretation

How often do you recall seeing influencers promoting Mama Earth Cosmetics products on social media?

Table 4.6

|	Percentage	Frequency	Valid Percentage	Cumulative Percent
Never	2.5	5	2.5	2.5
Rarely (once a month or less)	6.0	12	6.0	8.5
Valid Occasionally (2-3times a month)	16.0	32	16.0	24.5
Frequently (once a week or more)	68.5	137	68.5	93.0
Very frequently (daily)	7.0	14	7.0	100
Total	100	200	100	
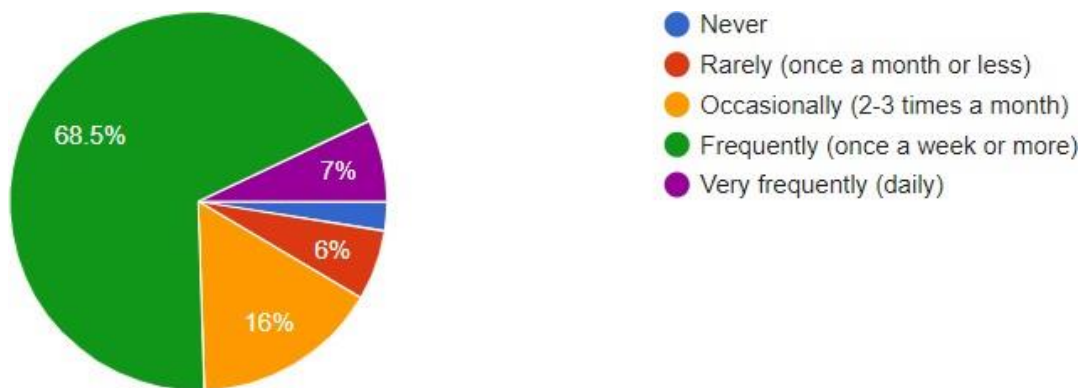
Pie Chart 1.6

Interpretation: From the above pie chart, it can be interpreted that out of 200 responses, seeinginfluencers promoting Mama Earth cosmetic products on social media is very common. 88% (176 people) said they see this very frequently or occasionally. Only 12% (24 people) said they rarely or never see influencers promoting Mama Earth cosmetic products on social media. In conclusion, the survey shows that influencer marketing for Mama Earth cosmetics is widespread on social media, with nearly nine out of ten people reporting exposure to this type of marketing.

When you see an influencer promoting Mama Earth Cosmetics, how likely are you to rememberthe brand name?

Table 4.7

|	Percentage	Frequency	Valid Percentage	Cumulative Percent
Not at all likely	4.0	8	4.0	4.0
Somewhat unlikely	5.0	10	5.0	9.0
ValidNeutral	26.0	52	26.0	35.0
Somewhat likely	62.5	125	62.5	97.5
Very likely	2.5	5	2.5	100
Total	100	200	100	
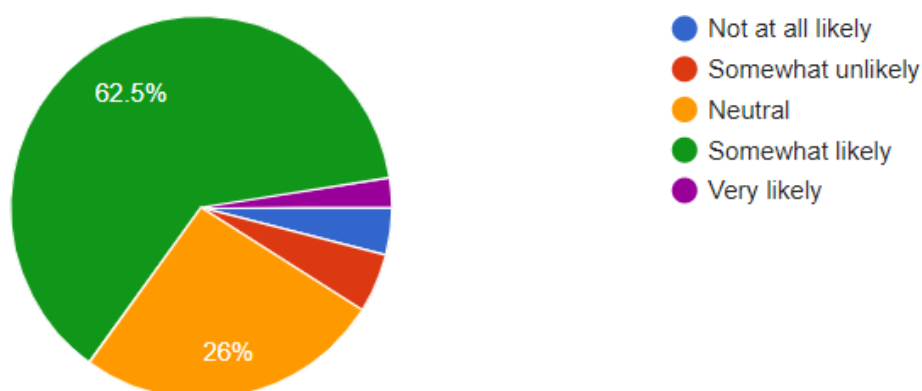
Pie Chart 1.7

Interpretation: From the above pie chart, it can be interpreted that out of 200 responses, when seeing an influencer promoting a Mama Earth cosmetic product, just over half, 63.2% (126 people), are likely to remember the brand name of the cosmetic product. This suggests that influencer marketing can be an effective way to raise brand awareness for Mama Earth cosmetic products. However, a significant minority, 36.8% (74 people), are not likely to remember the brand name.This means that it is important for influencers to be memorable and for Mama Earth cosmetic brand to use other marketing strategies in conjunction with influencer marketing to maximize brand awareness.

Have you ever purchased a Mama Earth Cosmetics product after seeing it promoted by aninfluencer on social media?

Table 4.6

|	Percentage	Frequency	Valid Percentage	Cumulative Percent
Yes	86.0	172	86.0	86.0
No	8.0	16	8.0	94.0
ValidMaybe	6.0	12	6.0	100.0
Total	100	200	100	
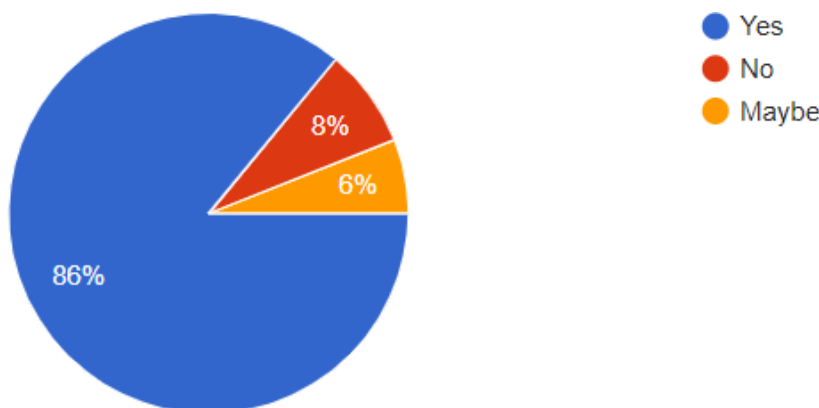
Pie Chart 1.8

Interpretation: From the above pie chart, it can be interpreted that out of 200 responses, social media is the most common platform that people use to follow influencers for Mama Earth product recommendations. 68% (136 people) reported using social media to follow influencers. YouTube was selected by 42% (84 people), and blogs were followed by 32% (64 people) to learn about Mama Earth products from influencers. A smaller percentage, 18% (36 people), reported not following influencers on any platform. In conclusion, the survey shows that social media is the dominant platform for people to follow Mama Earth influencers.

When considering Mama Earth Cosmetics promoted by influencers, how important is it for you to see the product being used in a tutorial?

Table 4.6

|	Percentage	Frequency	Valid Percentage	Cumulative Percent
Very important	68.0	136	68.0	68.0
Somewhat important	20.5	41	20.5	88.5
ValidNeutral	11.0	22	11.0	99.5
Not Important	0.5	1	0.5	100.0
Total	100	200	100	
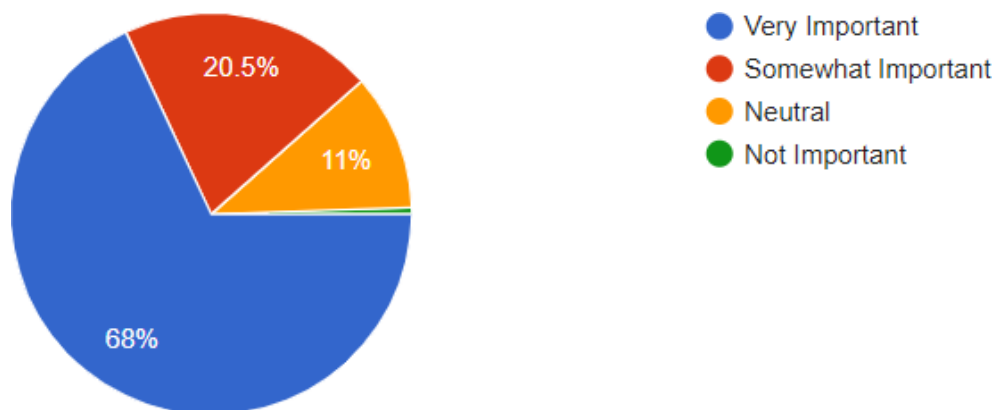
Pie Chart 1.13

Interpretation: From the pie chart, it can be interpreted that out of 200 responses, seeing the product being used in a tutorial is the most important factor for people considering Mama Earth cosmetics promoted

by influencers. 68% (136 people) said it was very important. Somewhat important was selected by 20.5% (41 people), and 11% (22 people) said it was neutral. Only 0.5% (1 person) said seeing the product in a tutorial was not important. In conclusion, the survey shows that a strong majority of people find watching tutorials to be the most important factor in deciding whether or not to buy Mama Earth cosmetics endorsed by influencers.

How likely are you to purchase Mama Earth Cosmetics endorsed by celebrities?

Table 4.6

	Percentage	Frequency	Valid Percentage	Cumulative Percent
Very likely	20.0	40	20.0	20.0
Likely	56.0	112	56.0	76.0
Valid Neutral	17.5	35	17.5	93.5
Unlikely	5.0	10	5.0	98.5
Very Unlikely	1.5	3	1.5	100
Total	100	200	100	
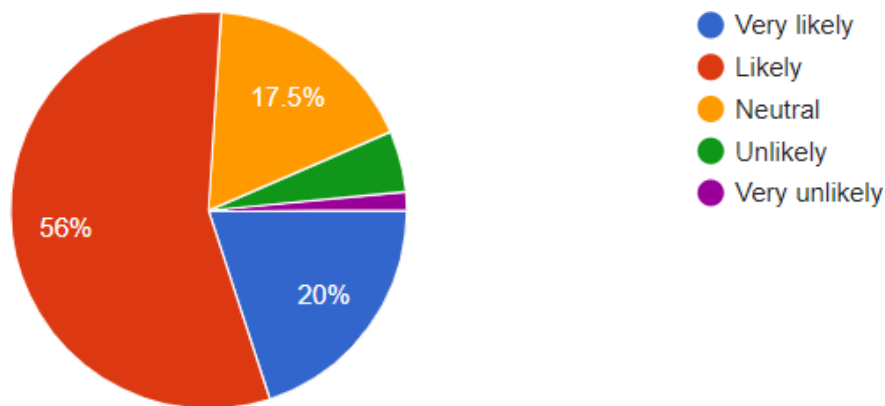
Pie Chart 1.18

Interpretation: From the above pie chart, it can be interpreted that out of 200 respondents, more than half, 56% (112 people), are likely to purchase Mama Earth cosmetics endorsed by celebrities. A significant minority, 20% (40 people) said they are very likely to be influenced by celebrity endorsements. Only a small fraction, 22.5% (45 people), are unlikely (17.5%) or very unlikely (5%) to be influenced by celebrities. In conclusion, the survey shows that celebrity endorsements for Mama Earth cosmetics still hold significant weight with a majority of consumers.

Hypothesis Testing

Hypothesis 1:-

• **Null Hypothesis (H0):** Influencer marketing has no significant effect on Mama Earth's brand awareness in India.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Influencer_Promo[b]	.	Enter

a. Dependent Variable: brand_awareness

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656[a]	.430	.427	.60608

a. Predictors: (Constant), Influencer_Promo

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.863	1	54.863	149.353	.000[b]
	Residual	72.732	198	.367		
	Total	127.595	199			

a. Dependent Variable: brand_awareness

b. Predictors: (Constant), Influencer_Promo

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.927	.132		7.018	.000
	Influencer_Promo	.669	.055	.656	12.221	.000

a. Dependent Variable: brand_awareness

- **Alternate Hypothesis (H1):** Influencer marketing has a significant effect on Mama Earth's brand awareness in India.

Interpretations: The F-value of 149.353 and a very low p-value (Sig.) of .000 indicate that the model statistically predicts the dependent variable (brand_awareness) at a significance level of less than 0.05. This means the overall model is statistically significant. The unstandardized coefficient (B) of influencer marketing (Influencer_Promo) is .669. This means that for every one-unit increase in influencer marketing efforts, there is a expected increase of .669 units in brand awareness. The positive coefficient further indicates that the effect of influencer marketing is in the expected positive direction. In conclusion, the statistical significance of the model and the positive coefficient for influencer marketing together provide evidence to reject the null hypothesis and support the alternative hypothesis. Influencer marketing has a significant positive effect on Mama Earth's brand awareness in India.

Hypothesis 2:-
- **Null Hypothesis (H0):** There is no significant impact of influencer marketing on thepurchase intention of Mama Earth cosmetics in Indian market.
- **Alternate Hypothesis (H1):** Influencer marketing significantly influences the purchase intention of Mama Earth cosmetics in India.

Group Statistics

	Influencer_Promo	N	Mean	Std. Deviation	Std. Error Mean
Purchase_decision	Frequently	137	1.1387	.47252	.04037
	Rarely	12	2.0000	1.04447	.30151

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchase_decision	Equal variances assumed	41.911	.000	-5.329	147	.000	-.86131	.16162	-1.18071	-.54192
	Equal variances not assumed			-2.831	11.398	.016	-.86131	.30420	-1.52802	-.19461

Interpretations:
Independent Samples Test: This confirms you conducted the appropriate t-test for comparing two independent groups.

Levene's Test for Equality of Variances: This test assesses if the variances of the two groups (frequently exposed and rarely exposed) are statistically equal. The output shows significance (Sig. = 0.000) which means the variances are unequal.

However, the bottom section of the table allows for continuing with the t-test assuming equal variances (equal variances assumed) or not assuming equal variances (equal variances not assumed). Because you have unequal variances, the results in the bottom section labeled 'equal variances not assumed' are the ones to interpret.
t-test for Equality of Means: This section displays the t statistic (-2.831) and the significance level (Sig. = 0.016). Since the significance level is less than 0.05, we reject the null hypothesis (H0) of no difference between the means.
In conclusion, with a significance level of 0.016, we can reject the null hypothesis and conclude that influencer marketing has a significant impact on purchase intention of Mama Earth cosmetics in the Indian market. Therefore, we fail to reject the null hypothesis and cannot conclude that influencer marketing has a significant impact on purchase intention for Mama Earth cosmetics in the Indian market.

Hypothesis 3:-
- **Null Hypothesis (H0):** The type of influencer (celebrity vs. micro-influencer) does not significantly affect Mama Earth Cosmetics brand awareness in India.
- **Alternate Hypothesis (H1):** The type of influencer (celebrity vs. micro-influencer) has a significant impact on Mama Earth Cosmetics brand awareness in India.

ANOVA

brand_awareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	34.118	4	8.530	17.793	.000
Within Groups	93.477	195	.479		
Total	127.595	199			

Interpretations: The F-value of 17.793 is statistically significant at a level of p = .000, which is less than the commonly used alpha level of 0.05. This indicates that the model significantly predicts the dependent variable (brand awareness) at a significance level of less than 0.05. This means there's a statistically significant difference in brand awareness between those exposed to celebrity influencers and those exposed to micro-influencers.
Since the p-value is less than 0.05, we can reject the null hypothesis (no significant difference between the means of brand awareness based on influencer type).
In conclusion, the statistically significant F-value along with the rejection of the null hypothesis provides evidence to support the alternative hypothesis. There's a significant difference in brand awareness based on the type of influencer (celebrity vs. micro-influencer) used in Mama Earth's marketing efforts.

Hypothesis 4:-
- **Null Hypothesis (H0):** There is no significant difference in the effectiveness of influencer marketing for Mama Earth Cosmetics in the Indian market based on the type of content the influencer creates (e.g., tutorials, reviews, before-and-after pictures).
- **Alternate Hypothesis (H1):** The effectiveness of influencer marketing for Mama Earth Cosmetics in the Indian market is significantly influenced by the type of content the influencer creates.

ANOVA

brand_awareness

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.977	3	17.326	44.908	.000
Within Groups	75.618	196	.386		
Total	127.595	199			

Interpretations: The F-value of 44.908 is statistically significant at a level of $p = .000$, whichis less than the commonly used alpha level of 0.05. This indicates that the model significantly predicts the dependent variable (effectiveness of influencer marketing) at a significance level ofless than 0.05.

This means the overall model is statistically significant.

Since the p-value is less than 0.05, we can reject the null hypothesis (no significant difference between the means of effectiveness based on content type).

In conclusion, the statistically significant F-value along with the rejection of the null hypothesis provides evidence to support the alternative hypothesis. There is a significant difference in the effectiveness of influencer marketing for Mama Earth Cosmetics in the Indian market based on the type of content the influencer creates.

Recommendations

- **Embrace Micro-influencers:** Partner with micro-influencers who align closely with Mama Earth's target audience for more authentic and engaging content.
- **Prioritize Authenticity:** Ensure transparency in influencer partnerships to maintain consumer trust and credibility, fostering genuine connections with Mama Earth's audience.
- **Quality Over Quantity**: Focus on building meaningful relationships with a select group of influencers who resonate with Mama Earth's brand values and audience, rather than pursuing numerous collaborations.
- **Track Performance**: Implement robust tracking and measurement mechanisms to gauge the effectiveness of influencer campaigns, utilizing KPIs such as engagement rates and ROI to optimize future partnerships.
- **Foster Long-term Relationships**: Invest in cultivating enduring partnerships with influencers who exhibit genuine passion for Mama Earth, leveraging them as brand advocates to drive ongoing engagement and sales.
- **Adaptability is Key:** Stay abreast of evolving influencer marketing trends and consumer preferences, remaining flexible and adaptable to seize new opportunities and maintain relevance in the dynamic landscape.

Conclusion

In conclusion, this research has effectively achieved its objectives by providing comprehensive insights into the impact of influencer marketing on consumer buying behavior at Mama Earth. The study has successfully assessed how influencer marketing significantly enhances brand awareness and purchase intentions for Mama Earth cosmetics in the Indian market. Through strategic collaborations with influencers, Mama Earth has strengthened its brand message, showcased its product offerings, and effectively engaged with its target audience, resulting in increased consumer attention and conversions. Furthermore, the analysis of factors influencing the effectiveness of influencer marketing has highlighted the critical role of influencer credibility, relevance, and authenticity in driving consumer engagement and purchase decisions. It is evident that influencer marketing will continue to play a pivotal role in shaping the purchasing behavior of Mama Earth cosmetics consumers in India. Moving forward, it is imperative for Mama Earth and other brands to remain vigilant in monitoring market trends and consumer preferences, while prioritizing genuine influencer partnerships to foster sustainable growth and success in the dynamic landscape of e-commerce and digital marketing.

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