T.C.

BAHCESEHIR UNIVERSITY

GRADUATE SCHOOL OF EDUCATION

THE DEPARTMENT OF BUSINESS ADMINISTRATION

THE EFFECT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS: AN ANALYSIS OF TURKISH FASHION RETAIL INDUSTRY

MASTER'S THESIS

OTHMAN HUSSIEN HAZIM AL-QASSAB

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ABSTRACT

THE EFFECT OF DIGITAL MARKETING ON BUYING BEHAVIOR OF CONSUMERS: AN ANALYSIS OF TURKISH FASHION RETAIL INDUSTRY

Othman Hussein Hazim Al-Qassab

Master's Program Business Administration

Assoc. Prof. Ayça Can Kırgız

June 2022, 61 pages

The purpose of this study was to determine the influence of email marketing, mobile marketing, and retargeting on customer purchasing behavior in an online environment. Businesses' dynamics are changing as a result of the rising trend toward digitization and the internet, and customers are increasingly turning to online purchasing for their needs. As a result of these developments, it is critical for marketers to thoroughly monitor their customers' purchasing behavior and target them appropriately. This research contributes to the knowledge of how online customer behavior may be altered via the use of email marketing, mobile marketing, and retargeting campaigns, among other methods. As predicted by the hypothesis, all three factors had a positive impact on consumer purchasing behavior, indicating that marketers may increase the number of purchases made by customers via the effective use of these measures. However, one of the hypotheses, namely, that email marketing has a beneficial influence on customer purchasing behavior, was rejected due to a number of reasons, including the fact that emails sometimes go undetected or end up in spam/junk folders. Retargeting is a notion that is relatively new in the world of internet advertising. As a result, the researchers chose this variable in order to determine its influence, and given the widespread usage of Retargeting in current marketing, it was shown to have a favorable impact on customer purchasing behavior.

Keywords: Digital marketing, social media, buying behavior, Turkish fashion retail industry.

ÖZ

DİJİTAL PAZARLAMANIN TÜKETİCİLERİN SATIN ALMA DAVRANIŞLARINA ETKİSİ: TÜRK MODA PERAKENDE SEKTÖRÜNÜN BİR ANALİZİ

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Yüksek Lisans Programı İşletme Yönetimi

Assoc. Prof. Ayça Can Kırgız

Haziran 2022, 61 sayfa

Bu çalışmanın amacı, e-posta pazarlaması, mobil pazarlama ve yeniden hedeflemenin çevrimiçi ortamda müşteri satın alma davranışı üzerindeki etkisini belirlemektir. Dijitalleşme ve internete yönelik artan trendin bir sonucu olarak işletmelerin dinamikleri değişiyor ve müşteriler ihtiyaçları için giderek daha fazla çevrimiçi satın almaya yöneliyor. Bu gelişmelerin bir sonucu olarak, pazarlamacıların müşterilerinin satın alma davranışlarını kapsamlı bir şekilde izlemesi ve onları uygun şekilde hedeflemesi kritik öneme sahiptir. Bu araştırma, diğer yöntemlerin yanı sıra e-posta pazarlaması, mobil pazarlama ve yeniden hedefleme kampanyaları kullanılarak çevrimiçi müşteri davranışının nasıl değiştirilebileceği bilgisine katkıda bulunuyor. Hipotezin öngördüğü gibi, üç faktörün de tüketici satın alma davranışı üzerinde olumlu bir etkisi vardı ve bu da pazarlamacıların bu önlemlerin etkin kullanımı yoluyla müşterilerin yaptığı satın alma sayısını artırabileceğini gösteriyor. Bununla birlikte, e-posta pazarlamasının müşteri satın alma davranışı üzerinde yararlı bir etkiye sahip olduğu hipotezlerinden biri, e-postaların bazen algılanmaması veya istenmeyen posta/önemsiz klasörlere düşmesi gibi bir dizi nedenden dolayı reddedildi. Yeniden hedefleme, internet reklamcılığı dünyasında nispeten yeni bir kavramdır. Sonuç olarak, araştırmacılar etkisini belirlemek için bu değişkeni seçmiş ve mevcut pazarlamada yeniden hedeflemenin yaygın kullanımı göz önüne alındığında, müşteri satın alma davranışı üzerinde olumlu bir etkiye sahip olduğu gösterilmiştir.

Anahtar kelimeler: Dijital pazarlama, sosyal medya, satın alma davranışı, Türk moda perakende sektörü

Dedicating

To my cherished family, beloved friends, and esteemed professors,

This thesis is a culmination of more than just my efforts; it is a testament to the love, support, and wisdom each of you has graciously bestowed upon me.

To my family, thank you for being the foundation of my strength and the unwavering pillar of encouragement. Your belief in me has fueled my determination to succeed.

To my friends, you have been my constant companions through the ups and downs, offering both laughter and solace. Your presence has made this academic journey more joyful and fulfilling.

To my esteemed professors, your guidance, expertise, and passion for teaching have shaped my intellect and inspired me to reach higher levels of knowledge.

With deep gratitude and heartfelt appreciation, I dedicate this thesis to all of you.

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I wish to express my deepest gratitude to my supervisor Assoc. Prof. Ayça Can Kırgız for her guidance, advice, criticism, encouragements and insight throughout the research.

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TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

Chapter 1

Introduction

The term 'digital marketing' is used to describe web and internet marketing. Furthermore, it is equally important for customers to recognize customers, not just for reaching a large base of the business, but for engaging with them as well (Kingsnorth, 2019).

Through time and growth in technologies, marketing has since evolved into digital marketing. An excellent global online marketplace offers consumers not only localized goods but an abundance of goods from all around the globe. In the context of digital marketing, the Internet has no geographical restrictions. More and more people are referring to internet marketing because of the reality that it has been really prevalent (Chaffey, & Bosomworth, 2012; Stallkamp, & Schotter, 2021).

In a wide context, digital marketing enables the brand marketers to target their goods and services to different consumers on multiple online platforms according to current demand. The benefit of digital marketing is that it enables customers to browse more easily and provides more up-to-date and more detailed details, offering answers to their questions in stipulated period a great deal of the theory of the new age of consumerism has been shaped by the idea of the internet marketing (Chaffey,& Smith, 2017).

Digital marketing is a worldwide phenomenon, and Turkey, as one of the world's fastest-growing countries, has not been exempt from the unavoidable consequences of digital communication. Both marketers and consumers have shown a great deal of enthusiasm and interest in Turkey's digital scene, particularly in the recent decade. Across a wide range of product categories, marketers are steadily shifting their marketing expenditures to digital platforms with "fashion brands, Banking, Financial Services, and Insurance (BFSI), and Fast Moving Consumer Goods (FMCG) consistently ranking as the top spenders (Mehra, 2012)". Consumers in Turkey are also becoming more involved in the digital market by using digital channels in their purchase decisions toward a certain brand, obtaining and sharing information, and participating in interactive interactions with marketers (BCG Study, 2013).

Turkish digital statistics are continually increasing, notably with regard to the number of Internet and mobile users, the amount of money spent on data services, rural-urban connectivity, and the government's fostering of a digital economy (Deloitte, 2015; eMarketer, 2016). Digital marketing has had an impact on every sector, regardless of its nature, size, kind, or classification (Kothari & Saxena, 2004; Ricciuti, 1995). This includes Turkey's fifth-largest fashion retail business, which is no exception. The digital "Midas touch" is having an impact on both consumers and marketers in the industry (Maklan, Knox, & Watson, 2001). There is a significant demand for this in the Turkish market, and there is significant potential for a high penetration level, supported by reasons such as the growth of the Turkish population, rising spending power of the population, and exporting chances outside (Booz & Company, 2011).

Because the automobile sector is expected to be a lucrative one, marketers and academics have expressed an interest in it. For this reason, it is crucial to analyses Turkey's fashion retail company, which is one of the worlds largest and accounts for 7.1% of GDP. All of these factors indicate to a positive future for digital marketing in Turkey's fashion retail business over the next several years. There have been few academic studies that have observed the empirical manifestation of digital marketing in the fashion retail industry, notably in Turkey.

81% of consumers say that browsing online prior to purchase affects their purchasing decisions. Each stage of the purchasing phase incorporates digital marketing, which includes knowledge searching, a judgment about brand name recognition, brand preference, and communicating about the value of the purchase after the transaction is completed. The intolerable new 'normality' of being both marketers and customers are trying to handle is represented as marketers are trying to make the best of it.

Previously, companies have lost large amounts of money and are demanding to remain in order to thrive. As the pandemic continues, people's distribution increases, people's beliefs, lifestyles, and purchasing patterns have been shaped by the limitations of what they can and cannot do. consumers today desire on-products and facilities that can be delivered at a moment' such as grocery distribution, personal beauty care classes, home health instruction, conferencing, telemedicine, studying, and leisure entertainment now Many shoppers find it difficult to return to shopping in brick-and-

and-mortar-mortal venues as a result of the physical store closures. Prior to this time, people have been reluctant to get online. After the start of this trip, though, people are gaining an unprecedented amount of online experience. Now they feel grateful for the fast and hassle-free service they get, and happily express that they feel about it Brands are embracing a direct-to-to-consumer (D2C) approach by going online and on the go via smartphone and digital outlets. Branding choices are often influenced by factors such as where goods and services are purchased, such as location, and are on a faster buying trend in one's market. For a company with such as this, the shifting buying behavior and business model helps the market and for expansion, there would be excellent opportunity for substantial growth.

Technological advancements, as well as the popularity of the Internet Individual interoperability has considerably enhanced as a result of Web 2.0. Web 2.0's development has resulted in new ways of communicating with customers as a result of technological advancements (Reddy, & Knight, 2016). The purchase and marketing of information, products, and services using a computer network or the Internet is referred to as digital marketing. The Internet and e-commerce technologies are affecting the economy as a whole, altering corporate structures, income sources, customer groups, and supply chains. A popular marketing strategy for promoting items and services to customers via digital networks. Aside from internet marketing, there are outlets that do not require Internet access. To attract customers, several forms of digital media such as mobile (SMS and MMS), social media marketing, banner advertisements, and search engine optimization marketing are employed. Consumers may get information from digital media at any time and from any location. Consumers may focus on what the media, friends, and coworkers are doing by using digital media instead of only relying on business to talk about brands.

Furthermore, because of the democratic character of digital media, which enables all users as consumers to engage with one another and share information about goods and services, digital media is transferring power away from marketers and toward customers. Therefore, marketers are being compelled to change their old ways in order to satisfy the new requirements of customers, as well as to interact with them as personally as possible, especially in terms of their buying behaviour, by using digital media as a marketing medium. Aside from that, advertising is simply a means through which customers are made aware of new items and learn about things that they may

desire or need. The more knowledge consumers have about products, the greater their ability to make informed purchasing decisions. In order to avoid making bad purchase selections, digital media gives smart many options rather than poor or just many choices (Evans, 2008).

One of the world's largest digital media marketplaces, Turkey is home to some of the most innovative companies in the industry. There are about 32 million Facebook members in the country, accounting for 41.18 percent of the total population, placing it eighth in terms of Facebook users. Approximately one million people use LinkedIn in Turkey, which places it 25th in the world. The country has almost 75,000 members, which amounts to roughly one percent of the population. In addition, one out of every four active internet users in Turkey maintains a personal blog, and the number of people who do so is increasing across the board. When it comes to tweets per user, Istanbul is the 12th most populated city in the world. Twitter has 7.2 million users since its launch in 2009, and even before the Turkish version launched in 2011. A little more than half of Turkey's internet users engage in both online buying and research on items and brands (Gezgin, 2018).

A study of the 16 steps of the need recognition model for companies working in the fashion retail industry in Istanbul will show how digital media advertising, as a paid digital media marketing tool, influences consumer buying behavior. The theoretical framework is comprised of two major sections, which are combined to make the whole research. The first portion covers information about digital media in general, including how it originated, what its components are, and the contrasts between digital media marketing and conventional marketing. The second section contains information about digital media marketing in particular. Continuing with the area in which it is applied, which the fashion retail business, and consumer is buying behavior, the second part offers information that is directly relevant to the study's goal, starting with the field in which it is applied.

This major corporate change has an especially big influence on marketing practices, which includes everything from advertising to customer service. Current market conditions need a shift away from traditional marketing tactics and techniques in favor of more innovative digital marketing platforms. Moreover, there has been a tremendous change from marketing approaches that outbound from clients to strategies that inbound from clients. When it comes to these channel changes, we wanted to see

if consumers are concerned about losing or gaining particular channels. We also wanted to know how they are feeling about these changes in light of how channels used for outbound marketing can now be used for inbound marketing with different approaches. In order to get this data, the three channels "Email marketing, Mobile Marketing and Retargeting" are selected.

1.1. Marketing

Inbound marketing strategy has been around for about a decade now. Companies are generally inclined to utilize databases for mass outreach, which is very invasive and bothersome for customers. Mobile Internet penetration has significantly contributed to the overall increase in the speed of the internet, and hence has been a major factor in the rise of the internet. Without a constant and ongoing need for marketing, people will continue to discover anything they want whenever they want. As a result, there will be a demand for marketing trends to adapt and respond to their searches.

1.2. Who is a Consumer?

A consumer is defined as someone who purchases a product or service for their own personal consumption. Because he is susceptible to constant changes in social and commercial habits, marketers must design fresh and original marketing tactics in order to build and attract customers.

Every other organization's success is now dependent on the effectiveness of its digital marketing strategy. Because small businesses are cost-effective, highly efficient, and resourceful, they have the potential to be optimized for superior results. Because it has no borders, the domain offers limitless opportunities to promote things (Yasmin, Tasneem & Fatema, 2015, 79). Marketers may design targeting methods that are effective in identifying the correct prospects and delivering relevant content via effective distribution channels.

Figure 1: Process of Consumer Buying Decision

Source: Seacat, (2014)

The above diagram demonstrates that internet, not only has the entire marketing framework altered, but it also had a dramatic influence on the customer awareness. Previously, they were uninformed and so completely unaware of the product. When someone does a search on a product through electronic means, they're drawing attention to the product and increasing the number of people interested in the product, which activates the process of buying behavior.

1.3. Definition of Variables

1.3.1. Email marketing

The use of electronic mail to target clients with "advancements, ads, and concessions" in order to convince them to purchase the items is an example of digital marketing (The Balance, 2016).

1.3.2. Mobile marketing

Adopting a strategy for targeting the customer that incorporates the use of mobile applications such as SMS, MMS, WhatsApp/messages, etc (Marketo.com, 2017).

1.3.3. Retargeting

"Setting your focus on the clients who have previously viewed a business website, but have not yet purchased anything." A third-party website, such as an e-commerce site, or a digital media channel like Twitter or Facebook are also targets for marketers who want to get in front of their visitors again, by running sponsored advertising on such sites (Retargeter.com, 2017).

1.3.4. Consumer buying behavior

Buying behavior of consumer is a process where individuals identify, acquire, utilize, and eventually discard a product according to their personal preferences (Katawetawaraks & Wang, 2011).

Chapter 2

Literature Review

2.1. The Development of Digital Marketing

The development of the Internet and digital technologies, which are the foundation of virtually every significant element of contemporary life, must be examined in detail in order to get a comprehensive knowledge of digital marketing. In the following paragraphs, we will discuss how the development of the Internet has influenced and accelerated the field of marketing, specifically its move from traditional marketing concepts to digital marketing practices as they are now implemented. Following an in-depth overview of the history and definition of digital marketing, the primary channels and elements of the medium will be addressed in further detail. Last but not least, the advantages and drawbacks of digital marketing will be discussed in order to bring the image full circle.

2.1.1. The development of the internet and digital technology

The Internet is described as a worldwide system that allows different networks of computers to communicate with one another through the use of a common "language" known as "TCP/IP (Transmission Control Protocol/Internet Protocol)", which is short for "Transmission Control Protocol/Internet Protocol (Transmission Control Protocol/Internet Protocol))". However, despite the fact that the Internet first appeared in the United States in the 1970s, it was not readily available to the general public until the late 1980s or early 1990s. By 2020, more than half of the world's population will have Internet connectivity (Dennis & Kahn, 2020).

However, despite the fact that the Internet as we know it today did not come into being until much later, its origins may be traced back to the 1960s and even earlier. After developing the concept of a worldwide computer network with his colleagues at the Advanced Research Projects Agency (ARPA) of the United States Department of Defense in 1962, Licklider went on to establish the first global computer network in 1963 (Jefferson Online, 2016). As part of ARPANET, the first email message was transmitted in 1971, and the system continued to develop in the following years of the decade. Internet protocol suite was developed in 1983, and it is a technology that connects many networks together in such a manner that they may continue to function

even if one network goes down. Network Interface Card (NIC) support for TCP protocols enabled people to transfer data from one computer to another via a network connection (VentCube, 2019).
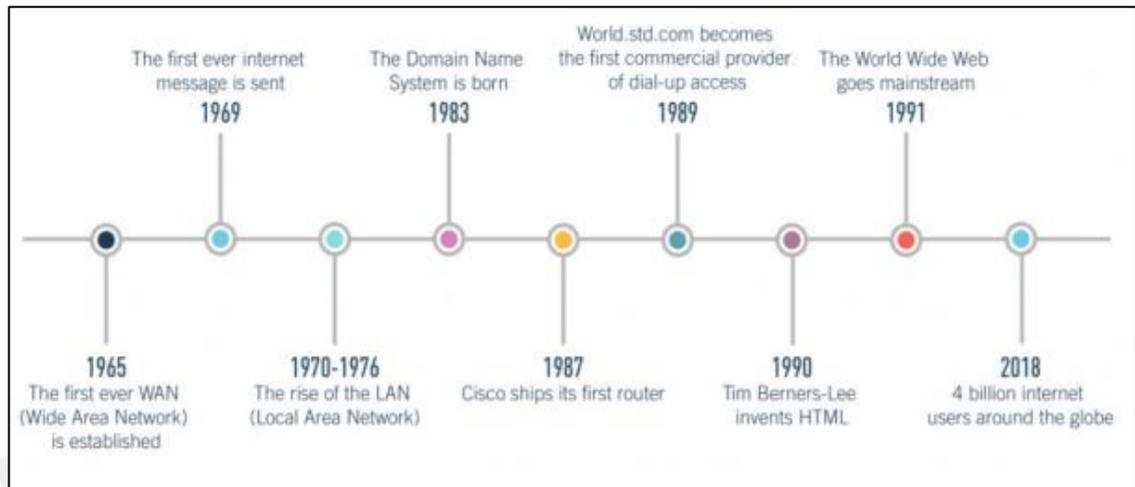
Figure 2: History of the Internet in a nutshell

Source: VentCube.com, (2019)

While working at CERN in the early 1990s, British physicist Tim Berners-Lee developed the World Wide Web (often known as the "www" or "web"), which is still in use today (European Organization for Nuclear Research). The Globe Wide Web was first made available to the general public in 1993, after being created for scientists at universities and research institutions across the world to exchange information automatically (CERN, 2020). As a consequence of this relocation, it was able to grow and begin the process of transitioning to the modern Internet by linking commercial networks and companies. Inexorably growing as succeeding generations of institutional, personal, and mobile computers were connected to the network, the network's exponential expansion continued unabated. Amazon.com, the world-famous online marketplace, launched its initial website on the World Wide Web in 1995, and it continues to be one of the best-selling sites in the world of online shopping. Figure 2: A high-level summary of the history of the Internet and the significant events that happened along the way is provided in the preceding paragraph.

Internet and World Wide Web are used interchangeably in ordinary speech; when individuals say they're "going on the Internet," they're referring to the act of using an online browser to access web content. Among the various possibilities accessible, electronic mail (commonly known as e-mail) and social media platforms

9

such as Facebook and Twitter are just a handful of the many services available on the internet. Just as e-mail is just one of many Internet services available, so too are websites like Facebook and Twitter only one of many social media platforms available to users. The Internet is a collection of web pages. With the use of the Internet, people may access a broad variety of online resources, including papers, photos, videos, applications, and a slew of other things. Strings of characters known as Uniform Resource Identifiers (URI) are used on the internet to identify a certain website in a unique way. The unique identifier (URI) of each resource is used to identify it (Uniform Resource Identifier).

During the early 1990s and the first decade of the twenty-first century, there was a version of the web known as Web 1.0 that was available for use. Some refer to it as "The Information Web" due to the fact that it was effectively a read-only and static version of the website, which meant that users were unable to interact with the website. Early on, huge organizations mostly used the Internet to disseminate information about their businesses, marketing strategies, product catalogues, and customer service, rather than for actual transactional purposes with customers.

It wasn't until about 2000 that Web 1.0 gave way to Web 2.0, often known as "The Social Web," which enabled users to read and publish on the internet. In this period of time, individuals were able to not only read content, but also engage with and connect with one another via social media platforms. It was as a result of this collaborative effort that the capacity to exchange information, cooperate on ideas, and contribute new information became conceivable, and the knowledge gained as a result of this effort was made accessible to the whole globe. Many businesses had recognized the potential advantages of collective power and networking effects, and many had made changes to their business strategy in order to take advantage of these benefits. Web 2.0 encompasses a variety of different types of websites including social networking sites such as Facebook and YouTube, as well as blogs and a wide range of other websites (O'Reilly 2005). Examples of these websites include web communities, web services, web apps, wikis, and a variety of other websites. For a decade, from 2000 to 2010, Web 2.0 was in existence, and then slowly evolved into Web 3.0, which some say we are now in possession of at this moment.
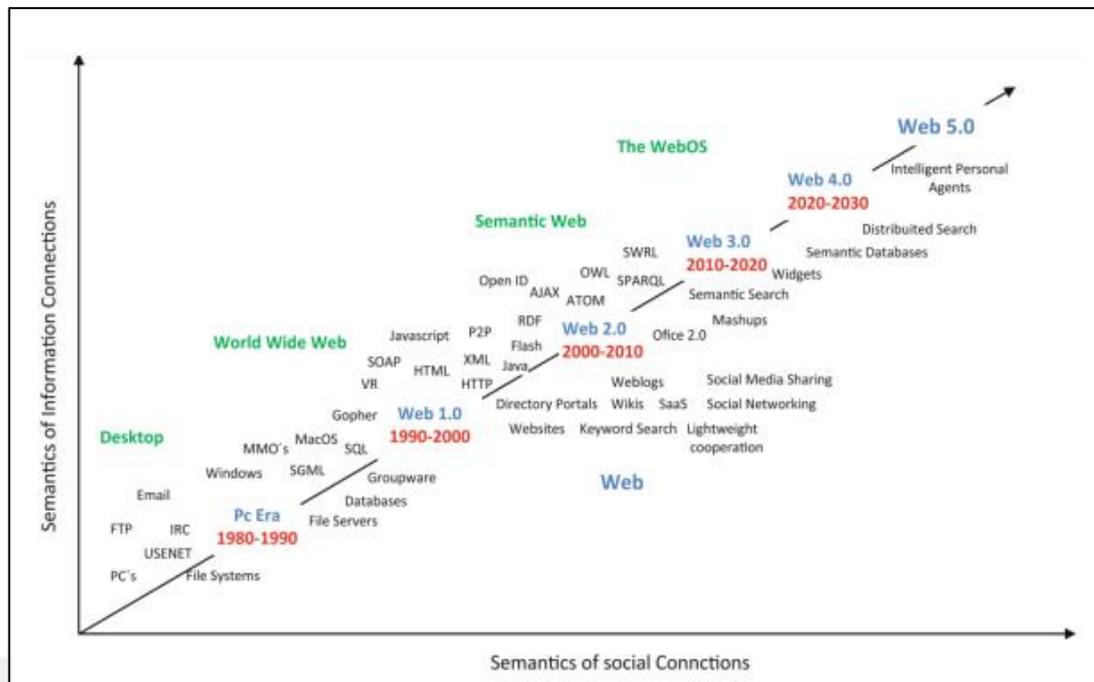
Figure 3: World Wide Web's evolution

Source: Benito-Osorio, et al., (2013)

Web 3.0, in contrast to Web 2.0, which is concerned with the connection and interaction between people, or is "people-centric," is concerned with the connection and interaction between people and technology. With its powerful language, which was developed from neural networks and genetic algorithms, it is extremely excellent at analyzing and processing massive quantities of data, and it is also very successful at generating new ideas based on information provided by users (Benito-Osorio, 2013). A user's search history, for example, may be checked by the web in order to provide them with more relevant ads later on in their session. It is as a consequence of this that Web 3.0 is referred to as "The Semantic Web". Internet of Things (IoT) wireless communication is a fundamental value of Web 4.0, as it has the ability to connect people and all devices (including mobile phones, computers, home appliances, automobiles, and so on) in real time, wherever they are and whenever they want in the physical and virtual worlds, without the need for wired connections. The simplest way to explain this scenario is to use the phrase "Internet of Things." The term "The Symbiotic Web" refers to the interaction between people and machines, and it was coined to characterize this kind of connection. This system, which is referred to as Web OS, is the only operating system on the system, and information is transferred from one location to another via it. In contrast to the seemingly distant Web 5.0, which

11

is expected to be available beyond the year 2030, this generation of the web is right around the horizon.

As a result of advancements in artificial intelligence, the most recent generation of the web to be mentioned is Web 5.0, also known as "The Emotional Web," because it will connect emotionally with users in the same way that humans communicate with one another, much like a personal virtual assistant will do. It is a sensory and emotional form of the connection, and as a consequence of terotechnology, this kind of involvement will become a regular part of many people's daily lives. When it comes to the web, we now know that it is "emotionally neutral," which means that it is not sensitive to the emotions of individuals who use it. Even though recording human emotions is very challenging, technologies are already being developed to measure the effect of these feelings on people (Benito-Osorio, 2013). In the second half of the twentieth century, the Digital Revolution (also known as the Third Industrial Revolution) brought about some of the most significant technological breakthroughs in history. These include the Internet and the World Wide Web, as well as personal computers and cellular phones, to name a few. Prior to the digital era, primitive technical items performed a single purpose and were seldom interconnected with one another. Businesses were organized around the manufacture and sale of goods, and customers' desire and awareness were high, but information was scarce in this environment. Marketing efforts were restricted to a few number of print and television outlets that were not accessible to individuals of various socioeconomic backgrounds.

The development of digital technology has altered the way people live, work, and communicate, as well as the way businesses are conducted, since it has made it possible to store vast quantities of information on tiny and portable devices, such as mobile phones. In 1993, the World Wide Web was officially launched, heralding the beginning of a new era characterized by widespread usage of digital media, mobile devices, and online services. Computers and mobile phones have grown commonplace, enabling large parts of human society to connect to the Internet via their use of these devices. During this time period, the digital revolution expanded its reach to a truly global scale. By 2018, the world's population of mobile phone subscribers and Internet users would have grown quickly to a total of 5.19 billion (67 percent) and 4.54 billion (59 percent).

Marketing, like many other elements of company orientation, has been profoundly influenced by the development of the Internet and digital technology, as have countless other parts of business orientation. A new window of opportunity has opened up in front of marketers, allowing them to connect with consumers in ways that were previously impossible. In the following paragraphs, we will go over in detail the development of the Internet and digital technologies, as well as how marketing has changed as a result of this change.
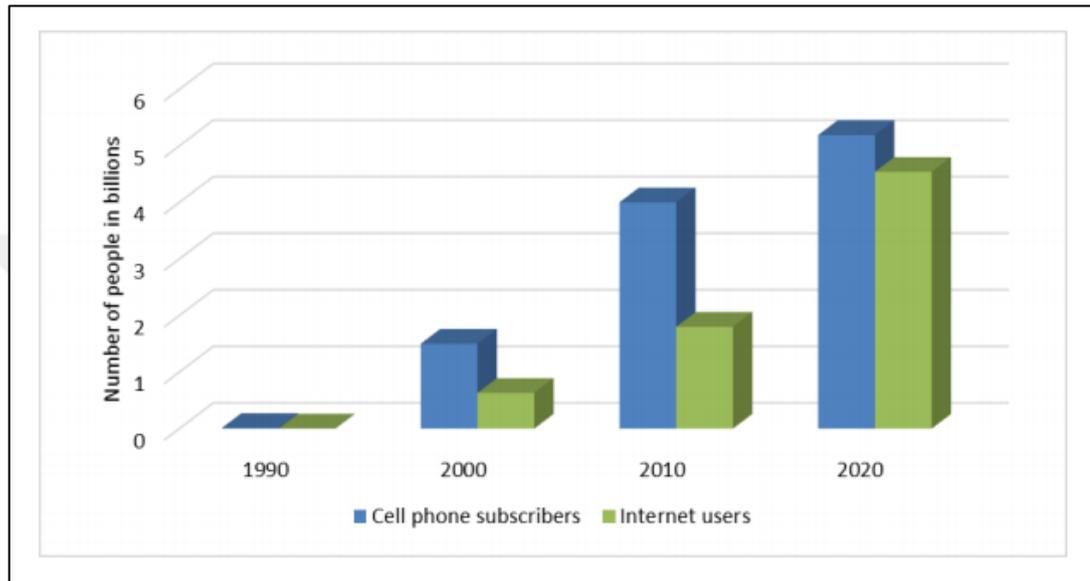
Figure 4: Number of cell phone subscribers and Internet users from 1990 to 2020

Source: We Are Social Inc, (2020)

2.1.2. From traditional to digital marketing

Prior to the invention of marketing philosophy around the turn of the twentieth century, marketing has existed in some form or another for a long time. Essentially, the concept underlying the term "marketing" is to arouse interest in your company's goods or services among those who are unfamiliar with them. As a result, the usage of print media grew exponentially, and more sophisticated advertising, ranging from magazines to direct mail, were first launched in 1742 and 1862, respectively.

From 1920 to 1920, print advertisements dominated the commercial scene, until they were confronted by their first serious competitor: radio advertisements. After a short period of time, radio advertising expenditures surpassed print advertising expenditures, just as television advertising expenditures surpassed newspaper advertising later in 1942.

With the advent of television commercials, businesses now have even more possibilities to contact their customers through a wider range of media. After investing a lot of money on mass communication to promote their goods, businesses quickly realized that they needed to evaluate the results of their efforts and figure out how to make them even more effective. The introduction of "marketing courses" at colleges during the first decade of the twentieth century is considered to be the beginning of marketing as a focused and professional subject.

It is claimed that the University of Michigan was the first institution to offer a marketing course in 1902. Adding to the complexity was the introduction of broadcast media, which allowed marketers to handle a huge number of marketing channels all at the same time for the first time in history. Understanding when and where to use such channels to their advantage was critical to maximizing ROI (Return on Investment index) for millions of dollars spent on advertising. As a result, marketers had to come up with new strategies that went beyond the "spray and pray" method of sending a generic message to as many people as possible. In this period, the first contemporary marketing measuring idea - the "Marketing mix" - was introduced into the marketplace.

It was Neil Borden who popularized the marketing mix, which was initially presented in the 1940s and popularized by Neil Borden in 1964. It is concerned with identifying the essential elements of what a product or service delivers to customers, as well as how marketers may best align those ingredients in order to establish an effective marketing plan for that product or service. These elements were divided by E. Jerome McCarthy into four top-level categories known as the "4Ps" in subsequent years. The "4Ps" are constituted of the following aspects: product (including advertising), promotion (including geographic location), and price (including pricing structure). Customers' desire for a product, the price they are willing to pay for it, promotional offers that may draw their attention, and the area where those offers will be shown to them are all factors to consider when developing a marketing strategy. The 4Ps method has been extended into 7Ps, 10Ps, and many more variations throughout the years and in many other applications, but it remains the cornerstone of marketing practice to this day (Figure 2.4). A watershed moment in marketing occurred in 1972, when the first wireless mobile phone was developed, igniting a surge of new technologies that would continue for the next few decades.

Advertising jumped at the opportunity when the first personal computer was introduced into the digital world in 1975. Approximately 400 people received the first SPAM message in 1978, which was transmitted via ARPANET, which is generally regarded as the "original internet." For every step forward in technological development, there are additional possibilities for advertising that is particularly targeted to those advancements.
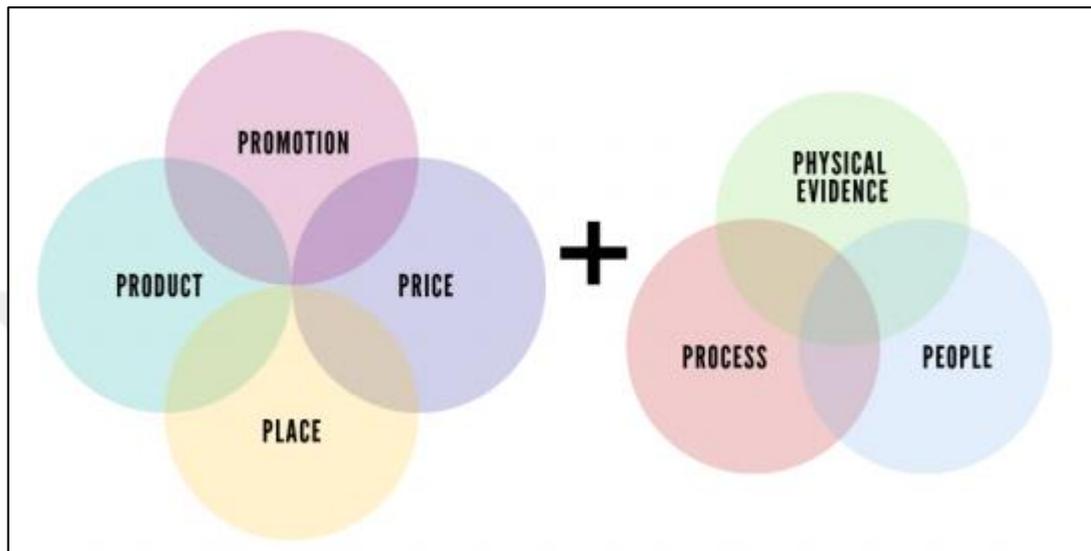
Figure 5: Marketing mix from 4Ps to 7Ps

Source: Deghaye, (2019)

The phrase "Digital Marketing" was first used in this decade, and it is still used today. The term "online marketing," "Internet marketing," and "web marketing" have all lost their prominence in favour of "online marketing," which is now the most often used synonym. Definition: Digital marketing is marketing that uses digital technology like computers and mobile phones and other media (any material that is encoded in machine-readable forms) to promote goods and services and increase consumer understanding by meeting their demands (Chaffey, 2013).

Also during this decade, cellphones and the Internet gained widespread popularity, and after the introduction of the iPhone in 2007, people began to become more reliant on digital devices in their everyday lives. As shown in Figure 2.3, the rapid increase in the number of mobile phone and Internet users began in the 2010s, and the trend is expected to continue in the following years. Because of this shift in customer behavior, marketing technology has become more diverse, and the emphasis has moved from traditional marketing to internet marketing. Facebook launched

mobile advertisements in 2012, and seven years later, mobile advertising accounts for 1594 percent of the company's overall advertising income (Statista, 2020a). It can be seen in Figure 2.5 below that worldwide ad expenditure in the digital marketing industry has been gradually increasing over the years, with the market anticipated to continue to expand in the future.
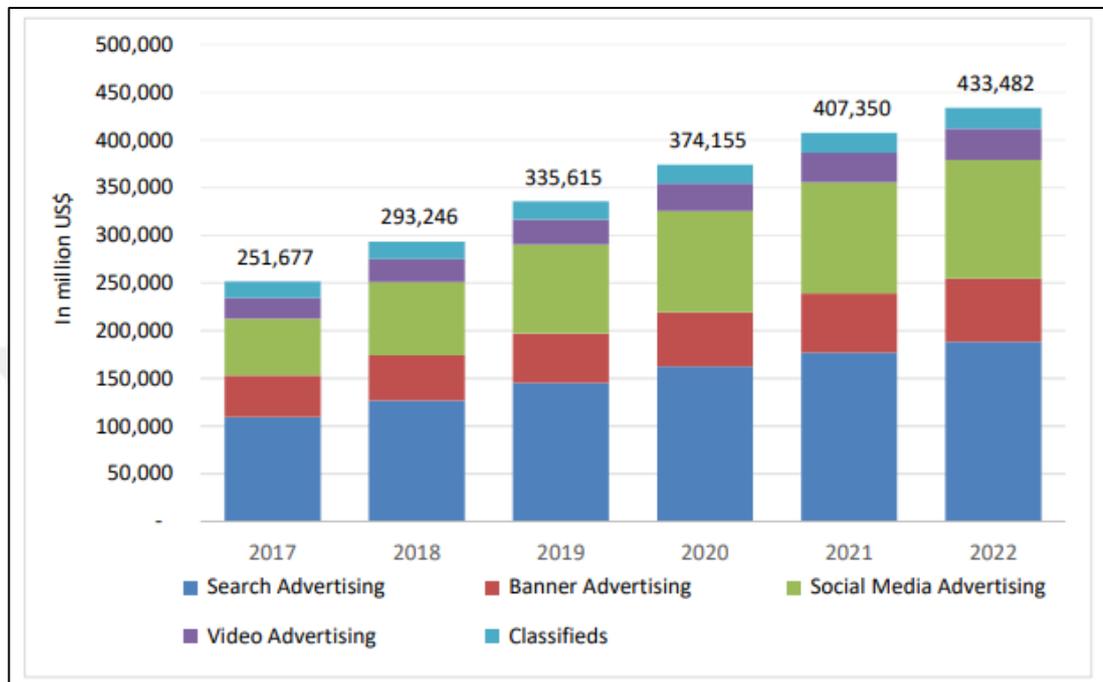
Figure 6: Global Digital Ad Spending from 2017 and forecast to 2022

Source: Statista, (2020)

Given what we've learned in this conversation and in the chart above, there's no denying the importance of digital marketing in today's economy for any business.f Now that the history and meaning of digital marketing have been clearly explained, the following paragraph will go into more depth regarding the most frequently utilized channels of digital marketing.

2.2.Digital Marketing Channels

An overview of the factors or channels that were chosen for this study is provided in this part, along with a review of previous research that has been conducted on these variables.

2.2.1. Mobile marketing

Prior study on mobile marketing has concentrated on topics such as mobile phone use, habits, and the effectiveness of mobile marketing campaigns, among other things. Persaud and Azhar (2012, 420-421) conducted past research on mobile marketing topics such as habits, phone usage, and motivation. Consumers' reactions to mobile marketing differ from conventional marketing. Mobile marketing boosts user engagement and purchase intent by offering discount coupons, gift cards, and other incentives via mobile applications. Customer acceptance of mobile marketing has been shown via positive results in sales. The author also paid attention to how culture has impacted the adoption of mobile marketing, which he describes as follows:

The results of their study into mobile marketing and advertising were published in (Watson et al. 2013). Watson et al. (2013) published their findings in their research on mobile marketing and advertising. The panelists addressed how mobile marketing is regarded as the most cost-effective channel for digital marketing practitioners because of the industry's potential for development. It is becoming more popular to advertise to customers via mobile devices. 90 percent of the world's population has access to mobile apps that can convey and communicate a brand's message to the target audience. In the market sector, mobile marketing has grabbed the attention of customers and has been widely recognized. Research performed by Rohm et al. (2012, 486) has shown that mobile marketing is one of the fastest expanding technologies in the marketing industry. The findings of their study highlighted how communication via mobile marketing has grown more commonplace with the widespread use of smartphones by the general public. Because mobile marketing does not need a desktop or computer connection, the wireless feature of mobile communication has become a popular means of communication.

Their data also shows that consumers in the USA are the most engaged and most likely to access mobile ads. According to their analysis, 90 percent of the public will soon be connected to firms through mobile marketing. Marketing and sales professionals may utilize mobile applications and gadgets to offer their goods to customers, according to Strom, Vendel, and Bredican (2014, 03). It establishes the contact with the customer that leads to the development of their buy intention for the goods. The researchers also characterized the mobile device as a "friend" for consumers while they are concentrating on their purchasing activities. With the

customer and the store, it develops a strong connection of trust and loyalty. The study also discussed how mobile phones differ from laptops and desktop computers in that they allow consumers to interact more easily with the advertising that is shared on mobile devices, as well as the potential for marketing channels to market their products through mobile marketing, as discussed in the study.

A discussion of Bohlel et al. (2011, 211) thoughts on mobile marketing and the consumer-brand link was included in the journal Mobile Marketing. In their presentation, they discussed how we are living in an era of wireless technology, which has resulted in a frenzy of activity in marketing channels and strategies. Marketers will be able to engage with their clients more easily if they use mobile marketing to their advantage. It is discussed in their article how mobile marketing affects customer behavior and their desire to buy. The intentions of the customer towards a brand and a product are strongly influenced by mobile marketing efforts. It helps to maintain and build positive relationships with one another. Mobile devices enable users to send messages to their friends and family members. As a result, mobile marketing is a continuous process. It instills the desire to purchase in the minds of users, and it is not restricted to a single individual.

Advertising through mobile SMS is becoming more and more prevalent in the marketing mix. Mobile marketing makes use of applications, advertising via games, vouchers, discounts, and information services, among other things. The researchers also cited a few instances of other firms, such as Estee Lauder, that sought to focus on SMS marketing while still providing free samples. Other examples were based on the McDonald's food business, which provides distinct competition via mobile advertising. Aside from that, marketers are increasingly turning to mobile marketing as a method of engaging with their existing clients. During the conversation, Yousif (2012, 148) brought up the topic of mobile marketing. To illustrate, he offered one of the reasons he found in his investigation that the mobile phone had become both an aspect of and a route for marketing.

Furthermore, he said that it is simple to target customers through mobile marketing from anywhere and at any time since mobile marketing is extremely inexpensive and cost-effective, and it can be sent to the consumer very quickly. Mobile marketing has now surpassed all other forms of advertising for brand advertising, since marketers are able to distribute deals and coupons with the assistance of mobile

marketing, which allows them to more easily target the market and increase customer buy intention. Nowadays, mobile marketing has surpassed all other methods of marketing and advertising in terms of usability, and it has completely changed the way that businesses advertise. It has opened up new possibilities for both brands and merchants.

Figure 7: Types of Mobile Marketing

Source: Digital Empowerment & Wealth Creation, (2017)

2.2.2. Email marketing

Email trigger: Customer comparisons and additional research are initiated when a product is seen on the internet or an email is sent to them, simulating the client's need to make market comparisons. A prospect who is pleased with the search results will eventually make the buying choice and acquire the thing that he has found. Determining whether or not customers are ready to submit good or negative evaluations is a key factor in determining whether or not marketers deliver on their promises. All of this is done over the internet. There are a number factors that have contributed to the shift in consumer purchasing behavior, which are as follows:

- Convenience is one of the most important factors to consider; customers may purchase the goods whenever they want. For customers who want to make a purchase online, a 24/7 customer support is provided. The simplicity element for customers is there since they may purchase the goods from any location at any time with a single touch of a finger. This is how marketers provide convenience benefits to their prospective buyers.

- In addition, buyers may access a range of information about firms, goods, and rivals' pricing on their mobile phones or laptop displays, and they are obtaining highly clear and accurate information as a result.

- The second key factor is low cost; marketers are savvy enough to attract the attention of their target audiences by utilizing the phrase "low cost," which indicates that the consumers would save money on their purchase.

Customers are served by online marketers via the use of cost-effective methods. While retaining a proper franchise for their specific product, it permits them to delay retail investments that would otherwise be too costly. In comparison to the expense of publishing a physical catalogue, they may build a digital catalogue at a lesser cost. Marketers have been struggling over the worth of digital marketing for many years now, according to a poll performed by Salehi et al., and the war is still going on today (2012, 386). By sharing your content with your customers and making your items and services available for purchase on the internet, digital marketing is discussed in this research.

Castronovo and Huang (2012), who made significant contributions to his investigation on the consumer's purchasing intention that is influenced by the choices of another person. In this case, the purchase of one peer is highly reliant on the purchase of another peer, and peer to peer contact is important in the decision-making process. Modern day conversation is conducted via social media platforms, which include email marketing and other types of online promotion. Because of the widespread use of electronic word-of-mouth (e-WOM) and email, consumers have become fully dependent on the views of others to make purchasing decisions. The use of electronic marketing has shown a significant rise in the number of purchasing choices that are based on decisions shared by other individuals on the internet. In accordance with the findings of the research performed by Sahni, Wheeler, and Chintagunta (2016, 07), the customized email contents have an effect on the people in order to improve their positive attitudes about the email message. Customers who read an email and are drawn to the content are more likely to respond positively if the message is tailored to them. As a result, the unsubscribe behavior of the individuals who are receiving the emails is less likely to occur. When a user is drawn to the material that is shared with him via an electronic marketing method, the writer believes that the consumer has a responsibility for the email that is opened by the consumer,

because this results in the consumer's purchase intention when he or she is drawn to the material that is shared with them.

With the widespread use of digital marketing, people's communication styles have evolved, shifting them away from traditional marketing and toward more current marketing that is dependent on the internet for success. Because of the advancements in online marketing, marketers can more easily target their clients and persuade them to buy their products. A study released by Tiago and Verissimo (2014, 704) discovered that a considerable proportion of clients keep themselves actively connected to the internet. It is because of these efforts that firms are focusing on building internet and digital advertising strategies that include email blasts and other types of direct marketing and informational websites.

Since the introduction of internet marketing, customers' relationships with marketers have changed. This is because they can now contact them more readily and persuade them to buy. A big number of individuals may be contacted by marketers nowadays with the smallest amount of resources and in the least amount of time possible, thanks to technological advances. A strategic advertising campaign is one that is carried out with the aid of internet marketing techniques. According to Smith (2011, 04), the brand is directing its efforts toward development via the implementation of a digital marketing strategy. In today's world, the younger generation is more concerned with getting product information through social media than from traditional media sources. Successful marketers are attempting to compete in a market that is more engaged on the internet. The majority of digital communications sent to customers are enticing, resulting in a choice to make a purchasing decision. When it comes to marketing on the internet, it is referred to as a pull medium since the information that customers see on social media and in emails draws them in. Every customer has easy access to any information that is accessible on the internet, and this is especially true for businesses.

Because of their widespread use, social media marketing platforms and email have built an extensive distribution network for their messages. Consumers and brands become more connected as a result of electronic marketing, which changes the nature of the connection between them. To ensure that the message is received and retained by the customer, it is the role of electronic media, which includes email and social media marketing, to communicate with them. In the wake of the brand's entry into the

market, this link between the customer and the product encourages more social participation and trust in the brand.
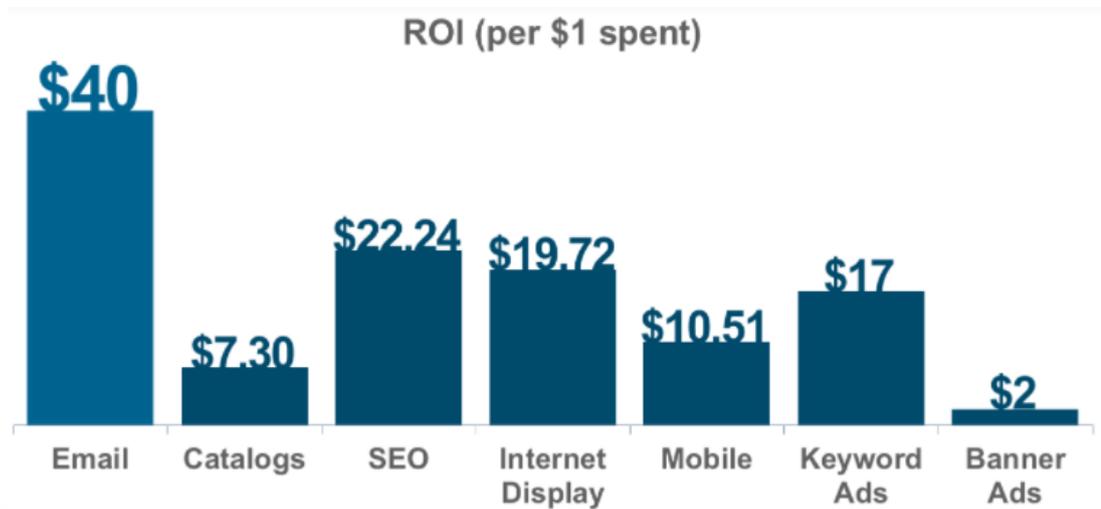
Figure 8: Email marketing 2021

Source: White, (2021)

According to Mirzaei et al. (2012, 212), electronic marketing is based on a concept that can be explained. Even if e-marketing is not a difficult idea to comprehend, the author believes that it is not beneficial in the formation of a relationship between the client and the organization. Electronic marketing is just another method of communicating with customers, producing value for them, and providing them with products and/or services. E-marketing is not just geared toward the sale and dissemination of information about a product; there are a variety of other considerations that lie under the surface of the idea of email marketing. It is considered to be one of the most ancient types of strategy that has been used in the past. It also enables individuals to conduct a perfect campaign that is capable of attracting and grabbing the attention of potential consumers. It also aids in the enhancement of sales and the generation of repeat purchases from the same client.

2.2.3. Retargeting

In the context of online targeted advertising, it is a method of contacting prospects by promoting products or services to them based on their previous internet activities. On the surface, it's just a cookie-based method that makes use of basic JavaScript to track and follow prospects all across the internet. In order to boost

conversions and optimize conversion rates, retargeting advertisements are utilized. This is a powerful conversion and optimization method that is most effective when used intelligently and effectively by marketers.
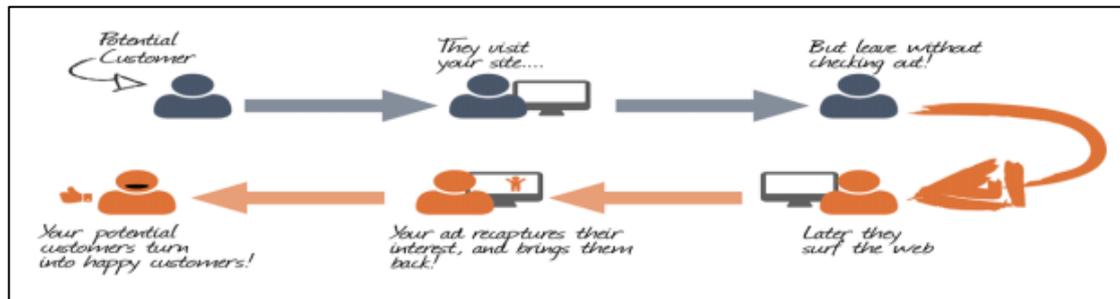
Figure 9: Retargeting's Process

Source: Retargeter.com, (2017)

Retargeting is a significant method of marketing. As a way to improve their product and service offerings as well as promotional activities, marketers must know how many people visit their website and how many leave without interacting with it. If you've ever wondered what retargeting is, you may want to check out Retargeter.com's (2017) description of the term. Retargeting is an ad strategy that uses the internet data of customers to generate traffic even after they leave the website in question. It's the equivalent of exploring an internet shop without making a purchase. More information was given regarding retargeting, including the fact that it is not essential for the visitor to make a purchase on the first visit; just 2 percent of individuals make purchases on their first visit.

Furthermore, the author said that retargeting is a technology that has been specifically developed and intended for businesses and organizations in order to retarget the remaining 98 percent of the population and convert them into customers. Furthermore, the internet has revealed that retargeting is getting increasingly successful in this day and age. According to the findings of a study performed by Hurley (2016, 22), companies are increasingly concentrating on the implementation of a technology known as retargeting in order to increase the efficacy of their advertising. It is directed to particular consumers who have already visited the business. Consumers are retargeted and engaged in the purchase process via the use of analytics data. It is necessary for marketing purposes as well as for establishing trust between a firm and

its clients. In order to do so, it takes use of the information about clients who have previously visited the establishment.

The visitors are the primary goal of online websites in order to convert them into customers, since it increases the buy intention and behavior of consumers toward their products. The idea of retargeting is very dependent on the creation of awareness and interest. The business developed a retargeting strategy and showed banners and advertising for goods that were relevant to the interests of the consumers, as well as advertisements for new products. They utilize the partnership method with Facebook to retarget their previous website visitors via their shop, which has resulted in a significant increase in income for the business. According to the information provided by Mozcom (2011), retargeting is merely a method that is utilized in marketing plans that are designed for the goal of increasing sales. It focuses on users who have previously visited the website in order to increase their likelihood of making a purchase.

According to Econsultanc (2014, 7) retargeting is also referred to as re-messaging and remarketing, among other things. It is said to be a marketing strategy that involves the distribution of advertisements. Koti (2014, 42) highlighted how retargeting is most effective when used in conjunction with both outbound and inbound marketing strategies. It includes a variety of techniques, such as content marketing, targeted displays, and advertisements, all aimed at increasing website visitors. It has the potential to be an excellent source of turning visitors into customers. It has now become a widespread technique among marketing professionals in order to influence customer behavior and encourage them to make a purchase. Among the most popular types of retargeting advertisements are website banners, which display images depending on the interests of consumers, causing them to behave in a way that leads them to buy a product from an online shop (Bleier & Eisenbeiss, 2015, 390).

According to Lambrecht and Tucker (2013, 29), the use of retargeting through mobile advertising may be used to develop the purchase intention of the consumer. The retargeting of visitors via mobile advertisements results in the development of their buying habit. With regards to its efficacy, this tactic is very successful in that it targets visitors based on their wants and desires. Three performers from Finland: Leppaniemi, Sinisalo, and Karjaluoto (2006, 33). "Retargeting" helps marketers to be sure that they have taken advantage of every chance to interact and engage with clients

by learning about their interests and needs. This results in a better connection and relationship, which ultimately leads to the conversion of visitors into customers. It is critical for the client to have correct data and information in order to build up appropriate retargeting strategies for the visitors.

2.3. Benefits and Limitations of Digital Marketing

A great deal of care should be used while implementing digital marketing campaigns. It has the potential to provide significant advantages to businesses who manage to do so correctly. On the other hand, if this technique is used incorrectly, it may do significant harm to a company's image and revenues.

2.3.1. Benefits

According to Chaffey and Smith's 5S paradigm, which was first presented in 2001, digital marketing offers many advantages over traditional marketing. According to their approach, the top fine objectives for a successful digital marketing plan for a company are defined explicitly, and each of these goals is evaluated based on the anticipated results.

The first S stands for selling, which refers to the act of distributing goods and services to consumers via the use of internet-based marketing techniques. Growing sales volume is the ultimate aim of every company, and digital marketing helps them accomplish this at a reduced cost while also increasing efficiency and providing a better sales experience for their customers.

The second S is dedicated to serving or adding value to the consumers' experience. This is possible via digital channels because they provide real-time service, allowing businesses to be present and attentive to their customers' queries, as well as to assist them when they need assistance. Customers' comments and satisfaction ratings may also be used to enhance the overall quality of an online service on an ongoing basis.

The third S is for speaking, and it relates to direct contact with prospective and current consumers in order to attract and engage them. Relevant and interesting content is one of the most effective strategies for attracting the public's attention and increasing brand recognition. Companies may now reach out to consumers with greater speed and

on a bigger scale than ever before because to the proliferation of social media, ecommerce sites, and other microsites.

Saving is the fourth S, and digital marketing provides advantages to both parties in terms of cost and time savings via the wide availability of information, the ease with which mutual dialogues can take place, and the speed and convenience with which market transactions can be completed. These days, consumers can make their purchases online instantly and from any location, and businesses may save a significant amount of money by eliminating the need for needless personnel, printing, and shipping expenses.

Last but not least, the last S stands for sizzling. The ability for brands to expand their online presence by offering appealing and unique offers or experiences for their consumers in ways that have never been possible before, such as community building, online competitions, or amusing games, is a significant opportunity. These efforts enable them to gain the attention and loyalty of customers, which may eventually result in greater business via word-of-mouth and referrals from existing customers.

Using the 5S framework, we were able to provide a very complete picture of the potential benefits that digital marketing may bring to companies. Dann and Dann (2011) also found six reasons to resort to digital marketing, which essentially cover the same ground as before, with the addition of a new finding relating to competitive pressures, according to Dann and Dann. One of the primary reasons why businesses spend a significant amount of time and money on developing their online presence is that they do not want their consumers to be stolen away by their rivals via the internet. The use of online competition by businesses to study their rivals' actions, then reflect on and constantly improve their own performance, may be a smart strategy for increasing profits. Because of this move away from product uniqueness and toward less tangible characteristics such as brand image and style, businesses are being compelled to exert more effort in order to stand out from the competition.

2.3.2. Limitations

However, even if the advantages of digital marketing may exceed its drawbacks, it is still important for businesses to be aware of the potential drawbacks in order to avoid making unintended errors.

In the first place, the absence of human touch is the most obvious drawback of digital marketing (Goldsmith and Goldsmith, 2002). The second point to mention is that consumers are more concerned about security and privacy. Many individuals are annoyed by the fact that not all businesses can guarantee the firm security and proper use of their customers' private data. Sometimes, consumer information is shared with other parties without the client's knowledge or consent, which is considered unethical. Furthermore, in this digital age, there is always the possibility of hackers obtaining critical data, such as a person's identity or a bank account password (Lantos, 2011). Aside from that, certain types of e-marketing, such as pop-up advertisements, are seen as invading the privacy of Internet users (Drozdenko & Drake, 2002).

For digital marketers, these security and privacy issues are perhaps the most difficult obstacles to overcome. Third, because of the significant reliance on technology in digital marketing, businesses are more susceptible to financial losses in the event of a technical malfunction. A client who decides to purchase a product online and completes all necessary procedures, including supplying personal information and a bank account, but whose transaction is unsuccessful due to a technological fault, may become very dissatisfied and even turn against the whole organization. This situation occurs on a regular basis and exemplifies a current shortcoming of digital-based techniques.

The lack of trust from consumers is, last but not least, a problem for companies when engaging in e-marketing activities. The lack of in-person contact with the vendor has led to many purchasers maintaining unfavorable or skeptical views about online information and transactions. Urban (2008) said that as customers' purchasing power grows, it is becoming more essential for marketers and information technology managers to exert significant effort in order maintain the confidence of online customers. For the sake of summary, digital marketing is a complex activity in which the strengths and limitations of each channel are portrayed in a unique manner. As a result, while selecting or combining different methods to achieve desired results, companies must carefully examine their own features.

2.4. Consumer Buying Behavior

Consumer behavior, according to Mihart (2012, 123), is defined as the knowledge of a consumer's behavior toward the purchase of a certain item. He characterized the

customer as a problem solver, rather than a problem creator. Because of their choice and desire to buy, consumer behavior necessitates the investment of time and attention by the product towards the goods that cause them to spend. The author also offered his understanding on the three levels of influence on a consumer's purchasing choice. Extensive issue solving, routinized behavior response, and restricted problem solving are the levels of problem solving that have an impact on the behavior of consumers. According to Malik et al. (2013, 118), one of their research looked at the significance of a brand's image and advertising approach in the development of consumer buying behavior, and how they are both major variables in this process. In order to establish the impact of a brand's image on customers' behavior as it pertains to their desire to buy as a consequence of seeing advertising, the researchers conducted a study.

According to the researchers, the outcomes of the study also indicated that females exhibit more favorable consumer buying behavior than men since they are the ones who are attracted to the brand, have a good self-concept about the brand, and have some additional ideas about the brand. Consumer purchasing behavior, according to the authors of the article, is described as the process of collecting information and understanding about a brand and its goods, among other things, before making a purchase decision. Customers are more persuaded, according to the experts, if they have a solid knowledge of the brand. Consumer behavior, according to Good hope (2013, 165), is defined as the depiction of those individuals who are actively engaged in the decision-making process about the consumption of goods or services. Rather than on the actions of people, the customer is based on their decision-making process. Consumer decision-making process behavior is explored in more depth by the author in this section.

According to Erka and Evans (2016), they identified eWOM as a component that influences consumer buying behavior and tends to develop it. Furthermore, they said that the social media channel has the greatest impact on customer buying intentions in the present age. As defined by Udeledu (2017), consumer buying behavior may be defined as the intention of a customer to purchase a product, which is something that a company must consider when marketing the product. Customers' reactions have an effect on the marketing strategies of businesses, which may lead to both excellent and unfavorable results for the business. The marketing ideas and tactics used to promote the products were also identified as being critical in order to please customers and thus

generate their desire to buy the products. Aside from that, marketing practitioners are concerned with predicting the reactions of people to marketing techniques that may result in the formation of consumer buying habits.

Saleem and Abideen, (2011, p. 57) explored how advertising and sales techniques may affect consumers' buying decisions. Their investigation was based on an examination of the consumer's actions and reactions. They are primarily concerned with identifying the element that has the greatest impact on the behavior of the participants. According to the findings of their study, there are certain psychological factors associated with the behavior of the customer in relation to the buy intention. Their investigation was based on a thorough examination of the many paths that advertising and marketing mix tactics take in order to influence consumer behavior. Their study also focuses on how psychological variables influence customer buying behavior, which they believe is particularly important.
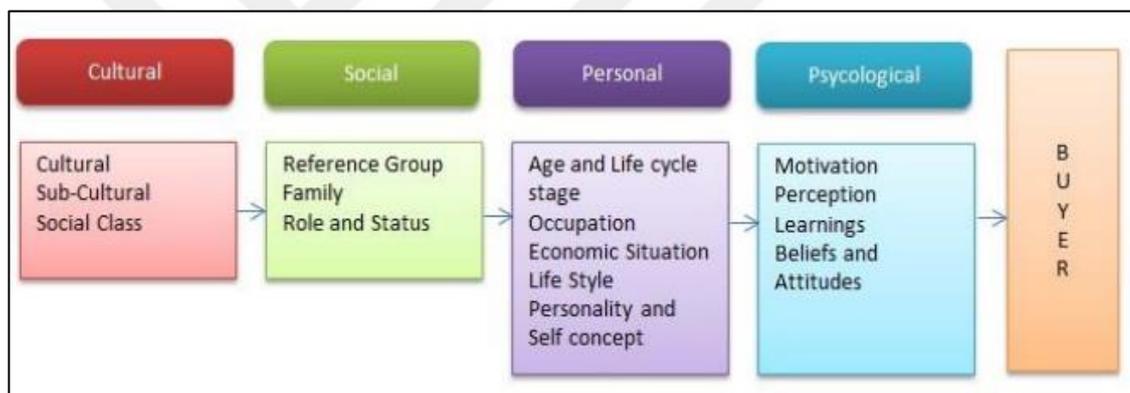
Figure 10: Factors affecting consumer buying behavior

Source: relivingmbadays, (2017)

A key element in the formation of consumer buying intentions, according to Pappas (2016, 13), is customer trust in the brand. One of the most significant variables mentioned by Pappas is the level of trust that consumers have in a brand. Nowadays, electronic retailing of goods captures the interest and fascination of the person via a variety of methods in order to elicit their desire to purchase the product from that individual. As an additional point, the author said that understanding consumer behavior is a challenging task since it is closely tied to the buying behavior of the client, which might be difficult to interpret or identify. Also discussed in depth were the hazards involved with online purchases, with the author pointing out that buyers

rely their buying choices on product evaluations created by others regarding a certain product from a specific firm. Moreover, he asserts that one more factor that influences the buying behavior of consumers is the relationship between the quality of the product and the quantity of the product.

As Madhavan and Chandrasekar (2015, 75) stated, marketers are constantly looking for intriguing factors that will help them improve their sales and income. They believe that customer behavior is one of these factors. The purchase behavior of customers lends itself to the identification of factors that have a significant impact on their purchasing choices. It was also described as understanding of consumer behavior is very essential for marketers because it allows them to tailor marketing tactics to the specific feelings and perceptions that consumers have about a particular brand and its product. The psychological, social, personal, and cultural variables that influence a consumer's behavior are all taken into consideration. Some of the uncontrollable variables that are beyond the control of marketers must also be considered in order to generate customer intents and entice them to make a purchase of the goods.

Several consumer buying behavior theories have been established by Chroncom (2017), and these theories have an impact on customer behavior. Several hypotheses, including one cited on the page, are predicated on the impact of culture on an individual's purchasing decisions. A definition was given, stating that culture determines the values and beliefs associated with a product or a company. Individuals' purchasing behavior is influenced by their own values. The personality of an individual also influences the behavior of that individual in terms of buying the chosen brand, which helps to build that individual's personality.

When it comes to online consumer buying behavior, Verhagen and Dolen (2011, 320-321) describe it as being prompted by a simple and quick method to obtain goods through an online marketplace. It does not place any pressure on the person to make a purchase decision. The researchers said that detecting online client behaviour is critical for marketers in general. They discussed previous study on the influence of social media on consumer purchase behavior.

According to Nazir et al (2012, 488), information technology is crucial for clients to access an online shopping platform from anywhere in the globe. When it comes to the consumers, it offers them with ease and convenience, which in turn

triggers their behavior toward the product's online purchase purpose. In addition to being less time-consuming, it is more beneficial.

2.5.Impact of Digital Marketing on Consumers

Marketing defined by the American Marketing Association is a series of associations and processes that create, deliver, deliver, and exchange valuable help for customers, customers, allies, and society as a whole. It is always important to sell products to viewers through history, which is the best way to promote and sell brands. Promotions can be done in a variety of ways, but you should be able to minimize costs and achieve your organization's goals. If you are interested in using digital marketing techniques to the Internet and associated digital technologies, in conjunction with current communication, to accomplish marketing goals, you may utilize some of the following channels to reach your target market. Make use of the. A new generation of businesses has a unique opportunity to advertise their products and services via social media platforms and websites as well as online search engine advertising, e-marketing, interactive marketing such as polls and games, mobile marketing, as well as other forms of digital advertising (Chaffey, 2013).

Marketing efforts conducted via digital platforms allow marketers to connect directly with their target audiences, regardless of where they are located geographically. Digital marketing has emerged as one of the most effective methods of communicating directly with customers in recent years, despite some misunderstanding. As a result, we are paying more attention to the use of digital channels as a method of successful advertising for customers, as well as to the trend toward direct one-to-one marketing communications. Mobile marketing is one of the most recent advances in the evaluation of digital channels. The mobile market in Turkey is one of the fastest growing markets in the world, thanks to an increase in the number of customers in the middle income class. It is projected to reach millions of users over the next decade, making it one of the fastest growing markets worldwide. As a result, it will have a major effect on how research on digital channel advertising is conducted in the future. Society's interactions have altered as a result of the invention and extensive usage of Internet technologies in both every day and professional settings.

The development of new communication technologies is one of the most significant indications of this transformational shift. The new communication instrument that has emerged as a result of technological advancement is referred to as "digital marketing." It is the intelligence and social networks like as Facebook, Twitter, and Instagram that spring to mind when we think about digital channels. Websites, microblogs, and search engines are all examples of online and virtual platforms that use these networks. The term "traditional communication tools" refers to the tools that have been accessible prior to the advent of new digital channels for communicating with clients. Journals and newspapers; television and movies; and radio are all examples of traditional forms of communication. The goal of this research is to examine the influence of digital marketing in Turkey on the purchase decisions of young customers. This documentary will fill a need left by the scarcity of studies on young people's purchasing habits and the disparity between local and worldwide organisations that cater to them. Using digital channels to enhance youth consumer decision-making processes also has clear opportunities to use these channels to cost-effectively communicate and provide customers. Well, I am not paying astonishing attention. While a comprehensive model for theoretical understanding and reasons for using different digital channels is still being developed, it seems as if it was used more operationally than the concept of "digital marketing."

Despite the increasing use of ICT in marketing, there is almost no definition of digital marketing Strengthening the decision-making process of young consumers using digital channels is not a remarkable attraction despite the obvious opportunity to use these channels to contact and cost-effectively serve their customers. Despite the fact that the term "digital marketing" seems to be used more often in practise, a theoretical knowledge and complete model of how and why other digital channels are employed are still in the early stages of creation. Despite the growing use of information and communications technology (ICT) in marketing, there is no consensus on what constitutes digital marketing. Using the Internet and information technology, digital marketing is able to extend and improve upon already existing marketing skills. A typical P and a board definition for acquisition and retention may be found in the following example: Also recognised as comparable to digital marketing are the terms "interactive marketing," "one-to-one marketing," and "e-marketing," although neither is a particularly specific explanation of what digital marketing is (Singh, 2016). We defined e-marketing as "creating and coordinating interactions with customers

identified by the company using the Internet and other interactive technologies." Consider e-marketing as part of ecommerce. Rather than creating individual transactions on display, e-Marketing focuses on managing ongoing IT support relationships with customers through interactions and interactions (Soprtese, 2017).

In a nutshell, marketing is the process of creating demand for a product or service, and because of the demand produced by sales, it is necessary to turn that desire into money as well. Brands may be promoted using digital channels, which can be defined as digital marketing. According to these criteria, the Internet serves as a catalyst for the development of digital marketing requirements since it is an interactive medium that facilitates call and value exchange (Chaffey, 2013).

Figure 11: Digital marketing channels

Digital Marketing Channels	Definition
Email Marketing	Digital marketing that delivers messages to an audience though electronic mail
Online Advertising	Advertisements that are displayed on the internet
Affiliate Marketing	An online affiliate markets products of an organisation and gets rewarded for referrals
Search Engine Marketing	Marketing that is related to searches on the internet
Pay Per Click Advertising	An online advertising system whereby the advertiser pays for clicks on their advert
Social Media Marketing	The creation, publication and sharing of content by individuals such as blogs, images and videos on the internet

The channel to consumers through "electronic marketing, online advertising, affiliate marketing, search engine marketing, pay-per-click advertising, and digital marketing", a digital marketing channel. Because the high-level skills and procedures of the marketing segment are changing over time, we have found a variety of ideas for digital marketing (Khan & Islam, 2017).

Digital marketing uses computerized technology to capture an audience or a consumer, implying an advertisement for the product or service. It also includes marketing services through digital media such as mobile phones and displays ads to promote your brand (Alexander, et al. 2019). Digital marketing is a procedure that uses the Internet and information technology to extend and change marketing capabilities (Chaffey, 2013) the term is characterized in that the term e-marketing, rather than

digital marketing uses the Web and intuitive innovation to form a link between a company and a customer. In particular, e-marketing focuses on strengthening IT capabilities and interaction with customers (Gotter , 2018).

Electronic device marketing, often known as digital marketing, refers to the exchange of goods and services via electronic devices and the moving of operations from suppliers to purchasers (or vice versa). The co-producer is taking on the position of the client in this scenario, which is the setting for this scenario. Furthermore, recent value generation has become increasingly significant (Khan & Islam, 2017). It is necessary for service goods to have new features (Pfano & Beharry, 2016). It is personalized messages that are accountable for increasing customer retention rates. It is feasible to anticipate future proposals that will need to be delivered to current customers in order to maintain and connect with the business by using customer information (Khan & Islam, 2017). Customers nowadays have a plethora of options when it comes to working on digital platforms. A wide number of alternatives are available to business organizations as well. For example, expanding communication channels via a variety of digital media may lead to the development of a broader range of relationships with global village customers.

The use of electronic gadgets, according to (Zivame.2019), enabled the integration of different kinds of marketing operations. In email marketing, which is one of the most popular advanced promotional methods, customized messages are sent to target consumers at the appropriate time of day or night. Amazon and Flipkart usually send out a variety of e-mails that are customized to your specific requirements. E-mail marketing is widely recognized as a critical component of any kind of company seeking to boost sales via the Internet. You may interact with your consumers while simultaneously attracting them to your website in this manner (Mariani, & Ciancia, 2019). In digital marketing, search engine optimization (SEO) is the most often utilized technique for increasing the exposure of a website via search engines. Digital marketing technologies include site-specific technical analysis, link building, content development, and blogging, among others. According to search engine land, search engine optimization (SEO) is centered on the method by which a search engine receives visitors from search results. Related searches may assist users in promoting their website and achieving a better rating. Paid advertisements are often shown at the top of the overall search results page. The actual cost is determined by the keywords

used in the online exchange for advertisements on other websites (Stephen Kapusta 2016).

Social media marketing is one of the most successful methods for controlling your business image over a wide range of social platforms, including Facebook, Linkedin, and Twitter, among others. Overall, this is an effective method for an organization to keep in mind the primary objectives that it must achieve in order to achieve its objectives. Build brand value, acquire new customers, inform customers, and increase the number of loyal customers (Smale 2017). Another type of digital marketing is viral marketing, which includes horizontally spreading elements across multiple channels. Options include YouTube videos, blogs, and email marketing. The online community uses this content to ensure a clear understanding of the market's priorities. Text messaging(TM) is a popular type of digital marketing. With the rapid development of smartphones around the world, information is increasingly dependent on fast and accurate time The Content Marketing Institute generally refers to content marketing as a strategic marketing method and has defined other types of digital marketing. The key attention is to produce and deliver valuable, relevant and reliable content for loyal customers and new attraction and retention (George, 2019). And, even if you don't buy the product, communicating with the customer is a constant process.

The company should focus on leveraging content advertising technology so that it can continuously communicate valuable information to customers and consumers and increase content loyalty Customers (Web Strategy, 2016).

2.6. Purchase Decision Making Process

Instead of making purchases in a linear way, today's customers join the process at multiple points, which are dictated by their first contact with the brand, product research, and word of mouth from their social networks. - Customers' interaction with businesses on digital and social media platforms improves the possibility that they will remain loyal to the company in the future (Putter 2017). Consumers are always thinking about potential purchases and market alternatives to take into consideration. Customer expectations for interactive visual experiences such as moving visuals and clickable videos have increased, according to research performed by (Rigney, 2016), which allows consumers to learn more about products. Researchers found that

customers utilize social media to acquire information about prospective purchases and new goods, and that it may also lead people to have a shift in their perception of a company, according to the Putter 2017 study results. Consumers increasingly consider shopping to be a daily activity as a result of digital connection and the time they spend online.

Consumers are continuously changing, and they are no longer able to make simple purchasing choices. Participants will be involved in all areas of the brand based on research conducted on the initial batch of participating goods or rumors spreading on social media. Businesses that utilize digital and social media to connect with customers are more likely to see increased consumer loyalty to their brand. In 2017, Michael Putter published an article entitled whenever they make a purchase, consumers think about it and weigh their options in the marketplace. Consumers can comprehend the product via video, clickable video, and interactivity since they anticipate better visual experiences. Moreover, according to a study conducted by Michael Putter in 2017, customers utilize social media to collect information about their purchasing potential as well as be introduced to new goods. They now consider shopping to be a daily activity, thanks to digital connections and consumer internet spending (Meera and Gayathiri, 2015).

Among other things, the consumer's decision-making process includes assessing the consumer's needs, acquiring information, evaluating possibilities, and making purchasing decisions. Consumer behavior may be influenced by a variety of elements, including economic and psychological characteristics, as well as environmental influences such as social and cultural values. Consumer decision-making is a multi-step process that involves anything from identifying issues to taking follow-up measures after a purchase has been made. Customers have a variety of requirements in their everyday lives. For making different choices, they are the most essential criteria. The ability to compare, analyze, choose, and buy different goods makes it more difficult to make choices based on customer views about particular products. Because of this, marketers can comprehend and comprehend the basic problems of customer decision-making processes that must be understood in order to distinguish their goods or services from those of competitors in the marketplace. The buy behavior model is a technique used by merchants to identify and monitor the decision-making

process of their customers from the beginning to the end of the purchase process. Each stage in this procedure is broken down into five steps, which are explained as follows:

2.6.1. Need recognition

When individuals realize that they have an unfulfilled need, the purchasing process begins; nevertheless, an unsatisfied need is really created when consumer satisfaction levels vary from their current levels of contentment (Levy, Weitz, 2004, p.111). Needs may be awoken by external factors like the environment or by the buyer's own internal factors like their own physiological or psychological states, and once a need is awoken, the buyer will look for a way to satisfy that need. As a last point, it's worth noting that (Sullivon, Adcock, 2002, p.52).

According to Cox and Brittan, consumers have a few fundamental needs that may be addressed in very easy ways (2004). A issue arises as the requirements get more complex, and the natural response is to look for a solution, which leads to the search for knowledge (p.79). Accordingly, it is reasonable to think buyers are acquiring goods in order to satisfy their desires (Semenik, 2002, P152).

When a consumer judges his or her needs accurately, the recognition of the demand is made. Consumers need to fix this problem to fill the gap, feeling like they have missed something. If a company can judge when these needs and desires start to evolve in the target market, it provides a good opportunity to promote the brand. Examples of people who buy water or cold drinks determine their need for thirst. Here; however, there is no search for information and no evaluation of alternatives. If expensive brands such as cars, laptops, and cell phones are considering buying, then these consumer decision-making steps are considered important.

2.6.2. Information search

According to Semenik (2002, P153), it is not always evident to the customer how to best satisfy a need after they have identified it. When the buyer's recollection (internal) isn't enough, they may need to do an external search in order to find the information they need (Sullivon, Adcock, 2002, p.52).

Internal and external information search are defined in more depth by Semenik (2002), who believes that internal and external information search are two different

things. Promoting consumer attitudes and beliefs is critical at this level, but if it is not enough, customers will need help gathering the information they need, which will almost always be available online. Promoting consumer attitudes and beliefs is critical at this stage. Furthermore, marketing activities at this stage should aim to enhance the quantity of information accessible to customers about the goods they are interested in purchasing (Al-jeraisy, 2008, p. 90-91).

The information retrieval phase of the buyer choice process is continuously evolving, necessitating customers to get more information about the goods that may best suit their requirements as new information becomes available. People who have used the product in the past may provide valuable information about it via their recommendations. Consumers prefer to evaluate risk management and compile a list of characteristics for a specific brand at this level of consideration. This is due to the fact that most individuals do not want to live with the consequences of their buying choices. Information on a product or service may be obtained from a variety of sources, including the following:

- **Commercial sources:** advertising, promotional campaigns, salespeople, or packaging of specific products.
- **Personal information sources:** Provide product recommendations and discuss needs with family and friends.
- **Public sources:** radio, newspapers, magazines.
- **Empirical sources:** customers' own experience using a particular brand

2.6.3. Evaluation of alternatives

When all relevant information has been gathered in the previous stage, the buyer will proceed to evaluate each prospective purchase option with the objective of eventually reducing the list of possible purchases to a single option. Regardless of whether or not there are obstacles between the formulation of an intention and the fulfilment of the purchase, the reality is that this approach will result in the buyer having a strong purchase intention in his or her head, which will ultimately result in the expected purchase (Sullivon, Adcock, 2002, p.53).

Other evaluative factors include the consumer's consideration set (a subset of brands within a product category) and evaluation criteria (extra variables like price, warranty, or colour) (P154).

2.6.4. Purchase decision

It is a sequence of choices, any of which may result in a change of heart and behavior (Ertemel, & Ammoura, 2016). Furthermore, Levy et al., (2004) note that customers may not buy the top-rated product because it may not be accessible in stores or the dangers involved with buying it exceed the possible advantages (p.122).

Customer has made a purchasing choice after completing all of the stages outlined above in their order of precedence. At this point, the customer has weighed all of the evidence and arrived at a logical conclusion based on the marketing campaign's effect, emotional connections, personal experience, or a mix of the two.

2.6.5. Post purchase behavior

As soon as a purchase is completed, assessments continue in order for the customer to feel that he made the correct choice that meets his expectations, which we termed Post-purchase contentment. If the evaluations do not satisfy the expectations, we termed it Post-purchase discontent (Sullivon, Adcock, 2002, p.53). When it comes to ensuring that customers are happy, promotion may play an important part. By helping customers feel good about their purchases and creating reasonable expectations for a brand's performance before they buy, this may be achieved (Semenik, 2002, P155).

Figure 12: Five steps need recognition model, Red Bull Marketing Diary

Source: Kotler et al., (2016)

Consumer behavior in general and consumer purchasing behavior in particular must be studied in this study to identify how social media might impact consumer behavior. This will aid in determining the effect of social media advertising on them when compared to past study on the subject matter.

Researchers Naidu and Agrawal (2013) found that people use social media for more than just communication; they use it to get information about products. In the twenty-first century, social media influences purchasing behavior both directly and indirectly (Naidu & Agrawal, 2013). In other words by using numbers, researchers applied this study by survey separated to 30 respondents 29 of them have knowledge about what is social media 20 of them have even knowledge about more than 4 social media sites, all of 30 respondents accept that social media playing important role in buying behavior decision making and 28 of them taking information before purchasing from social media. With question about social media advertisement, said that their buying behavior decision influenced with this kind of advertising, and finally 27 strongly fell that social media is playing very important role in recent marketing promotional activities.

According to the authors, an additional research was undertaken by Ioanas and Stocia (2014) in order to better understand the influence of social media on consumers and their decision-making in the online environment. Because the research was

quantitative, a total of 116 people participated in it. A number of frequently asked issues were addressed, including what function social media plays in comparison to the business website when customers are researching items online and what role social media plays in comparison to the company website when consumers are researching. Does the potential to establish a connection with an online business resonate with consumers? When it comes to making buying choices, does social media factor in? Customer behavior in the virtual world was found to be influenced by social media, especially when the degree of exposure to messages was high and the relationship between the diversity of information provided by social media and the consumer who was ready to make a purchase was established.

More specifically, 47 percent of the subjects offered online are purchased by Youngers between the ages of 25 and 29, with the majority of them being female. Before buying a product online, they frequently educate themselves by visiting forums, the company's website, Facebook, or reading peer reviews. Moreover consumer mostly getting involved with brands related to subjects are electronics products, followed by clothing brands, and the buying decisions had token 42% because of online transactions which is preferable by consumers, then 39% because of the fact that product is readily delivered home. Regarding to previous two studies, we can see how much social media is important for consumer buying behavior, how much it is important as marketing promotional activity, and how that clothing brands become the second most important type of products consumers engaging with after electronic ones.

Thus this is the main aim of this study which is to determine how one of social media promotional activities like advertising can affect the consumer buying behavior applied in very active product which is fashion from apparel to clothing while already 25 from 30 of consumers in Raipur city got influenced by this kind of advertising, but what changes could happened with bigger sample and in other city which is Istanbul.

2.7. Digital Marketing and Consumer Behavior

The world's consumer behavior has changed dramatically in recent years, and this has had a major impact on the economy. As consumers grow in power and demand in the digital world, they are also enjoying increasing degrees of pleasure as a result (Racolta-Paina & Luca, 2010). The members of "Generation X" have more logical minds, are more socially linked, and are more active in the virtual world,

demonstrating agility, skills, and multi-tasking abilities, according to the research (Schiffman, Kanuk, & Hansen, 2008). The use of many devices at the same time has increased in recent years, and this trend has been visible (Petit, Velasco, and Spence, 2019). When it comes to making a purchase decision, individuals are now more likely to use various gadgets at the same time.

In this epidemic, consumers are doing individual research and assessment, as well as making purchases of items and services ranging from basic needs such as food, clothing, and home appliances to luxury and high-end expenditures such as electronics, insurance, vehicles, and residences (Clemens, et al., 2020). Customers are engaged in learning activities in an instructional and entertaining way, which stimulates engagement and indulgence regardless of product category, as a result of the proliferation of smartphones and the internet, especially social media websites (Alexa et al. 1996; Wertime & Fenwick, 2011). In the future, consumers will be able to create content online, share it with others, initiate conversations, and provide feedback as a consequence of the growth of digital communication channels. Consumers are given the ability to exert more control over marketing communications as a result of this newly accessible choice, since they may choose to avoid marketing communications or choose to pick and enhance their desire for the contents of marketing communications (Prahalad & Ramaswamy, 2004a).

The authors of Labrecque (2013) assert that there are four sources of power that impact consumer empowerment in the digital world: demand, information, network development, and crowd-based influence. Labrecque (2013) defines consumer empowerment as the ability to influence the decisions of others. Following knowledge, network development, and crowd-based influence as the most potent sources of power, demand is the most powerful. To ensure that their digital marketing messages are relevant and effective, marketers increasingly ask for permission before delivering them to customers. This allows them to build a more meaningful relationship with them (Corniani, 2006). Consumers now have a tremendous deal of influence over the decision-making process that they engage in. Because of this, they have come to redefine value in terms of edification, enjoyment, and usefulness as well as other aspects of their lives (Prahalad & Ramaswamy, 2004b). Consumer value from online searches rises, according to one study, when a variety of characteristics are present, such as better matching, more understanding of the problem, time efficiency, price

transparency, people's matches, issue solutions, and entertainment, according to the study (Bughin et al., 2011).

For example, modern media is social by nature, and it is able to effectively meet the need for communication by giving low- or no-cost options for online sharing and debate, according to Pearson (2013). Another crucial and intriguing difficulty, according to the author, is that building an identity and connection in digital media has become, in some ways, a basic requirement for people all over the world in recent years. Rather than traditional methods, consumers choose to make the bulk of their purchases online rather than via traditional channels (Kink & Hess, 2008). Most of this may be attributed to the fact that digital mediums are affordable, easy to use and access, and responsive (Bakos, 1997; Shapiro & Varian, 1999). The internet is used by more than three-quarters of the total market population to research products before purchasing them (Srivastava, Srivastava, & Pai, 2014). Electronic goods are the most often searched for items, with apparel products coming in second place in terms of popularity. Books, personal care products, beauty products, home & furnishing items, healthcare products and services, and baby products are often sought for online. Most customers begin their shopping journey by identifying a need. The capacity of digital media to affect consumers at this early stage of the purchasing process has been widely examined. Hausman and Gross (2014) discovered that, for low-involvement product categories, the situation is flipped, rather than agreeing on the value of digital media in advancing the need recognition stage. When Maklan, Knox, and Watson (2001) made their finding, they were perplexed.

However, digital platforms, particularly social media websites, have an impact on how consumers do information searches. According to Hausman (2014), customers are increasingly seeking information online through search engines, YouTube, blogs, forums, and comparison websites. This has caused a major change in the digital world. Furthermore, shoppers are increasingly relying on their phones to perform their own research before making purchases. Consumer evaluations are becoming more significant in the online world, with 70% of shoppers checking them before making a purchase (Ludwig et al., 2013). Consumers trust online reviews because they seem to be unbiased (Mir & Rehman, 2013).

In reality, evaluations of other people's goods and services may influence buyers to modify their minds (Giamanco & Gregoire, 2012; Funde & Mehta, 2014). In one

research, favorable ratings influenced 96% of customers' decisions, whereas bad reviews influenced 86%. The study indicated that favorable evaluations drive purchases while low reviews discourage them.

2.8.Digital Marketing in Fashion Retail Industry

After we getting in social media and understand this concept very well, it is very important to be more specific regarding to the main object of this project. Therefore, in this part we are going to present important information about the field of the study which is fashion retail industry and how social media affect this kind of industry regarding to other researches, after that getting through the consumer buying behavior which represents the dependent variable in this project along with social media advertising which represent the independent variable, at the same time making a brief study to what other researchers found when they study the effect of social media in general and social media advertising on consumer buying behavior.

2.8.1. Fashion retail industry & digital marketing

This century's second half saw major advances. Direct marketing has become an essential promotional strategy for businesses, and new technology has allowed them to contact customers in new ways. With the advent of the internet and the dot-com boom came a flood of pure play online shops and an age of fast technical advancement that touched geniuses like Steve Jobs. Consumers today have more choice and knowledge than ever before, and global and national brands may no longer have the power they once had (KPMG, 2009, P7-9).

In order to prepare for these changes, merchants must concentrate on three key areas in order to make the transition more seamless and successful. First and foremost, flexibility is the key to responsiveness in both financial, particularly during times of crisis, and operational situations, whether it means bringing top brands to market quicker than rivals or utilizing important seasonal and holding buying periods during a recession.

Second, visibility in core operations for both businesses by managing information which is the key element to managing risks, and consumers to know them better and how they think using many models like surveys and focus groups. Third, sustainability which mean that anything firms selling should be sustainable for people

as consumers will use it, sustainable for planet like the case of green product and against environmental pollution, and provide to the retailers at least the minimum amount of money as profit help them to stay in the market (KPMG, 2009, P19). As a long-standing industry with deep roots, fashion retailing is among the most important types of retailing. Like the majority of other types of retailing, fashion retailing quickly adapted to the internet in order to improve the efficiency and effectiveness of operations as well as marketing and promotion. Yet, customers increasingly turn to the internet for comprehensive product and fashion trend research before making purchases via traditional media, as well as for growing numbers of online purchases (Tuhnainen, Rossi, 2012).

Several definitions exist for the term "fashion," but according to the author Stanley (2005), fashion is most commonly associated with apparel and clothing. The fact is, there is an element of fashion in every facet of contemporary life, and it may be found in unexpected places such as the kitchen, gardening, and home furnishings. In addition, Evans (1989) provides a definition that emphasizes the transient character of fashion by adding an element of time: "the style or styles being worn up by consumers of clothes within a particular time period." The concept of fashion will be restricted for the purposes of this paper to apparel and clothing for firms and retailers in the Istanbul market, resulting in the best definition descriptor fashion being the definition provided by Hayes and Jones (2006), which is "apparel and accessories that incorporate an element of style or trend that is likely to be short lived". When discussing fashion in the form of garments and clothes, it is important to distinguish between functional and innovative goods. The first refers to steady predictable demand with lengthy life cycles, while the second refers to unexpected demand with short life cycles. However, although fashion apparel, which is strongly affected by the aspect of style and brands, may be viewed as a practical product, it is often recognized as an inventive product. Consequently, businesses and retailers must constantly anticipate what customers will desire in the future and convert those predictions into goods that can be sold in stores as quickly as feasible (Ander & Stern, 2004).

As soon as you have a basic understanding of the fashion retail business, it is critical to evaluate how social media may be beneficial for this kind of retail industry based on the findings of previous studies. Dorado (2011) did a research that looked at the usage of social media by fashion retail firms, specifically how they utilise it to

reach their target audiences and how their target audiences react to what they are seeing. Afterwards, the research looks at why consumers choose to build a connection with a certain fashion company using social media. The objective was to determine if people are interacting with retail brands through social media and if they are, why and how much, as online survey was administrated to 106 college students with a range of age from 18-36, survey were asked about their social media usage, particularly Facebook and Twitter, results was like following: Facebook: 38.7 % of respondents 'like' at least on brand, the majority of them because brands offer promotional deals for their products and because they like keeping up with everything brand is doing, other stated that they want to read peer reviews of products or at least be a part of online community. Twitter: 33.3% of respondents say 'yes' they do follow clothing brand on Twitter because they want to be current with everything the brand does, and they like to see the promotions they post.

Preece (2012) conducted yet another research in which he investigated the usage of social media as a public relations approach. Consumers, she claims, enjoy the openness and confidence that can be developed via the use of social media platforms. As a result, there are no standard operating procedures in the fashion sector for the purposes and forms of social media content and analytics that have yet to be established. As a result, she sought to establish standards for the fashion retail industry by having them use the various type's social media.

According to Moher (2013), the third study on social media as a marketing strategy and how it affects the market shrinkage in the fashion and luxury markets, 134 questionnaires were initiated during Mercedes Benz Fashion Week in New York City, using sample T-Test results showed a strong, positive, and statistically significant effect of fashion related to social networking (e.g. Facebook), and related to blogs and microblogs (e.g. Tumblr). The three studies mentioned above confirm that consumers enjoy interacting with fashion brands on social media platforms, particularly Facebook and Twitter. The introduction of the photo-sharing platform Instagram has prompted fashion retail companies to devote significant resources to social media as a marketing channel and/or an environment for their products. Although there are numerous free and paid ways available, social media advertising is one of them, and according to the researchers working on this study, they are attempting to establish how significant it is in the fashion retail sector.

2.9.Conceptual Model

The assumptions that follow were created on the basis of the literature and theoretical evaluation mentioned above.
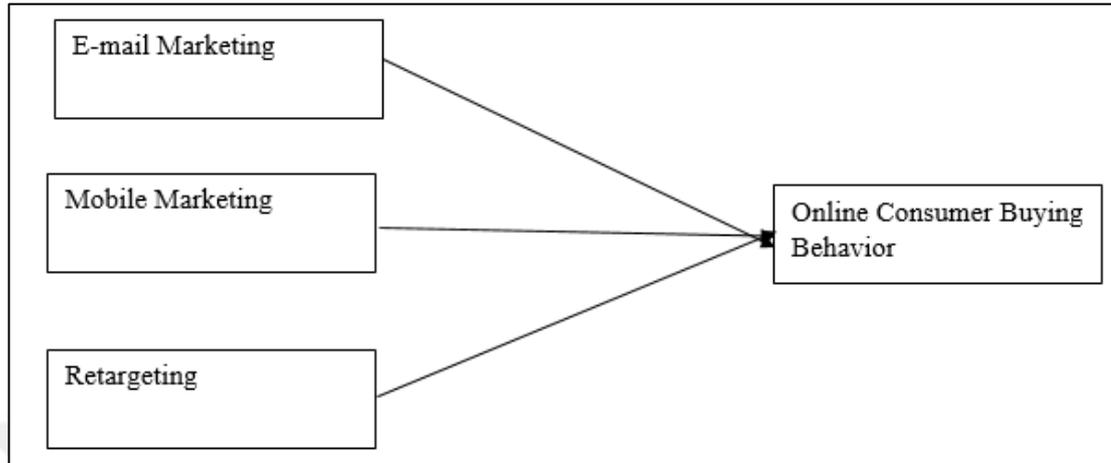

Figure 13: Conceptual Framework

2.11.Hypothesis Development

H1: There is a significant effect of E-mail Marketing on consumer buying decision.

H2: There is a significant effect of Mobile Marketing on consumer buying decision.

H3: There is a significant effect of Retargeting on consumer buying decision.

Chapter 3

Research Methodology

3.1. Introduction

For the purposes of this chapter, the study's purpose was to describe the problem it was trying to solve; its research object; its significance; its research design; its target population; and the sampling procedure used in conducting the study; as well as the data collection methods and data presentation methods.

3.2. Problem Statement

With the development of science and technology, today's innovation will be useless tomorrow. Consumer preferences are also changing rapidly. Marketers know that it is difficult to cope with changing consumer needs. With the participation of social networks, human interaction has changed dramatically. With the fast rise of online platforms, changes in activities and behaviors connected with habitat interactions have become easier to observe and predict. While changes in consumer behavior need the re-engineering of digital space marketing initiatives, firms should understand how digital and social media marketing effect customer relationships in order to make informed decisions.

Companies should also consider how customers' attitudes, values, and beliefs influence their digital marketing operations as part of this approach. Marketing has been able to employ a range of alternatives in goods due to the increase in social media. These possibilities include engaging in advertising, producing branded content on social media networks, and encouraging customer engagement in events. The applications and content of digital marketing can be designed to be relevant to consumers anytime, anywhere, and are designed to provide brand information, teach, appreciate or provide insights. Recent technological developments have led to changes in marketing channels and consumer behavior, and product purchases are affecting consumer decision-making processes.

3.3. Research Objectives

Following are the research objectives of this study.

- To examine the effect of E-mail marketing on consumers decision toward buying a product.

- To examine the effect of Mobile marketing on consumers decision toward buying a product
- To examine the effect of Retargeting on consumers decision toward buying a product.

3.4. Research Questions

- What is the effect of E-mail marketing on consumer's decision toward buying a product?
- What is the effect of Mobile marketing on consumer's decision toward buying a product?
- What is the effect of Retargeting on consumer's decision toward buying a product?

3.5. Significance of the Study

The conclusion of this research points out how crucial marketing channels are to a company's marketing strategy and how receptive customers are to various channels. Every day, consumers make purchase decisions, and every decision that a user makes is impacted by a wide range of influences, including cultural, personal, psychological, and social variables. Because of the expanding use of the internet, social media, mobile apps, and other digital communication technologies, we are increasingly coming into touch with digital communication on a daily basis. The method in which consumers are engaged in the creation of the goods and services that they use has shifted the power balance in the direction of the customers (i.e., producer and consumer power have moved). A growing number of individuals are spending increasing amounts of time online. Mobile phone use has proliferated online because of the simple ability to access the Internet, but, it comes at the expense of significant amounts of time.

3.6. Research Design

The study design, according to Wyk (2018), articulates what data is necessary, what techniques were utilized to gather and analyses this data, and how all of this was used to answer the research question in order to answer the research question. The research design also reflects the purpose of the inquiry, which can be classified as one or more of the following: exploration, description, explanation, prediction, evaluation,

and history. Exploration, description, explanation, prediction, evaluation, and history are all possible classifications. There are many distinct sorts of studies, each with its own design rationale. For this study, a descriptive research approach was used to address the question, what exactly is happening? What exactly is going on? What is causing this to happen? The survey design was chosen with the goal of gathering information from respondents on their views of the impact of digital marketing on consumer buying behavior in order to conduct further research.

Statistical approaches are used in quantitative research, which is a kind of study that involves the use and analysis of numerical data. It is they who, what, when, where, how much, how many, and how they ask the questions (Balnaves, 2001, 5). It was decided to use a quantitative approach to the investigation. Furthermore, the study's research design was influenced by the use of causal and cross-sectional data, as well as hypothesis testing and the kind of inquiry.

3.7. Population and Sampling Technique

When referring to a target population, it refers to the whole group of persons from whom a sample might be chosen. A sample is a group of persons who are chosen to participate in a research. Participant refers to the individuals who take part in the activity (Balnaves, 2001, 98-99). So, the population of this study is consisted of customers who were familiar with the digital environment and who liked to purchase online in Istanbul specially Beşiktaş. It is valued at 720 customers and the preference of customers is based on the demographic characteristics of sex, age, marital status and education.

The Odero (2019) method states that if researchers want to reach a result that is valid for the whole study population, they should choose a sample that is representative of the entire study population. It is a formalized approach for selecting an appropriate sample from a whole population. Sample design is also known as sampling strategy. It refers to the strategy or approach that the researcher would use in order to choose the items for inclusion in the sampling pool. Because of its impact on statistical power, sample size is very significant. As defined by Singh and Masuku (2014), statistical power is the likelihood that a statistical test will detect a significant difference when there is in fact a difference. In this study, the sample frame consisted of customers who purchase online and were well-versed in the use of online marketing

strategies in Istanbul (Beşiktaş), as determined by the study's researchers. Samples taken at random or using probability are referred to as probability sampling or representative sampling. During the process of probability sampling, every member of the population has a known (non-zero) chance of being selected for inclusion in the sample. The sample methodology that was used was a convenience sampling strategy.

The sample size, according to Malhotra (2010), "refers to the number of items that will be included in the research." As a result, the sample size for the online advertising and consumer behavior survey is determined by the number of clusters produced from the sample frame. In the study, a sample size was chosen that consisted of customers who did their shopping online and were well-versed in the strategies used by internet marketing companies. The total sample size is consisted of n= 400 consumer's which corresponds to 31.7 percent of the study population.

3.8. Time Horizon

The cross-sectional design based on primary data was chosen since the data was only collected once, and the findings and interpretation were only performed on that one occasion. The duration of this study was around 5 months, beginning at the end of June and ending at the end of October.

3.9. Questionnaire Design

According to our findings, from previous studies and operational definitions, we customized the questionnaire and chose the questions. Before going into circulation, the questionnaires were subjected to a reliability test, which revealed whether or not the questions were reliable in nature. The findings demonstrated that the questionnaire is trustworthy. A questionnaire was sent to various respondents after it had been tested in a pilot study to determine their opinions on online consumer purchasing behavior using an online Google forum.

In order to gather data for the study, a survey questionnaire was created as a tool to aid in the data collection process. There were some closed-ended questions in it. A questionnaire is a tool used to gather particular information from respondents via a survey. Questionnaires assist to decrease prejudice and to get more particular information on a subject (Balnaves, 2001, 126). Two distinct portions of the questionnaire were comprised of the same information. During Section A, the respondent was asked to provide demographic information such as age and gender,

while Section B consisted of 26 closed-ended items that were based on the demographic information. The Likert Scale was modified to include options ranging from 1-Strongly Disagree to 5-Strongly Agree. A total of 26 questions were asked.

3.10. Construct Measurement

According to Osherson and Lane (n.d), the scales that are most typically employed for quantifying variables in the inquiry include the nominal scale, ordinal scale, interval scale, and ratio scale. There are three types of measuring scales employed in this research: nominal, ordinal, and interval scales. See Annex A for further information.

3.10.1. E-mail marketing

We utilized the questionnaire from (Merisavo, M., & Raulas, M. (2004) to assess the effectiveness of email marketing. The questionnaire has seven questions and was developed by Merisavo, M., & Raulas, M. (2004). We utilized a 5-point Likert scale, with 1 being strongly agree and 5 being strongly disagree. 2 means disagree, 3 means neutral, 4 means agree, and 5 means strongly agree. See the questions 1 through 7 in the appendix, which are used to assess the effectiveness of email marketing.

3.10.2. Mobile marketing

We utilised the questionnaire from (Waheed & Yang, 2018) to assess the effectiveness of mobile marketing. The questionnaire has seven components and was developed by Waheed & Yang. We utilized a 5-point Likert scale for this study. See the questions 8 to 14 in the appendix, which are used to assess Mobile Marketing effectiveness and efficiency.

3.10.3. Retargeting

We utilised the questionnaire from (Yeo et al., 2017) to assess retargeting effectiveness. The questionnaire has six components and was developed by the authors. We utilized a 5-point Likert scale for this study. Refer to the questions 15 to 20 in the appendix, which are used to determine the effectiveness of retargeting.

3.10.4. Consumer buying behavior

Specifically, we utilized the questionnaire developed by Bellman et al (1999) to analyze consumer purchasing behavior. The questionnaire consists of six questions that were developed by Bellman et al (1999). We utilized a 5-point Likert scale to

assess our findings. Look at the questions 21 to 26 in the appendix, which are intended to assess the purchasing behavior of consumers.

Table 1

Measurement of Survey

Variable	Constructs	Source	No. of Items
IV1	E-mail marketing	Merisavo, M., & Raulas, M. (2004	7
IV2	Mobile Marketing	(Waheed & Yang, 2018)	7
IV3	Retargeting	(Yeo et al., 2017)	6
DV	Consumer buying behavior	Bellman et al (1999)	6

3.11. Data Analysis

When calculating a numerical percentage, SPSS version 23 was employed in the study. SPSS analytical procedures such as analysis related regression, correlation and descriptive statistics were employed, among other techniques.

Chapter 4

Finding

In this part, we'll go through the statistical methods utilized to examine the data. It also covered data processing, assessing element reliability and validity, as well as descriptive and inferential statistics.

4.1. Demographic Variables

Three questions were developed to elicit demographic information in order to determine who the respondents in this study's sample are. Their age, gender and how much time consumers spend online shopping. The summary statistics of the responses collected from participants are summarized in this section.

4.1.1. Gender

Table 2: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	182	45.5	45.5	45.5
	Male	218	54.5	54.5	100.0
	Total	400	100.0	100.0	

Table 3 summarizes the descriptive gender information for participants in Turkey. A total of 400 people were polled for this study. There are 45.6 percent females (n=182) and 54.5 percent males (n=218) among the 400 people that took part in the survey.

4.1.2. Age

Table 3: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	5	1.3	1.3	1.3
	21-30 Years	305	76.3	76.3	77.5
	31-40 Years	69	17.3	17.3	94.8
	41-50 Years	21	5.3	5.3	100.0
	Total	400	100.0	100.0	

Table 4 shows the age distribution of those who answered the survey questions. Most of the participants were between the ages of 21 and 30, with 17.3 percent between the ages of 31 and 40, 5.3 percent between the ages of 41 and 50, and 1.3 percent under the age of twenty.

4.1.3. Frequency of online shoppers

Table 4: Frequency of Online Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	42	10.5	10.5	10.5
	Occasionally	109	27.3	27.3	37.8
	Often	111	27.8	27.8	65.5
	Frequently	138	34.5	34.5	100.0
	Total	400	100.0	100.0	

The frequency of online consumers is seen in Table 5, 27.3 percent of respondents shopped on the internet only occasionally, 27.8 percent shopped online often, and 34.5 percent shopped on an online shopping website frequently, and 10.5 percent shopped online only rarely.

4.2. Reliability Test

As a result, the dataset and questionnaire are regarded credible since the Cronbach alpha values for each variable are within the specified acceptable range, i.e., >0.6. As a result, our questionnaire was deemed trustworthy.

Table 5: Reliability test of variables

Sr #	Variable	Cronbach Alpha	Items
1	Email Marketing	0.785	7
2	Mobile Marketing	0.975	7
3	Re-Targeting	0.895	6
4	Consumer buying Behavior	0.987	6

4.3. Correlation Analysis

In this study, we attempted to determine the fundamental relationship between the independent and dependent variables, which were: "(1) Email Marketing, (2) Mobile Marketing, (3) Re-Targeting" (Independent Variables) and the "Consumer's Buying

Behavior" (Dependent Variables). The many factors described above were examined and observed one by one, in the order listed above.

Table 6: Correlations

		Email Marketing	Mobile Marketing	Retargeting	Consumer Buying Behavior
Email Marketing	Pearson Correlation	1	.443**	.741**	-.209**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
Mobile Marketing	Pearson Correlation	.443**	1	.566**	.152**
	Sig. (2-tailed)	.000		.000	.002
	N	400	400	400	400
Retargeting	Pearson Correlation	.741**	.566**	1	.197**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
Consumer Buying Behavior	Pearson Correlation	-.209**	.152**	.197**	1
	Sig. (2-tailed)	.000	.002	.000	
	N	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).					

This table indicates that the Pearson correlation coefficient is significantly bigger than the p-value, which is 0.00, and that the sigma (2-tailed) "p" value is less than 0.05 on the opposite side. This obviously indicates that there is a good relationship between digital marketing and the purchasing behavior of the consumers.

4.4. Regression Analysis

The Table below displays the findings acquired via the use of regression algorithms. The regression analysis was carried out in the statistical analysis program SPSS, utilizing the "enter" strategy as the starting point. Statistical significance is shown by the F-test, which was 131.632 and was significant at the p 0.01 level in Table, indicating that the likelihood of these outcomes occurring is very low. Table:

Statistical significance of the model (Saunders et al 2009). When we look at Table 8, we can see that R^2 is 0.569, which represents the entire strength of the relationship between the dependent variable and the independent variables in this model (Shiu 2009, p. 585).

Table 7: Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.569[a]	.324	.319	.54513	1.681
a. Predictors: (Constant), Retargeting, Mobile Marketing, Email Marketing					
b. Dependent Variable: Consumer Buying Behavior					

This suggests that this regression model can account for around 30 percent of the variation in customer views.

Table 8: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.389	3	18.796	63.253	.000[b]
	Residual	117.677	396	.297		
	Total	174.066	399			
a. Dependent Variable: Consumer Buying Behavior						
b. Predictors: (Constant), Retargeting, Mobile Marketing, Email Marketing						

Both regression and correlation analysis have shown that two of the hypotheses have been confirmed. Consumer purchasing behavior and mobile marketing have been found to be positively related, which suggests that any changes in email marketing will have an influence on consumer buying behavior as well as mobile marketing. Additionally, retargeting has a clear proportionality relationship in this context. Although email marketing is inversely proportional, any increase in the amount of email marketing will lead to a change in the behavior of consumers, which indicates that our hypothesis was rejected.

Table 9: Coefficientsa

Model	Unstandardized Coefficients		Standardized	t	Sig.

		B	Std. Error	Coefficients Beta		
1	(Constant)	2.995	.170		17.609	.000
	Email Marketing	-.599	.047	-.792	-12.866	.080
	Mobile Marketing	.089	.051	.088	1.748	.041
	Retargeting	.786	.072	.735	10.974	.000
a. Dependent Variable: Consumer Buying Behavior						

Table 10: Summary of the hypotheses

Sr#	Hypothesis	Decision
1	"There is a positive impact of E-mail Marketing on Online Consumer Buying behavior"	Rejected
2	"There is a positive impact of Mobile Marketing on Online Consumer Buying Behavior"	Accepted
3	"Retargeting has a positive impact on Online Consumer Buying Behavior"	Accepted

Chapter 5

Discussion and Conclusion

This study investigates the many digital marketing channels available to marketers today, including retargeting, mobile marketing, and email marketing. It examines the influence that various channels have on the decision-making process that consumers in Turkey go through while making purchases. An online questionnaire served as the method of inquiry for the author's study. In Turkey, the surveys were sent out using a straightforward sample procedure, and then gathered their responses. It was determined that 400 acceptable samples could be acquired after removing the incomplete questionnaires, which resulted in a response rate of 74.7% among those individuals who had consented to take part in the study. In summary, we were successful in validating all three hypotheses about the market in Turkey; the results of our research suggest that digital marketing has a considerable influence on the purchasing decisions made by consumers.

According to our findings, Hypothesis 1 of our study was refused, which indicated that "email marketing has a favorable influence on online customer purchasing behavior." After going through the reasoning, we came to the conclusion that might be a multitude of variables leading to the rejection of this theory, and they include. When emails are examined according to priority, irrelevant emails are transferred to the trash or spam folders, causing these targeted messages to be missed by the recipients (s). Consumers are becoming annoyed because marketers are sending out far too many emails, leading them to wind up in spam folders, according to (Azeem 2012, 21-22). When compared to mobile marketing, email is a more professional means of contact, which results the company's email system in a lot of clients who are regular email users. Additionally, our study revealed that customers do not trust the information they get via email marketing, which is a common practice might be a reason in the scientific community rejecting our notion.

Similarly, the findings about hypothesis 2 that shows the significant effect between mobile marketing and consumer buying behavior. Mobile marketing, in general, does not get a great deal of reaction, and a significant number of advertising that are delivered to mobile devices are removed without being seen, which defeats the objective of mobile marketing. But, when a consumer is given the opportunity to choose the commercials that are shown to him or her, including the brand that the

customer prefers and the kind of product that the customer appreciates, the advertisement receives a higher level of reaction. As the behaviour intent seems to be on the positive side, businesses need to ensure that the customers' intentions are not changed by the mobile adverts they run on their customers' devices. Last but not least, it is the responsibility of the advertisers to guarantee that both their existing and future consumers do not get aggravated as a result of receiving an excessive number of mobile adverts and that these advertisements are created in an instructive manner.

The findings of third hypothesis is also significant where Retargeting has positive impact on consumer buying behavior. In spite of the fact that retargeting is often regarded as an efficient digital marketing tactic, it is still important to focus on providing customers with a satisfying experience in order to encourage more purchases from these customers.

4.5.Research Implication

This research acted as a resource for marketers that wanted to maximize the effectiveness of their product advertisements in an online environment.

As a consequence of the altering business and trades dynamics, everything has taken on a virtual existence. A client may buy a product online for consumption rather than having to physically visit a shop, which saves them both time and money by removing the need to travel to and from the location. There are several challenges that might occur as a result of this, including the trust element; whether or not to trust a brand while making a purchase via online purchasing. Because of the trust factor, many businesses with a physical presence choose to offer their products online as well as via conventional channels. This study will contribute to the understanding of how a business or marketer may target and retarget its items in order to enhance sales, as well as a better understanding of client purchase behavior, among other things. Retargeting, email marketing, mobile marketing, and other forms of online consumer marketing all have an influence on online consumer buying behavior; for example, if retargeting tactics are properly executed, they will enhance customer purchase behavior. One of the assumptions, namely, that email marketing has a beneficial influence on online customer purchasing behavior, was shown to be false. This does not imply that email marketing has no effect on consumer behavior; rather, the influence of email marketing is minimal when compared to other factors such as mobile marketing and retargeting.

4.6. Limitations and Future Study

Digital marketing is a large area with several aspects that might influence a consumer's purchasing behavior in either a positive or negative way. There were numerous limitations that the researcher encountered, including time constraints, respondents' attitudes toward filling out the questionnaire, and limited resources. As a result, the researcher was unable to conduct an in-depth investigation into consumer purchasing behavior and digital marketing. For future research, other researchers may take into account a variety of different aspects, such as remarketing and social media marketing campaigns. With a greater number of responders, it will be possible to determine its influence on consumer purchasing behavior.

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