



The Influence of Social Media on Consumer Behavior and Digital Marketing Strategies: A Comprehensive Review

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Abstract

Social media has assumed a significant part in marketing strategy. Social networking sites (SNS) serve as a tool for firms to establish direct communication and foster positive interactions with their consumers. A comprehensive analysis of many articles, research studies, reports, newspapers, magazines, and numerous websites has been conducted. India is undergoing a profound transformation towards digitalisation. Consumers are increasingly utilising the internet to seek the best deals from suppliers across India, as opposed to traditional ways. This study recognises that enterprises can significantly benefit from various Digital Marketing strategies, including search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, social media marketing, social media optimisation, email marketing, display advertising, e-books, optical discs, and games, which are increasingly prevalent in our advancing technological landscape. It is evident that are all interconnected via WhatsApp and Facebook, and the growing utilisation of social media is generating new prospects for digital advertising firms to engage clients through digital platforms. Understanding customer motives is crucial, as it offers insight into the factors that drive people to generate content regarding a brand or shop. Digital marketing is economically efficient and significantly influences business performance. This study suggests that identifying the social media platforms used by a company's target market is crucial for ensuring the success of online marketing efforts. The efficacy of Internet marketing concerning various businesses can be evaluated. The study can be further expanded to compare internet marketing tactics particular to various organisations.

Keywords: *Consumer Psychology; Digital Marketing; Marketing Tactics; Social Media*

Introduction

Marketing is a continuously growing and dynamic endeavour that adapts to societal, technological, and customer preference changes. The marketing landscape has undergone significant transformation in recent decades, primarily due to various worldwide crises, including resource and scarcity of energy, the rate of inflation, economic downturns, elevated unemployment rates, the downturn of specific professions, and regional conflicts such as terrorism and warfare. Moreover, the swift progression of technology has significantly transformed the manner in which firms formulate marketing plans (Li *et al.*, 2021). A notable evolution in business technologies is the emergence of digital marketing, which uses the internet to advertise and sell items or services. Various social networking platforms, including Facebook, Twitter, and Instagram, have influenced and modified consumer behaviour. All social media platforms have become essential in the lives of ordinary individuals. International customers also

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focused their attention on social media platforms. Individuals globally are interconnected through various technologies. Customers are drawn to these behaviours due to shared attributes that unite individuals, like language, race, gender, religion, and nationality (Kurdi *et al.*, 2022).

The Development of Internet Marketing

Initially, digital marketing was simplistic, focusing on text-based websites that provided basic product information. However, because of the rapid growth of the internet and advancements in technology, marketing on social media platforms has experienced significant transformation. Presently, internet marketing encompasses other strategies beyond mere sales, including the distribution of product information, provision of advertising space, offering software programs, arranging online auctions, permitting stock trading, and providing dating services. Many businesses have pioneered the use of internet platforms for promotional activities, transforming traditional business practices into advanced digital methods (Chou *et al.*, 2020). Notable examples include Google, Yahoo, Amazon, Alibaba, and YouTube, which have revolutionised customer engagement through effective internet marketing techniques. The introduction of these platforms has facilitated a more integrated marketing strategy, allowing organisations to reach a broader audience and customise their messaging for specific client categories.

The Ascendance of Social Media

Social media infrastructure has emerged as powerful tools for marketing, enabling unparalleled connections with consumers. The increasing use of platforms such as Facebook, Instagram, Twitter, and LinkedIn have revolutionised business-customer interactions, creating a reciprocal communication channel that fosters participation and feedback. Social media promotion has become a crucial component of integrated marketing strategies, offering companies a cost-effective means to engage targeted audiences while improving brand awareness and loyalty. These networks enable immediate communication, permitting marketers to swiftly respond to consumer questions and grievances. Furthermore, social media offers essential insights into consumer behaviour, preferences, and trends, which can inform strategic decision-making (Ali & Anwar, 2021).

The Influence of Social Media on Consumer Behaviour

Understanding consumer behaviour within the context of social media is crucial for marketers. Social media has revolutionised the ways in which consumers discover, evaluate, and purchase products. Recent study reveals that a significant percentage of consumers rely on social media for product recommendations and reviews, underscoring its influence on purchasing decisions. Consumers are increasingly seeking advice and validation from their social networks before making a purchase (Li *et al.*, 2021). User-generated content, such as reviews, endorsements, and social media posts, profoundly impacts customer perceptions and attitudes about brands. This transformation has highlighted the need for cultivating a strong online presence and engaging with consumers genuinely.

Strategies for Effective Social Media Marketing

Advertising companies must employ customised strategies that align with the preferences and behaviours of their audience to leverage the endless possibilities of social media networks (Boediman *et al.*, 2021). A multitude of effective methods include:

Material Marketing: Developing relevant, informative, and entertaining material customised to the audience's preferences helps facilitate customer attraction and retention. This encompasses blog entries, visualisations, movies, and multimedia content that appeal to the target market (Faruk, Rahman & Hasan, 2021).

Influencer Marketing: Partnering with social media influencers that resonate with the business can augment credibility and expand reach. Influencers have cultivated trust with their following, rendering their endorsements significant (Krishen *et al.*, 2021).

Social Listening: Observing social media discussions regarding the organisation and the marketplace enables marketers to acquire insights into consumer attitudes and preferences. This information can inform marketing efforts and facilitate the rapid resolution of client complaints (Palalic *et al.*, 2020).

Personalisation: Customising marketing communications to align with specific consumer preferences derived from their online behaviour can markedly enhance involvement and the rate of conversion. Personalisation can be accomplished by targeted advertisements, tailored email campaigns, and bespoke content (Jain, Sahoo & Kaubiyal, 2021).

Engagement: Actively interacting with consumers via feedback, communications, and shares cultivates a sense of involvement and loyalty. Marketers ought to promote dialogue and solicit input, thereby ensuring consumers feel appreciated (Ali & Anwar, 2021).

Review of Literature

A recent systematic study examined that social media comprises internet-based platforms that facilitate user interaction with broad or targeted groups, which get value from user-generated content and a sense of connection with others, either in real time or asynchronously (Jain, Sahoo & Kaubiyal, 2021). The significance of utilising social media derives from interactions or relationships with other users and information produced by an organisation, enterprise, or individual. A social media marketing strategy denotes an organisation's cohesive actions that transform social media communication and interactions into effective strategic tools for attaining targeted marketing outcomes. The scope of social media marketing encompasses utilising social media to engage with one or several stakeholders as an essential communication tool.

Mathew and Soliman (2020), created a construct of social media marketing (SMMA) to highlight that employing social media as a marketing instrument possesses a distinct allure in contrast to conventional marketing mediums such as print advertising and billboards. The benefits of social media as a marketing instrument include: firstly, customers will find the company's complimentary marketing content more engaging, resulting in increased activity on social networks. Secondly, clients can personalise information retrieval by employing the default search functionality on social networking sites, hashtags, or bespoke search services offered by the organisation. Third, social media operates in real time and rapidly, enabling customers to access the most current information and trends regarding the products and services provided by the organisation. Fourth, a social media marketing strategy facilitates direct contacts among users, which might result in, fifth, word-of-mouth impacts, encompassing customers' propensity to disseminate information encountered on the enterprise's social media to others. Consequently, SMMA comprises five elements: entertainment, engagement, trendiness, customisation, and word of mouth.

Progression of Online Marketing

Internet marketing, or digital marketing, is defined as "attaining marketing goals through the utilisation of digital inventions" (Vrontis *et al.*, 2021). It entails utilising many online resources and networks to advertise items and services, including websites, social media, search engines, and email advertising strategies. The significance of digital marketing is widely acknowledged, especially in industrialised nations, where businesses have incorporated it into their comprehensive plans. It is asserted that digital marketing enables organisations to enhance customer comprehension by more effectively harmonising with consumer requirements. A primary advantage of digital advertising is its capacity to integrate traditional marketing methods with internet platforms to more precisely address customer needs. It is recognised (Suherlan & Okombo, 2023) the increasing significance of this merging, asserting that businesses must amalgamate these strategies to maintain competitiveness. The swift advancement of internet-based technologies has generated novel options for marketers to optimise their digital marketing efforts more efficiently. Manzoor *et al.* (2020), contended that the advent of new technology has empowered firms to improve their websites and more effectively attain their marketing goals.

Digital Advertising and Return on Investment

The evolution of online marketing has equipped firms with a potent means for enhancing brand recognition and increasing website traffic. Jain, Sahoo and Kaubiyal (2021), asserts that online advertising has gained significance as a mechanism for attaining success in the digital economy. A notable advantage of digital marketing is its cost-effectiveness and the enhanced capability to measure return on investment (ROI) with more precision. Ali and Anwar (2021), posited that internet advertising enables firms to monitor and evaluate the efficacy of their marketing operations, guaranteeing that expenditures on digital advertisements produce quantifiable outcomes.

Digital Advertising and Marketing as a Catalyst for Economic Growth

Digital marketing's advantages surpass just business expansion; it also possesses the capacity to rejuvenate entire economies. Kurdi *et al.* (2022), contended that digital marketing can rejuvenate economies by offering governments and corporations more effective methods for operation and audience engagement. Digital marketing technologies have demonstrated efficacy across multiple global locations. Vrontis *et al.* (2021), indicated that enterprises in Singapore had effectively utilised digital marketing to attain measurable outcomes. This expansion is mostly ascribed to the swift technological advancements and the evolving dynamics of the industry (Dwivedi *et al.*, 2021a).

Essential Attributes of Effective Digital Marketing

To optimise the advantages of digital marketing, enterprises must concentrate on certain essential attributes that characterise effective online content. Wibowo and Wiangin (2020), recognised accessibility, directions, and speed as critical elements of an efficient digital marketing approach. Facilitating user-friendly navigation, rapid loading times, and accessible content on websites is essential for attracting and retaining clients. Furthermore, effective marketing depends on methods such as word-of-mouth (WOM), especially on social media platforms. Mathew and Soliman (2020), emphasised that word-of-mouth on social media is crucial for enhancing website traffic and augmenting brand visibility.

Utilising Social Media as a Marketing Instrument

Social media has transformed the communication dynamics between businesses and consumers. Platforms such as Facebook, Instagram, Twitter, and YouTube enable marketers to interact directly with millions of users globally. Kurdi *et al.* (2022), asserted that enterprises might access novel marketing prospects by utilising social media to engage their audiences. To achieve achievement, managers must comprehend how to execute effective communication methods that promote consumer involvement and improve the user experience. Chou *et al.* (2020), contended that as younger demographics increasingly depend on social media, companies must implement strategic integration methods in their communication strategies for marketing. Social media provides businesses with the distinctive capability to establish two-way connections with consumers, thereby enhancing relationships and promoting user-generated content, including reviews and testimonials.

Weblogs and Digital Evaluations

Blogs and online reviews are among the most potent instruments for shaping customer behaviour in the digital era. Blogs furnish enterprises with a medium to deliver comprehensive product details, disseminate corporate insights, and engage with clientele. Chou *et al.* (2020), discovered that blogs significantly enhance sales income, particularly when buyers can access evaluations and share their own observations. Online evaluations have become integral to numerous organisations' strategic marketing strategies, enabling consumers to articulate their thoughts regarding products and services. Suherlan and Okombo (2023), assert that online reviews exert greater influence than conventional communication techniques, and companies that leverage client input via review systems can enhance their visibility and reputation.

The Psychological Effects of Social Media on Consumers

Social media platforms significantly influence consumer psychology. Wibowo and Wiangin (2020), examined how social media elevates users' self-esteem and offers satisfaction, hence incentivising increased engagement with online content. The psychological impact is essential for firms aiming to establish enduring relationships with their clients. Web experiences significantly influence customer decision-making. Palalic *et al.* (2020), investigated the impact of web experiences on customers' cognitive processes, hence influencing their online purchasing decisions. The style, design, and overall usability of a website can profoundly influence a consumer's view of a company, rendering it essential for businesses to enhance their digital presence.

The Significance of Social Media Integration in Business Strategy

Kurdi *et al.* (2022), asserted that the internet is among the most potent instruments accessible to contemporary enterprises. Marketing managers that neglect to incorporate the internet into their strategy are disadvantaged, as the digital era is swiftly altering corporate approaches to brand development, pricing, distribution, and promotion. Social media has become a crucial component of these campaigns, enabling firms to engage with consumers in real-time and customise their marketing initiatives to individual interests. The emergence of social media has prompted a transformation in business strategies towards customer service (Dwivedi *et al.*, 2021b). Numerous organisations currently utilise social media platforms as customer service channels, offering prompt and convenient solutions to consumer enquiries. This transition underscores the increasing significance of digital communication and the necessity for enterprises to sustain a robust online presence.

Oral Communication and Social Media Influencers

Social media influencers have emerged as a formidable entity in digital marketing, with numerous firms collaborating with them to endorse their products and services. Ali and Anwar (2021), observed that word-of-mouth (WOM) has historically served as a potent marketing instrument, with social media influencers enhancing its efficacy. Influencers may engage extensive audiences and produce genuine content that resonates with their following, rendering them attractive collaborators for organisations aiming to broaden their reach. Influencers are especially adept at brand promotion on platforms such as Instagram and YouTube, where visual material is pivotal to user engagement. Their capacity to engage niche audiences enables marketers to aim at particular demographics and establish credibility through reputable voices within the online community. Although social media provides several benefits for enterprises, it also poses some obstacles. A principal difficulty is the constantly evolving algorithms of social media sites, which complicate firms' efforts to sustain organic reach. The competitive landscape of social media necessitates that businesses continually generate high-quality content to attract customer attention.

Notwithstanding these hurdles, the prospects for social media marketing appear favourable. As technology progresses, enterprises will gain access to innovative tools and platforms that enable more effective consumer engagement. Artificial intelligence (AI) is poised to significantly influence the future of social media marketing, facilitating businesses in crafting personalised experiences and enhancing their content strategy. Another trend to monitor is the growing amalgamation of e-commerce with social media platforms. Numerous sites, like Instagram and Facebook, have implemented capabilities enabling users to purchase things right within the app, merging the realms of social networking and online shopping. This tendency is anticipated to expand, offering enterprises novel chances to market items and engage with consumers instantaneously (Dwivedi *et al.*, 2021b). In summary, social media has significantly impacted consumer behaviour and marketing tactics. Social media has emerged as a fundamental element of contemporary marketing by providing firms with innovative methods to interact with consumers, foster brand loyalty, and enhance sales. As the digital environment evolves, businesses that utilise social media successfully will be strategically positioned for success in the highly competitive business climate. By strategically employing technological devices, influencers, and consumer interaction strategies, businesses may leverage social media to influence consumer behaviour and promote sustained growth.

Discussion

Online community forums have evolved into an essential component of the extensively interconnected digital world. The change in paradigms has facilitated daily engagement between social networks and users. The heightened prevalence of online social network usage has necessitated the awareness of its users regarding the dangers, risks, attacks, and privacy concerns associated with it. As technology progresses, social media has evolved into multiple forms. Individuals can connect with one another in numerous ways (Vrontis *et al.*, 2021). Through professional platforms, forums for discussion, multimedia content sharing resources, and various other avenues, netizens can attain the highest level of connectivity. The absence of user understanding concerning security and privacy may result in numerous cyber-attacks via social media. Despite academia's development of creative solutions for social media security, these approaches lack practical implementation and viability. Consequently, there exists a pressing necessity to perpetually and systematically assess security concerns in social networks in alignment with technological progress (Moinuddin, Usman & Khan, 2024). This paper discusses many scenarios pertaining to dangers in online social networks and their corresponding remedies through diverse versions, architectures, and technologies for encryption that safeguard users from multiple attacks. It has been delineated many options and conducted a comparison analysis of other surveys to enhance clarity regarding our survey. Nonetheless, some privacy concerns remain unresolved. In addition to defensive measures, parents must actively supervise their children as they utilise online services such as social networking sites. Researchers can significantly contribute to the defensive strategy concerning these kinds of attacks in online social networks; nevertheless, certain concerns must be addressed through a hybrid methodology, the structure and threat identification technologies (Dwivedi *et al.*, 2021a).

Although social media networks were first designed to facilitate interactions among friends, they have evolved into significant avenues for sharing and exchanging knowledge and information (Kim, Kang & Lee, 2019). In the United States, Spain, Italy, and the United Kingdom, the majority of adults currently obtain their news via social networking sites (Boediman *et al.*, 2021). Regrettably, in recent years, there has been a significant proliferation of misinformation via social media platforms, commonly referred to as "fake news." The generation and dissemination of misinformation are not novel occurrences. Fabricated narratives have persisted from the advent of human social organisation, evolving concurrently with writing and communication technologies (Rosário & Raimundo, 2021). The term "fake news" has become significant in the contemporary digital media environment, particularly after the 2016 US presidential primaries (Li *et al.*, 2021). The definition of this phrase has transitioned from referring to satirical television programs to encompassing false material that imitates the format of traditional news, intentionally designed to mislead (Sundararaj, 2021). Academics from various disciplines have suggested divergent, and at times contradictory, definitions of false news, resulting in tension within the literature. With the increasing significance of social media as a vital conduit for brand marketing endeavours (Palalic *et al.*, 2020), encompassing customer service and product innovation, the ramifications of misinformation for both corporations and consumers may be profound (Jain, Sahoo & Kaubiyal, 2021). Fake news engenders confusion and scepticism among consumers regarding their previous knowledge and experiences with brands (Ali & Anwar, 2021). False information can cultivate erroneous beliefs in individuals, who may then make decisions predicated on these inaccuracies, so affecting their perceptions of companies (Vrontis *et al.*, 2021). Falsified information can damage company reputations, as evidenced by significant multinationals like Pepsi and New Balance encountering product boycotts due to online misinformation. Furthermore, misinformation might provide a financial risk to companies.

According to Krishen *et al.* (2021), management and technology are fragmented bodies of literature, encompassing distinct research streams in the fields of political psychology, psychological research on consumers, and information. Although there is a burgeoning interest in false news concerning consumer behaviour, this focus is very narrow relative to other fields. Numerous enquiries regarding misinformation remain unresolved in the disjointed and fragmented existing literature (Palalic *et al.*, 2020). This paper examines various viewpoints and finds major topics from pertinent literature. It tackles

the definitional challenge of fake news, elucidating the diverse theoretical interpretation of the problem (Moinuddin, Usman & Khan, 2024). Furthermore, it consolidates the current understanding of the dissemination patterns of misinformation and its repercussions on consumers and businesses. This report also contributes by developing a comprehensive structure to guide future fields of study on false news (Mariani, Vega & Wirtz, 2021).

Initially, it delineated the methodology employed for our review. Secondly, it examines current conceptualisations of false news across multiple disciplines. Third, it provides a systematic assessment of the existing research on misinformation, accompanied by an in-depth examination of the results. Fourth, it delineates the theoretical foundation for the false news phenomenon and formulates research hypotheses that highlight potential areas for contribution. Ultimately, it examines the theoretical as well as the practical consequences of our study and offers recommendations to inform forthcoming studies from a marketing point of view (Faruk, Rahman & Hasan, 2021).

Conclusion

Notwithstanding efforts to establish a comprehensive study framework, methodology, and data collection, numerous deficiencies may be addressed in subsequent studies. The distinctions among different types of social networking services were not examined. A subsequent study will examine whether individuals from other nations or societies exhibit preferences for distinct social media platforms and whether they possess specific motivations, necessitating a regional viewpoint in social media analysis. Third, enhancing the connection between consumer behaviour and social media can be achieved by the application of advanced technological assessments, such as eye-tracking technology, to analyse user experience and reinforce self-psychological evaluation. Ultimately, business encompasses not only customer management but also fosters social collaborative relationships and facilitates respectful dialogue with customers. Consequently, additional research is required to elucidate the connection between social networking sites and customer relationship management (CRM) to gain a comprehensive understanding of how to technically sustain relationship quality between an organisation and its customers by implementing CRM via social media. It is emphasised that large corporations now regard social media as strategic instruments, with some even hiring specialised personnel to oversee their presence on social media. Social media should be regarded as a fundamental component of an organisation's marketing strategy.

Furthermore, digital marketing is economically efficient, enabling smaller enterprises to access specific markets with minimal costs. Small enterprises are now able to compete with larger firms on a more equitable basis, due to online advertising platforms that equalise the competitive landscape. In summary, the impact of social media on consumer behaviour and marketing techniques is unequivocal, providing businesses with novel and economical methods to get involved with their audiences and attain sustained success.

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Conflict of Interests

The authors state that they do not have any personal conflicts of interest.

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