

Digital Marketing Influence Research in Consumer Behavior : A Systematic Literature Review Using TCCM and Future Research Agenda

*Sindhuja Pappu*¹

*V. V. Devi Prasad Kotni*²

*Iragavarapu Lakshmi Prasanna*³

*S. V. S. S. P. Jaya Sankar Krishna*⁴

Abstract

Purpose : The study aimed to explore how digital marketing influences consumer behavior through a systematic literature review using the theory context characteristics methods (TCCM) framework. The purpose was to identify key factors, gaps, and trends in the literature while offering suggestions for future research.

Design/Methodology/Approach : The PRISMA model was used to identify, screen, make eligible, and include suitable documents for the study. A total of 112 papers were identified for this systematic literature review, which was performed using the TCCM framework.

Findings : The most widely used theories were the technology acceptance model, attribution theory, cognitive development theory, theory of planned behavior, and theory of reasoned action. Various frequent contexts were found to be branding, e-WOM, repurchase intention, etc. The characteristics were websites, social media, search engines, digital platforms, etc. The various methods were SEM, DEMATEL, online reviews, etc.

Research Implications : The study offered a holistic overview of the literature on consumer behavior influenced by digital marketing and tracing the evolution of digital marketing research in this domain. The study was able to provide future research directions in the domain.

Practical Implications : The study highlighted how important it is for digital marketing components, more precisely, attributes, to impact consumer perceptions of products and businesses positively. To prevent impulsive purchases, practitioners should ensure that all the information they use in their marketing, advertising, and promotional strategies is provided.

Originality/Value : This is one of the foremost studies that explored theories, contexts, characteristics, and methods related to digital marketing's influence on consumer behavior using the TCCM method, which is very useful for the digital marketing industry.

Keywords : consumer behavior, SLR, TCCM, PRISMA, digital marketing

Paper Submission Date : September 5, 2024 ; **Paper sent back for Revision :** March 21, 2025 ; **Paper Acceptance Date :** May 20, 2025 ; **Paper Published Online :** June 15, 2025

¹ *Research Scholar*, GITAM School of Business, Gandhi Institute of Technology and Management, Deemed to be University, Rushikonda, Visakhapatnam - 530 045, Andhra Pradesh. (Email : spappu2@gitam.in) ;

ORCID iD : <https://orcid.org/0000-0003-4161-1011>

² *Associate Professor (Corresponding Author)*, GITAM School of Business, Gandhi Institute of Technology and Management, Deemed to be University, Rushikonda, Visakhapatnam - 530 045, Andhra Pradesh.

(Email : devi_kv@yahoo.com) ; ORCID iD : <https://orcid.org/0000-0002-2951-2160>

³ *Assistant Professor*, Samata Degree College, Visakhapatnam, Andhra Pradesh. (Email : ilprasanna26@gmail.com)

⁴ *Research Scholar*, GITAM School of Business, Gandhi Institute of Technology and Management, Deemed to be University, Rushikonda, Visakhapatnam - 530 045, Andhra Pradesh. (Email : jayasankar.sandy@gmail.com) ;

ORCID iD : <https://orcid.org/0000-0001-5555-4930>

DOI : <https://doi.org/10.17010/ijom/2025/v55/i6/175108>

Digital marketing, which uses the internet and online services, takes various forms, such as social media. Mundanad (2015) predicted that digital and social media marketing at the global and pan-India levels will predominantly grow. Nugroho et al. (2022), Sujata et al. (2016), and Valenzuela-Gálvez et al. (2024) also discussed the growth of digital marketing, which differs from traditional marketing, with the use of traditional methods, including banners, print media, radio, and personal selling. Traditional marketing has limitations, such as high time consumption and limited customer reach. Digital marketing, which emerged during the 1990s to 2000s, has changed marketing strategies by reaching a broader consumer base and offering a wider range of options. Artificial intelligence has also facilitated this growth. The COVID-19 pandemic increased demand for digital marketing, as consumers stayed home and worked online, forcing companies to develop unique and different marketing strategies. Digital marketing, which has proved essential in connecting companies and consumers during challenging times, requires a critical review to gain research insights.

For any marketer, it is critical to know their consumer behavior in terms of what sources they are approaching for product information, what media they are accessing, and what activities and actions they perform before purchasing the product, during, and after the purchase. Consumer behavior nowadays is highly influenced by the digital revolution, followed by the digitalization of marketing. The digital revolution has digitized marketing to match the faster pace of the world. Search engine optimization, search engine marketing, viral, social, and content marketing are employed to expand the customer base. Pillai et al. (2021) studied the impact of digital marketing on customer behavior in the travel industry, focusing on social media platforms, mobile applications, and electronic word of mouth (eWOM). To fill in the gaps in existing research, Alghizzawi (2019) highlighted the importance of digital communication in tourism competitiveness, eWOM, and visitor behavior. Social media marketing significantly affects consumers' intentions to buy since it gives decision-makers useful information and directly affects their purchasing decisions (Aji et al., 2020). In order to sustain their marketing efforts, SMEs are currently using a digital marketing strategy to boost client engagement and purchase intent.

Numerous studies have been carried out to examine how digital marketing affects consumer views, purchasing patterns, and consumerism, among other things. However, limited research has been done on how digital marketplaces affect consumer online purchasing decisions. Adeola et al. (2024) investigated how digital marketing affected word-of-mouth. Research has been conducted on various aspects of service quality (Fine et al., 2017), including purchase decisions (Baliga et al., 2021), the influence of digital marketing on consumer behavior (Dhiman et al., 2018), and the influence of email marketing (Alnaim & Albarq, 2023). Yadav (2017) researched social media as a marketing tool; Hollebeek et al. (2023) investigated customer engagement; Freihat (2023) investigated consumer value; and Valenzuela-Gálvez et al. (2023) studied the effect of digital marketing on customer satisfaction.

Given the limited number of studies in this area, a comprehensive literature analysis is essential to examine the various applied theories, contexts, characteristics, and methodologies in the field, particularly concerning how digital marketing influences consumer behavior. To fill these gaps adequately, we suggest conducting a systematic literature review based on the theory context characteristics methods (TCCM) approach. This study aims to explore the area of digital marketing and consumer behavior by conducting a systematic literature review based on the TCCM framework.

This study is highly beneficial for researchers who want to investigate further the effect of digital marketing on consumer behavior. It presents alternative channels of future research that will benefit society and policymakers. This research can also benefit academicians, as they can train the student community to become future-ready managers. The industry and digital marketers can use consumer behavior insights and digital marketing influence insights of this research, respectively, while designing marketing mix strategies and promotion mix strategies.

Various studies have been published in digital marketing and consumer behavior research in recent years. The latest studies aim to explore the changes in consumer behavior due to multiple digital marketing techniques, such

as viral campaigns. They include Aditi (2024), Bilgihan et al. (2024), Dinh and Lee (2024), and Gutuleac et al. (2024), among others. Some other studies reflecting the trends in consumer behavior are Rekha and Mishra (2017) (Indian car buyers increasingly rely on digital marketing channels), Rajan et al. (2017) (Indian consumers increasingly exhibiting omnichannel shopping behaviors), Arora et al. (2018) (millennials heavily rely on user-generated content (UGC)), Mohamed et al. (2018) (cosmetic packaging significantly influence consumer buying decisions, particularly online), Padival et al. (2019) (consumer attitudes toward social media advertisements is changing), Hernandez et al. (2020) (the significance of digital presence in tourism and airline industries is strong), Sharma et al. (2020) (distinct digital marketing preferences are emphasizing the need for tailored strategies), Menon (2021) (digital marketing influences brand awareness, image, and perceived quality), and Singh and Yadav (2018) (social media influences Indian holiday travel planning). Khatri and Kale (2022) explored the role of social listening in the OTT entertainment industry, and Kaur and Zafar (2014) also studied how social media revolutionized HR functions. Tanwar et al. (2021) found that influencer endorsements have a crucial impact on the fashion, beauty, and lifestyle industries, with self-presentation, credibility, and para-social relationships being key factors.

Methodology Design

This research adopted a systematic review-based approach to examine the influence of digital marketing on consumer behavior. A thorough systematic review of the literature was conducted using the TCCM framework. This study was a purely secondary database study where no human participants were involved in collecting the data. The researchers examined 112 Scopus-indexed documents from 2005 to 2025 for this review.

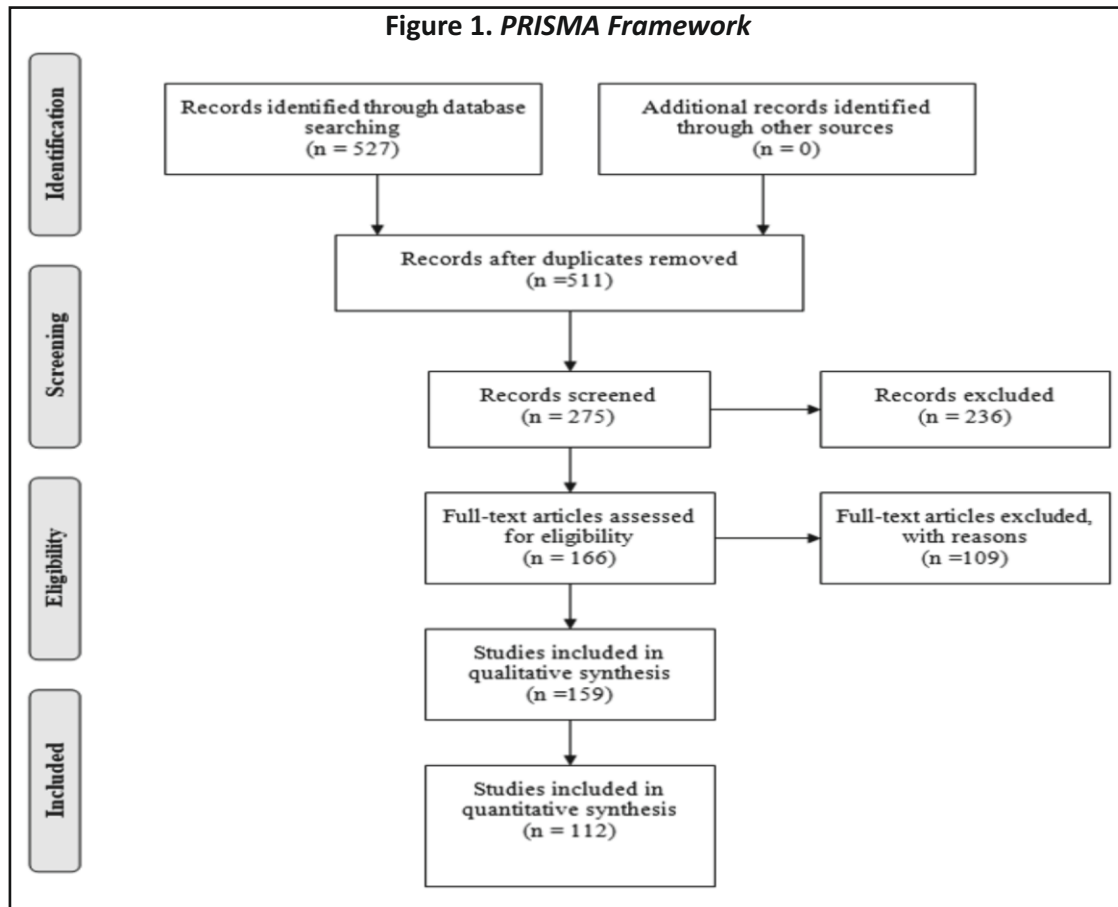
Researchers used systematic literature reviews to evaluate research development, highlight gaps, and propose future study goals. Framework-based reviews, for example, examine current theoretical frameworks and recommend areas for advancement or improvement (Paul & Feliciano-Cestero, 2021). Previous review publications frequently used the TCCM framework, which included the theories, context, characteristics, and methodologies used in earlier investigations. For example, several authors recently used the TCCM paradigm in their research studies published in multiple high-impact journals (Billore & Anisimova, 2021). Researchers employed theme-based reviews to evaluate the progress of research themes, identify gaps, and promote new research directions (Khatoon & Rehman, 2021). Theory-based evaluations highlighted areas for improvement by evaluating and improving the already explored theories (Paul & Rosado-Serrano, 2019).

This study used the Scopus database to research articles on consumer behavior and the effects of digital marketing. As shown in Figure 1, the PRISMA-based articles that were part of this SLR-TCCM analysis were chosen through four steps:

🔗 **Stage One (Data Identification)** : The authors searched Scopus, the biggest research database, to find information on how digital marketing affects consumer behavior. The keywords query used to conduct a category search was TITLE-ABS-KEY ((“digital marketing” OR “digital marketing influence” OR “digital marketing impact”) AND (“consumer behavior” OR “consumer decision” OR “consumer purchase” OR “purchase behavior”)). The search yielded a total of 527 papers on social impact research in a variety of subject areas.

🔗 **Stage Two (Screening Criteria)** : The authors applied several screening criteria to include only relevant materials. Initially, the search was narrowed to articles published in the “Business, Management, and Accounting” field, resulting in 275 relevant papers.

🔗 **Stage Three (Eligibility Requirements)** : Further filtering helped to include only “Document type: Articles” published in journals and written in English, which yielded 166 papers.



➤ **Stage Four (Inclusive Criteria)** : Finally, the authors restricted the search to papers that had undergone a rigorous review process and reached the “final publication” stage. This attempt resulted in 112 articles included in the systematic review.

TCCM Framework Analysis

This section uses the TCCM framework to examine how various theories have influenced the idea of digital marketing, as suggested by Paul and Rosado-Serrano (2019). This method is used in a systematic literature review focusing on social impact research in consumer behavior to expand our knowledge and offer more perceptive viewpoints.

Many agree that the TCCM framework is a valuable resource for comprehending the theoretical underpinnings of pertinent research. Its application makes it easier to identify theoretical claims and create explanatory models. Although topics like customer experience, technological adoption, and readiness for use have been studied for a while, recent papers have demonstrated a discernible shift focusing on the difficulties and potential of artificial intelligence in the future (Gabriel, 2020).

The current study intends to fill the gaps in earlier research and investigate fresh avenues for future investigations using a TCCM analysis (Rajan et al., 2017). In the ensuing subsections, the TCCM framework, where “T” stands for theory, “C” for context, “C” for characteristics, and “M” for methodology, will be used to pinpoint current gaps in the previous assessment carried out by Paul and Rosado-Serrano (2019). As presented in

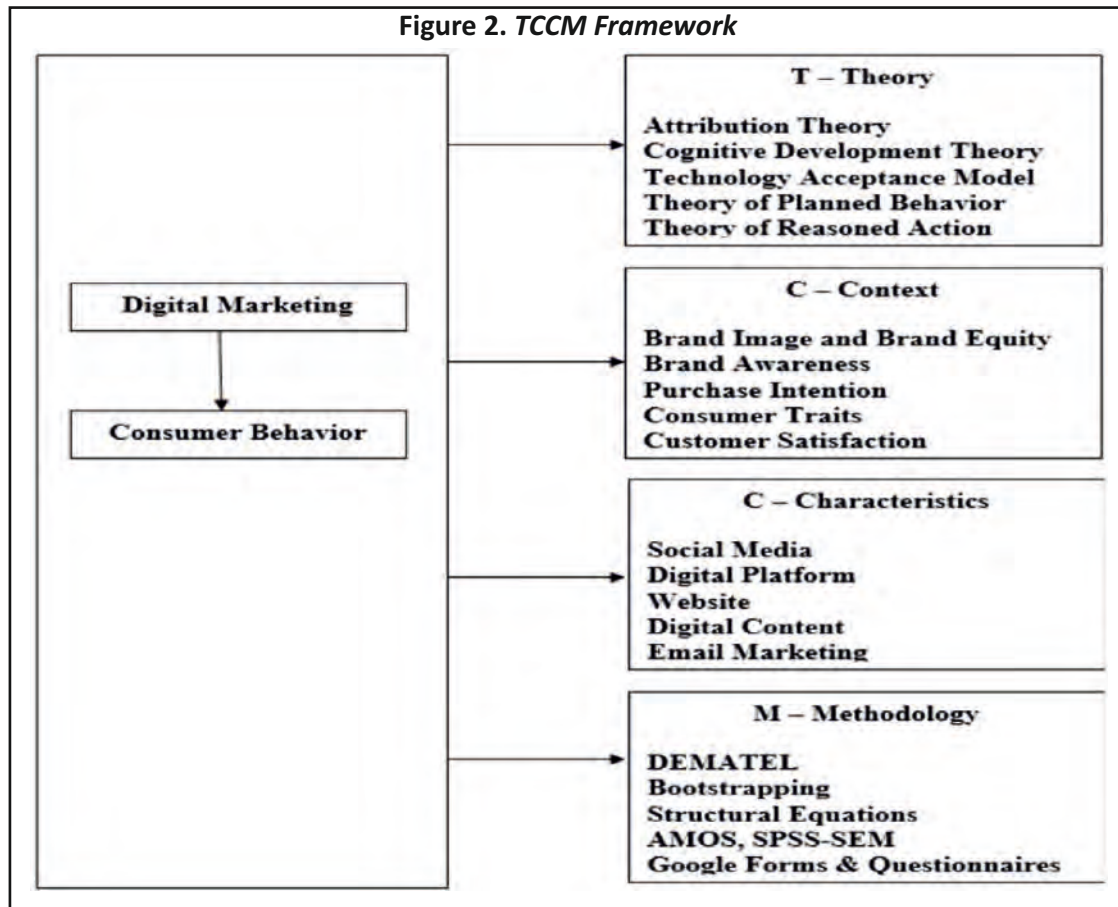


Figure 2, the authors use the TCCM framework to examine the gaps in existing research to direct future investigations.

Analysis and Results

T-Theoretical Perspective — Digital Marketing's Effect on Studies of Consumer Behavior

After performing a comprehensive and methodical review of the literature, the researchers found 11 major theories that explain how social influence drives changes in consumer behavior, including the stimulus-organism-response, reasoned-action-theory, cognitive development theory, underpinning theory, planned behavior theory, technology acceptance model (TAM), contribution-theory, source credibility theory, visual attention theory, unified theory of acceptance and use of technology UTAUT, and visual rhetoric theory. Researchers frequently combine pairs of these theories in a complementary manner to improve their findings' accuracy and better comprehend the connection between behavior and social impact.

✎ **Attribution Theory** : Attribution theory focuses on the mental processes through which individuals determine the reason behind events and behavior in their surroundings. This theory has been emphasized in consumer behavior research and by Mizerski et al. (1979). According to Mullen and Johnson (2013), this theory investigates how people respond to various circumstances and triggers and how these reactions ultimately influence their

behavior. According to Hoang and Tung (2023) and Sahu et al. (2020), Heider (2013) first presented attribution theory and then provided insights into how people understand and evaluate the words and deeds of others. According to Chang et al. (2015), this interpretation is essential to comprehend how people react to these occurrences (Ullrich & Brunner, 2015). Additionally, prior studies have demonstrated that the relationship between eWOM and online purchase intention is mediated by brand image (Bakri et al., 2020).

According to the study, attribution theory can be used in digital marketing to affect a range of consumer behavior stages, particularly regarding consumer influencing options, buying decisions, and other associated factors.

✍ **Cognitive Development Theory** : According to Piaget's (2000) groundbreaking theory, individuals go through four stages of cognitive development: sensorimotor, concrete operational, formal operational, and preoperational. From infancy to adolescence, these phases reflect different ways of thinking. Bandil et al. (2023) highlighted this development of cognitive abilities, citing Piaget's theory, as stated in Huitt and Hummel (2003), that children progress from preoperational to concrete operational stages, gradually acquiring logical thinking abilities. However, their cognitive skills are limited, and they struggle to comprehend the persuasive intent of advertisements. Children's reading and cognitive limitations also make it difficult to understand the subtleties of advertising disclaimers (Bragg & Redifer, 2022). Previous experiences with advertising play a role in children's ability to assess advertisements, aiding the development and practical application of their thinking abilities (Damay & Guichard, 2016). The theory of skill development presents an abstract framework for understanding the formation of cognitive skills. It incorporates a set of transformation rules that link these skill structures, offering insight into the progression of cognitive sequences and synchronicity from infancy to young adulthood (Fischer, 1981).

The review of the source documents concludes that the cognitive development theory can be applied in digital marketing when the cognitive pressure on the consumer is increased and when the consumer cannot decide. Other digital marketing applications are screen exposure to children, digital advertising to children, etc.

✍ **Technology Acceptance Model (TAM)** : Davis et al. (1989) stood as the most widely explored framework for examining technology acceptance within corporate environments. Oumlil and Juiz (2018) used the Technology Acceptance Model (TAM) to analyze the factors influencing investment in tourism IT projects. TAM is the most widely used and documented model in social sciences (Teo et al., 2019). According to the TAM framework, two post-adoption variables defining technology acceptance behavior are disenchantment and satisfaction (Sun, 2009). The TAM assumes significance as a tool to gauge the efficacy of online grocery shopping as a progressive technology. It is renowned for its notable influence and widespread application in forecasting the adoption and utilization of diverse technologies, attributed to its robust theoretical foundation and empirical validation (Pelet & Papadopoulou, 2015). Originating with Davis et al. (1989), the initial TAM iteration focused on the impact of system attributes on the adoption of computer information systems. This paradigm has changed and adapted in various knowledge domains, including healthcare, internet banking, smartphone use, wireless devices, the internet, and online shopping (Nyagadza et al., 2022).

The review of the source documents concludes that the acceptance model theory can be applied in digital marketing situations, such as understanding how consumers accept and adapt to technology, such as digital marketing, search engine marketing, social media marketing, etc.

✍ **Theory of Planned Behavior (TPB)** : Ajzen's (1991) TPB explains that attitudes, behavioral control, and subjective norms impact behavior. The theory of planned behavior (TPB) framework assumes that a significant portion of human actions is driven by conscious intention. In this context, many marketing researchers use

consumer behavioral intentions as a surrogate indicator to forecast actual consumer behavior (Jaccard & Blanton, 2005). The TPB's failure to consider other significant elements, such as habit, perceived moral obligation, and self-identity, is a drawback. According to Eagly and Chaiken (1998), these factors can predict intentions and behaviors, which calls for more research in other areas. Similarly, the TAM claims that perceived utility and ease of use lead to increased system adoption (Ahn et al., 2007). These two elements help research internet-related technologies, but are insufficient to comprehend why people use the internet.

Based on the study of the sources, one may argue that digital marketing can apply the TPB to understand how consumers make decisions (like whether they want to buy something or not), where to put products in stores, and how to plan and predict their behavior in a good way.

✍ **Theory of Reasoned Action (TRA)** : TRA posits that a substantial portion of human behavior relies on personal volition, as explained by Ajzen and Fishbein (1977). Drawing on this premise, many marketing researchers employ consumer behavior intentions as a surrogate measure to forecast actual consumer actions (Jaccard, 2012). This study also presupposes a connection between FinTech usage intention and the likelihood of consumers adopting FinTech services (Moon & Kim, 2001). Salem et al. (2023) found a similar result, demonstrating a direct correlation between users' intentions to adopt a given technology and its concrete usage. Premkumar and Bhattacharjee (2008) formulated the Expectation Confirmation Theory (ECT) to delineate sustained intention or recurrent purchase conduct after initial interaction with a product. This methodology has been predominant in most Expectation Confirmation Theory investigations (Cheung et al., 2005). There has been debate over the impact of the SN construct in both TRA frameworks. According to Taylor and Todd (1995), SN is a key predictor of behavior and intention. However, their study found that subjective norms are more important for beginners, and a stronger correlation exists between subjective norms and intentions when users have less experience.

After reviewing the source documents, it is concluded that the theory of reasoned action can be applied in digital marketing in terms of consumer belief and desired outcome, as well as the antecedents of purchase decisions, brand loyalty, etc.

C-Context Perspective—Digital Marketing's Effect on Studies of Consumer Behavior

Most literature on digital marketing influences explores how consumer behavior might alter in various situations. For instance, Rehman and Zeb (2023) studied how social media marketing impacts Muslim consumers' buying behavior and brand image moderation. Brand equity and consumer behavior are impacted by credible online reviews (Chakraborty & Bhat, 2018). Social media marketing for luxury brands affects consumer behavior and brand equity (Godey et al., 2016). Digital marketing strategies have increased consumer interest by enhancing brand image (Alamsyah et al., 2021) and promoting brand awareness through advertising preferences (Cantallos & Salvi, 2014). A review of eWOM research highlights its impact on consumer behavior in the hotel industry (Reyes-Menendez et al., 2020). Furthermore, understanding online consumer behavior is essential for managing a sustainable tourist business. Social media and eWOM information impact purchase intention (Leong et al., 2022). Social media and email marketing impact customer engagement and purchase intention (Bismo et al., 2019; Merisavo et al., 2007).

Additionally, customer loyalty is impacted by digital marketing communication, particularly when examined using integrative models and supported by further research recommendations (Hien & Nhu, 2022). In the B2B context, digital marketing trends impact consumer purchase intention, with brand awareness as a moderating variable (Sritanakorn & Nuangjamnong, 2021). Other studies have explored various contextual factors: consumer traits and the effectiveness of online marketing tools in Bangkok fashion stores (Grimm et al., 2013); the role social innovation plays in addressing contemporary challenges in theory and practice (Souki & Filho, 2008), and

the relationship between mobile phone satisfaction, service quality, and customer loyalty (Wu et al., 2021). Furthermore, the quality of traceability information has been shown to affect purchase intention for organic food (Cristobal et al., 2007), while the PeSQ framework has been validated as an effective measure of consumer satisfaction and website loyalty (Papasolomou et al., 2014).

C-Characteristics Perspective—Digital Marketing's Effect on Studies of Consumer Behavior

Research on how digital marketing affects alterations in consumer behavior mainly considers several facets, such as social media, digital platforms, websites, digital content, email marketing, etc. The research focuses on the characteristics of digital marketing in relation to consumer behavior.

✦ **Social Media** : Govindan and Alotaibi's (2021) research explored the influence of gender, online brand community identification, and social media marketing on restaurant purchase intention. Hassan et al. (2022) investigated social media marketing's impact on user attitudes and mental well-being. Alosaimi et al. (2020) studied consumers' perceptions of Saudi luxury fashion brands' social media marketing strategies. Shrestha et al. (2019) examined social media marketing's impact on health insurance. Pandey et al. (2018) explored millennial purchase intentions influenced by social media marketing. Algharabat (2017) explored brand love's connection to social media marketing, focusing on self-expressive brands.

✦ **Digital Platform** : Lambrecht et al. (2023) studied how TV advertising and online sales impact travel platforms. Müller-Pérez et al. (2023) researched COVID-19 consumer behavior: interpersonal influences, eWOM, and digital lifestyles. Liu et al. (2010) studied participants' perceptions of building online learning communities. Using a structural equation modeling approach, Cetinã et al. (2023) examined key social media WOM drivers. Rajagopal and Rajagopal (2023) studied the impact of digital fashion merchandise on consumers.

✦ **Website** : Sakas et al. (2023) outlined how digital competitive advantage and brand name in logistics companies are affected by user interaction. Sakas et al. (2023) further explored how logistics firms optimize customer social media and website activity. Gajanová and Michulek (2023) examined the effect of digital marketing on IT industry consumer behavior in Slovakia. Santanagopalan and Krishnaraj (2023) found that the information parameters on online auto dealer websites impact consumer purchase intention. Erpurini et al. (2023) analyzed how students' social media inclinations influenced university digital marketing. Boardman and Chrimes (2023) studied e-commerce success and effective fashion retail website design.

✦ **Digital Content** : Rogova and Matta (2023) identified the role of gender in digital consumer behavior. Khairani and Fachira (2021) found that the supply of digital content impacts consumer engagement in the tourism sector. Kim and Sugai (2008) studied the Japanese digital content market's consumer loyalty and willingness to pay. Fetscherin (2003) assessed the consumer acceptance of digital content protection. Wolf and Wheelock (2007) explored digital content's potential impact.

✦ **Email Marketing** : Ao et al. (2023) stated that digital marketing impacts customer engagement and purchase intention in Indonesia. Hartemo (2016) studied the empowered consumer era and email marketing strategies. GhavamiLahiji (2016) found that email marketing impacts buyers' behavior. Iftikhar and Khan (2017) studied how email, mobile, and retargeting influence the buying behavior of online consumers. Valenzuela-Gálvez et al. (2023) investigated how emojis can enhance the impact of email marketing on customer engagement.

M—Methodology Perspective—Digital Marketing's Effect on Studies of Consumer Behavior

Throughout the research period, many digital marketing studies focused on analyzing consumer behaviors using various established methodologies, such as quantitative surveys (Buchanan et al., 2017), DEMATEL analysis (da Silva Wegner et al., 2023), bootstrapping techniques (Habib et al., 2022), structural equation (Busman & Ananda, 2022), AMOS (Adam et al., 2020), SPSS-SEM (Armawan et al., 2023), and Google Forms (Adelia et al., 2021).

Discussion

The study conducts an organized and methodical evaluation of the literature on digital marketing using an efficient approach that blends the TCCM framework with a systematic literature review. This method offers a thorough examination of research on digital marketing in relation to consumer behavior and makes recommendations for future lines of inquiry. The study employs bibliometric analysis to give a comprehensive picture of how digital marketing influences consumer behavior; 112 articles specifically discuss how digital marketing affects shifts in customer decision-making processes in the business, management, and accounting domains out of 527 research papers examined. The systematic review carefully chooses publications from the fields of accounting, management, and business to increase the importance and utility of its findings. Based on four primary areas of analysis—theory, context, characteristics, and methodologies—the study recommends additional research.

Theoretical Implications

The study comes with multiple implications. This systematic review summarized the literature on digital marketing's influence on consumer behavior and examined how the field progressed. We discussed the current state of digital marketing impact research and the evolution of the concepts mentioned in Yadav's (2017) research. Attribution theory, cognitive development theory, TAM, underpinning theory, theory of planned behavior, theory of reasoned action, stimulus-organism-response, source credibility theory, visual attention theory, UTAUT, and theory of visual rhetoric are the fundamental theories most commonly used in digital marketing and consumer behavior research. In line with Menon's (2021) study, brand image, eWOM, repurchase intention, brand awareness, perceived quality, purchase intention, brand loyalty, substantial influence, public relations, consumer attitude, online shopping, and so on are the constructs or factors or variables/characteristics impacting consumer behavior through digital marketing. The shift from conventional to online shopping has resulted in fragmented digital marketing implications for consumer behavior research, similar to Rajan et al.'s (2017) research.

As a result, research on the effects of digital marketing is continuously changing and becoming increasingly illogical. The impact of digital marketing requires further investigation. We used the literature review to develop a thorough TCCM framework. Websites, digital platforms, social media, digital content, Instagram, and email marketing have been shown to affect consumer behavior significantly. Ultimately, this analysis identifies previously disregarded impact research topics in digital marketing and recommends future research projects. Due to recent advancements in digital marketing, commerce, and other areas, consumer behavior has changed, in line with Rekha and Mishra's (2017) study. We can better understand how digital marketing affects consumer behavior by looking at this review's suggested future research directions, as Arora et al. (2018) demonstrated. This study significantly adds to the literature review regarding the impacts of consumer behavior and digital marketing.

Practical Implications

This study also has practical implications for merchants, marketing managers, and advertisers looking to influence customer behavior. The study discovered essential factors in shaping good customer behavior toward products and brands. Therefore, practitioners wishing to drive spontaneous purchases should provide customers with comprehensive knowledge about the products when establishing promotional/advertising and marketing methods (Mohamed et al., 2018). As a result, practitioners aiming to build positive brands should present compelling reasons to utilize or embrace their brand. The likelihood of closing the deal is marginally reduced when a purchase decision necessitates a high degree of client/customer interaction (Rekha & Mishra, 2017).

Marketers go to great lengths to close sales successfully, but such efforts may sometimes be costly. The impacts of similarity bias can help merchants or brands close high-customer engagement deals when consumers are treated fairly and create and share an attachment with them in some way. It is especially common among front-line employees and salespeople who frequently interact with customers. Personal elements of salespeople, particularly in their communication and interaction with customers, can impact their purchasing decisions. As a result, practitioners can deploy trained individuals at customer touchpoints to favorably activate consumer preference toward brands, as demonstrated in the findings of Padival et al. (2019). The study is helpful for firms, retailers, marketing managers, and marketers interested in influencing consumer decision-making processes; they may find this comprehensive review insightful and valuable.

Limitations of the Study and the Way Forward

This systematic literature review outlines the limitations of the study and the inclusion and exclusion criteria of academic publications. Therefore, the study's analysis and findings are limited to papers that meet the predetermined criteria. As a result, authors could not extrapolate the results to the whole corpus of research on consumer behavior. Furthermore, only publications written in English were considered for this study. Consequently, our study did not consider research conducted in other languages. As a result, the following are the study's probable shortcomings. Furthermore, the Systematic Literature Review (SLR) only includes works published in the business and management domains; it does not cover works from other domains.

This research is conceptually confined to two generic domains: digital marketing and consumer behavior. The scope of this research can be extended to specific domains like social media marketing, email marketing, and fashion consumer behavior, B2B buying behavior, display advertising and travel buying behavior, influencer marketing and food consumption behavior, content marketing and consumer durables buying behavior, YouTube marketing impact on automobile products consumer decision process, the influence of search engine optimization and search engine marketing on smartphone purchasing habits on organic products consumer decision process, etc.

Authors' Contribution

Sindhuja Pappu carried out the analysis and interpretation of data. V. V. Devi Prasad Kotni conceptualized and designed the study, substantially revised or critically reviewed the article, and was responsible for overall supervision and final approval of the version to be published. Iragavarapu Lakshmi Prasanna acquired data for the literature review. S. V. S. P. Jaya Sankar Krishna retrieved reputable research papers, filtered them using keywords, and produced ideas and codes pertinent to the study's design.

Conflict of Interest

The authors attest that they are not associated with or involved with any organization or institution that has a financial or non-financial interest in the topic or resources covered in this work.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for publication of this paper.

References

- Adam, M., Ibrahim, M., Ikramuddin, I., & Syahputra, H. (2020). The role of digital marketing platforms on supply chain management for customer satisfaction and loyalty in small and medium enterprises (SMEs) at Indonesia. *International Journal of Supply Chain Management*, 9(3), 1210–1220. <https://doi.org/10.59160/ijscm.v9i3.5027>
- Adelia, A., Miftahurrahmah, M., Nurpathonah, N., Zaindanu, Y., & Ihsan, M. T. (2021). The role of Google Forms as an assessment tool in ELT: Critical review of the literature. *ETDC: Indonesian Journal of Research and Educational Review*, 1(1), 58–66. <https://doi.org/10.51574/ijrer.v1i1.49>
- Adeola, O., Moradeyo, A. A., Muogboh, O., & Adisa, I. (2024). Consumer values, online purchase behaviour and the fashion industry: An emerging market context. *PSU Research Review*, 8(1), 68–83. <https://doi.org/10.1108/PRR-04-2021-0019>
- Aditi, B. (2024). The role of content marketing and influencer marketing strategies and banking guarantees in SMEs bankruptcy addressing. *Uncertain Supply Chain Management*, 12(4), 2513–252. <https://doi.org/10.5267/j.uscm.2024.5.018>
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44(3), 263–275. <https://doi.org/10.1016/j.im.2006.12.008>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037/0033-2909.84.5.888>
- Alamsyah, D. P., Ratnapuri, C. I., Aryanto, R., & Othman, N. A. (2021). Digital marketing: Implementation of digital advertising preference to support brand awareness. *Academy of Strategic Management Journal*, 20(2), 1–11. <https://www.abacademies.org/articles/digital-marketing-implementation-of-digital-advertising-preference-to-support-brand-awareness.pdf>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. *Kybernetes*, 46(10), 1801–1819. <https://doi.org/10.1108/K-04-2017-0130>

- Alghizzawi, M. (2019). The role of digital marketing in consumer behavior: A survey. *International Journal of Information Technology and Language Studies*, 3(1), 24–31. <https://journals.sfu.ca/ijitls/index.php/ijitls/article/view/67>
- Alnaim, A. F., & Albarq, A. N. (2023). Impact of digital marketing on consumer behavior: A quantitative analysis on fast fashion industry in the KSA. *International Journal of Data and Network Science*, 7(3), 1059–1066. <https://doi.org/10.5267/j.ijdns.2023.5.018>
- Alosaimi, S., Perry, P., Boardman, R., & Stalker, I. D. (2020). Saudi consumer perceptions of international luxury fashion brands' social media marketing activities: An abstract. In F. Pantoja, S. Wu, & N. Krey (eds.), *Enlightened marketing in challenging times: Proceedings of the 2019 AMS World Marketing Congress* 22 (pp. 463–464). Springer International Publishing. https://doi.org/10.1007/978-3-030-42545-6_151
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: A meta-analysis. *Sustainability*, 15(3), 2744. <https://doi.org/10.3390/su15032744>
- Armawan, I., Sudarmiatin, Hermawan, A., & Rahayu, W. P. (2023). The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop. *International Journal of Data and Network Science*, 7(1), 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials's preferences for social media advertising in Delhi N C R . *Indian Journal of Marketing*, 48(10), 34–51. <https://doi.org/10.17010/ijom/2018/v48/i10/132334>
- Bakri, M., Krisjanous, J., & Richard, J. E. (2020). Decoding service brand image through user-generated images. *Journal of Services Marketing*, 34(4), 429–442. <https://doi.org/10.1108/JSM-11-2018-0341>
- Baliga, A. J., Chawla, V., Sunder, V., Ganesh, L. S., & Sivakumaran, B. (2021). Service failure and recovery in B2B markets – A morphological analysis. *Journal of Business Research*, 131, 763–781. <https://doi.org/10.1016/j.jbusres.2020.09.025>
- Bandil, D., Agrawal, V., & Mohanty, R. P. (2023). Assessing the kid's behaviour with factors of social media advertising: DEMATEL application. *Journal of Advances in Management Research*, 20(3), 353–384. <https://doi.org/10.1108/JAMR-07-2022-0130>
- Bilgihan, A., Leong, A. M., Okumus, F., & Bai, J. (2024). Proposing a metaverse engagement model for brand development. *Journal of Retailing and Consumer Services*, 78, Article ID 103781. <https://doi.org/10.1016/j.jretconser.2024.103781>
- Billore, S., & Anisimova, T. (2021). Panic buying research: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 45(4), 777–804. <https://doi.org/10.1111/ijcs.12669>
- Bismo, A., Putra, S., & Melysa. (2019). Application of digital marketing (social media and email marketing) and its impact on customer engagement in purchase intention: A case study at PT. Soltius Indonesia. In *2019 International Conference on Information Management and Technology (ICIMTech)* (pp. 109–114). IEEE. <https://doi.org/10.1109/ICIMTech.2019.8843763>

- Boardman, R., & Chrimes, C. (2023). E-commerce is king: Creating effective fashion retail website designs. In E. L. Ritch, C. Canning, & J. McColl (eds.), *Pioneering new perspectives in the fashion industry: Disruption, diversity and sustainable innovation* (pp. 245–254). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80382-345-420231020>
- Bragg, R., & Redifer, J. L. (2022). Input modality pairings influence dual task costs, but not cognitive load. *Journal of Cognitive Psychology*, 34(6), 726–736. <https://doi.org/10.1080/20445911.2022.2055044>
- Buchanan, L., Kelly, B., & Yeatman, H. (2017). Exposure to digital marketing enhances young adults' interest in energy drinks: An exploratory investigation. *PloS ONE*, 12(2), Article ID e0171226. <https://doi.org/10.1371/journal.pone.0171226>
- Busman, S. A., & Ananda, N. A. (2022). Artificial intelligence and digital marketing role in increasing consumer purchase intention. *American International Journal of Business Management*, 5(1), 63–68. <https://www.aijbm.com/wp-content/uploads/2022/01/H516368.pdf>
- Cantallos, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41–51. <https://doi.org/10.1016/j.ijhm.2013.08.007>
- Cetină, I., Vinerean, S., Opreana, A., Rădulescu, V., & Popa, M. (2023). Examining key drivers of social media WOM—A SEM approach. *Economic Computation and Economic Cybernetics Studies and Research*, 57(2), 73–88. <https://doi.org/10.24818/18423264/57.2.23.05>
- Chakraborty, U., & Bhat, S. (2018). The effects of credible online reviews on brand equity dimensions and its consequence on consumer behavior. *Journal of Promotion Management*, 24(1), 57–82. <https://doi.org/10.1080/10496491.2017.1346541>
- Chang, H. H., Tsai, Y.-C., Wong, K. H., Wang, J. W., & Cho, F. J. (2015). The effects of response strategies and severity of failure on consumer attribution with regard to negative word-of-mouth. *Decision Support Systems*, 71, 48–61. <https://doi.org/10.1016/j.dss.2015.01.007>
- Cheung, C. M., Chan, G. W., & Limayem, M. (2005). A critical review of online consumer behavior: Empirical research. *Journal of Electronic Commerce in Organizations*, 3(4), 1–19. <https://doi.org/10.4018/jeco.2005100101>
- Cristobal, E., Flavián, C., & Guinalíu, M. (2007). Perceived e-service quality (PeSQ): Measurement validation and effects on consumer satisfaction and website loyalty. *Managing Service Quality: An International Journal*, 17(3), 317–340. <https://doi.org/10.1108/09604520710744326>
- da Silva Wegner, R., Godoy, L. P., Godoy, T. P., Sousa, M. J., & da Rosa, L. A. (2023). Prioritization of quality of public health services in the sector of graphic methods: University hospital. In *Future health scenarios*. CRC Press. <https://doi.org/10.1201/9781003227892-14>
- Damay, C., & Guichard, N. (2016). The role of price in the socialisation of children as consumers. *Recherche et Applications en Marketing*, 31(1), 64–84. <https://doi.org/10.1177/2051570715626368>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35(8), 982–1003. <https://doi.org/10.1287/mnsc.35.8.982>

- Dhiman, R., Chand, P. K., & Gupta, S. (2018). Behavioural aspects influencing decision to purchase apparels amongst young Indian consumers. *FII B Business Review*, 7(3), 188–200. <https://doi.org/10.1177/2319714518790308>
- Dinh, T. C., & Lee, Y. (2024). COBRAs and virality: Viral campaign values on consumer behaviour. *Humanities and Social Sciences Communications*, 11(1), Article no. 315. <https://doi.org/10.1057/s41599-024-02819-7>
- Eagly, A. H., & Chaiken, S. (1998). Attitude structure and function. In D. T. Gilbert, S. T. Fiske, & G. Lindsey (eds.), *The handbook of social psychology* (4th ed., pp. 269–322). McGraw-Hill. <https://psycnet.apa.org/record/1998-07091-007>
- Erpurini, W., Putrada, A. G., Alamsyah, N., Pane, S. F., & Fauzan, M. N. (2023). Confirmatory factor analysis for the impact of students' social medial on university digital marketing. In *2023 International Conference on Computer Science, Information Technology and Engineering (ICCoSITE)* (pp. 615–620). IEEE. <https://doi.org/10.1109/ICCoSITE57641.2023.10127744>
- Fetscherin, M. (2003). Evaluating consumer acceptance for protected digital content. In E. Becker, D. Günnewig, W. Buhse, & N. Rump (eds.), *Digital rights management: Technological, economic, legal and political aspects* (Vol. 2770, pp. 301–320). Springer. https://doi.org/10.1007/10941270_20
- Fine, M. B., Girona, J., & Petrescu, M. (2017). Prosumer motivations for electronic word-of-mouth communication behaviors. *Journal of Hospitality and Tourism Technology*, 8(2), 280–295. <https://doi.org/10.1108/JHTT-09-2016-0048>
- Fischer, J. L. (1981). Transitions in relationship style from adolescence to young adulthood. *Journal of Youth and Adolescence*, 10(1), 11–23. <https://doi.org/10.1007/BF02088419>
- Freihat, S. M. (2023). Digital marketing and its role in achieving customer's happiness: Evidence Jordanian five-star hotels. *International Journal of Data and Network Science*, 7(3), 1227–1240. <https://doi.org/10.5267/j.ijdns.2023.5.002>
- Gabriel, I. (2020). Artificial intelligence, values, and alignment. *Minds & Machines*, 30(3), 411–437. <https://doi.org/10.1007/s11023-020-09539-2>
- Gajanová, L., & Michulek, J. (2023). Digital marketing in the context of consumer behaviour in the ICT industry: The case study of the Slovak Republic. *Virtual Economics*, 6(1), 7–18. <https://www.ceeol.com/search/article-detail?id=1161921>
- GhavamiLahiji, S. (2016). The effect of email marketing on buyers' behavior. *International Journal of Innovative and Applied Research*, 4(1), 77–80. <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=61106fc1dcb4d28d3bdb9e82732ceeb5006abc79>
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Govindan, P., & Alotaibi, I. (2021). Impact of influencers on consumer behaviour: Empirical study. *Proceedings of 2nd International Conference on Computation, Automation and Knowledge Management* (pp. 232–237). IEEE. <https://doi.org/10.1109/ICCAKM50778.2021.9357713>

- Grimm, R., Fox, C., Baines, S., & Albertson, K. (2013). Social innovation, an answer to contemporary societal challenges? Locating the concept in theory and practice. *Innovation: The European Journal of Social Science Research*, 26(4), 436–455. <https://doi.org/10.1080/13511610.2013.848163>
- Gutuleac, R., Baima, G., Rizzo, C., & Bresciani, S. (2024). Will virtual influencers overcome the uncanny valley? The moderating role of social cues. *Psychology & Marketing*, 41(7), 1419–1431. <https://doi.org/10.1002/mar.21989>
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The relationship between digital marketing, customer engagement, and purchase intention via OTT platforms. *Journal of Mathematics*. <https://doi.org/10.1155/2022/5327626>
- Hartemo, M. (2016). Email marketing in the era of the empowered consumer. *Journal of Research in Interactive Marketing*, 10(3), 212–230. <https://doi.org/10.1108/JRIM-06-2015-0040>
- Hassan, S., Garcia-Dorado, S. C., Belesova, K., Murage, P., Whitmee, S., Green, R., Haines, A., & Huxley, R. (2022). A protocol for analysing the effects on health and greenhouse gas emissions of implemented climate change mitigation actions. *Wellcome Open Research*, 6, Article no. 111. <https://doi.org/10.12688/wellcomeopenres.16754.1>
- Heider, F. (2013). *The psychology of interpersonal relations* (1st ed.). Psychology Press. <https://doi.org/10.4324/9780203781159>
- Hernandez, C. C., Paños-Sánchez, P., & Rios, M. A. (2020). Website quality assessment: A case study of Chinese airlines. *Indian Journal of Marketing*, 50(1), 42–64. <https://doi.org/10.17010/ijom/2020/v50/i1/149773>
- Hien, N. N., & Nhu, T. N. (2022). The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business & Management*, 9(1), Article ID 2105285. <https://doi.org/10.1080/23311975.2022.2105285>
- Hoang, L. N., & Tung, L. T. (2023). A moderated mediation model of situational context and brand image for online purchases using eWOM. *Journal of Product & Brand Management*, 32(4), 661–672. <https://doi.org/10.1108/JPBM-02-2022-3857>
- Hollebeek, L. D., Hammedi, W., & Sprott, D. E. (2023). Consumer engagement, stress, and conservation of resources theory: A review, conceptual development, and future research agenda. *Psychology & Marketing*, 40(5), 926–937. <https://doi.org/10.1002/mar.21807>
- Huitt, W., & Hummel, J. (2003). Piaget's theory of cognitive development. *Educational Psychology Interactive*. <http://www.edpsycinteractive.org/topics/cognition/piaget.html>
- Iftikhar, F., & Khan, I. (2017). *The impact of email marketing, mobile marketing and retargeting on online consumer buying behavior* (Doctoral dissertation, University of Applied Sciences). Degree Programme in Tourism. <https://core.ac.uk/download/pdf/161418166.pdf>
- Jaccard, J., & Blanton, H. (2005). The origins and structure of behavior: Conceptualizing behavior in attitude research. In D. Albarracín, B. T. Johnson, & M. P. Zanna (eds.), *The handbook of attitudes* (pp. 125–171). Lawrence Erlbaum Associates Publishers. <https://psycnet.apa.org/record/2005-04648-004>
- Jaccard, J. (2012). The reasoned action model: Directions for future research. *The Annals of the American Academy of Political and Social Science*, 640(1), 58–80. <https://doi.org/10.1177/0002716211426097>

- Kaur, T., & Zafar, S. (2014). Impact of social media on HR functions: A review. *Prabandhan: Indian Journal of Management*, 7(3), 26–34. <https://doi.org/10.17010/pijom/2014/v7i3/59279>
- Khairani, A., & Fachira, I. (2021). The influence of different digital content marketing on consumer engagement in the tourism sector. *International Journal of Social Science and Business*, 5(3), 443–450. <https://doi.org/10.23887/ijssb.v5i3.38109>
- Khatoon, S., & Rehman, V. (2021). Negative emotions in consumer brand relationship: A review and future research agenda. *International Journal of Consumer Studies*, 45(4), 719–749. <https://doi.org/10.1111/ijcs.12665>
- Khatri, S., & Kale, S. (2022). Social listening as a marketing strategy to analyze beyond consumer buyology in the OTT industry: A research note. *Prabandhan: Indian Journal of Management*, 15(1), 53–58. <https://doi.org/10.17010/pijom/2022/v15i1/167861>
- Kim, D., & Sugai, P. (2008). Differences in consumer loyalty and willingness to pay for service attributes across digital channels: A study of the Japanese digital content market. *Telecommunications Policy*, 32(7), 480–489. <https://doi.org/10.1016/j.telpol.2008.05.003>
- Lambrecht, A., Tucker, C., & Zhang, X. (2023). TV advertising and online sales: A case study of intertemporal substitution effects for an online travel platform. *Journal of Marketing Research*, 61(2), 248–270. <https://doi.org/10.1177/00222437231180171>
- Leong, C.-M., Loi, A. M., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Liu, I.-F., Chen, M. C., Sun, Y. S., Wible, D., & Kuo, C.-H. (2010). Extending the TAM model to explore the factors that affect intention to use an online learning community. *Computers & Education*, 54(2), 600–610. <https://doi.org/10.1016/j.compedu.2009.09.009>
- Menon, P. B. (2021). Influence of social media marketing efforts on brand equity and consumer response to branded shoes in India. *Indian Journal of Marketing*, 51(9), 24–40. <https://doi.org/10.17010/ijom/2021/v51/i9/166162>
- Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An empirical study of the drivers of consumer acceptance of mobile advertising. *Journal of Interactive Advertising*, 7(2), 41–50. <https://doi.org/10.1080/15252019.2007.10722130>
- Mizerski, R. W., Golden, L. L., & Kernan, J. B. (1979). The attribution process in consumer decision making. *Journal of Consumer Research*, 6(2), 123–140. <https://doi.org/10.1086/208756>
- Mohamed, N. B., Medina, I. G., & Romo, Z. G. (2018). The effect of cosmetics packaging design on consumers' purchase decisions. *Indian Journal of Marketing*, 48(12), 50–61. <https://doi.org/10.17010/ijom/2018/v48/i12/139556>
- Moon, J.-W., & Kim, Y.-G. (2001). Extending the TAM for a world-wide-web context. *Information & Management*, 38(4), 217–230. [https://doi.org/10.1016/S0378-7206\(00\)00061-6](https://doi.org/10.1016/S0378-7206(00)00061-6)
- Mullen, B., & Johnson, C. (2013). *The psychology of consumer behavior* (1st ed.). Psychology Press.

- Müller-Pérez, J., Acevedo-Duque, Á., Rettig, P. V., García-Salirrosas, E. E., Fernández-Mantilla, M. M., Izquierdo-Marín, S. S., & Álvarez-Becerra, R. (2023). Consumer behavior after COVID-19: Interpersonal influences, eWOM and digital lifestyles in more diverse youths. *Sustainability*, 15(8), 6570. <https://doi.org/10.3390/su15086570>
- Mundanad, M. (2015). Book review: Social marketing in India. *Prabandhan: Indian Journal of Management*, 8(6), 48–50. <https://doi.org/10.17010/pijom/2015/v8i6/70733>
- Nugroho, S. D., Rahayu, M., & Hapsari, R. D. (2022). The impacts of social media influencer's credibility attributes on Gen Z purchase intention with brand image as mediation. *International Journal of Research in Business and Social Science*, 11(5), 18–32. <https://doi.org/10.20525/ijrbs.v11i5.1893>
- Nyagadza, B., Mazuruse, G., Rukasha, T., Mukarumbwa, P., Muswaka, C., & Shumbanhete, B. (2022). Rural small scale farmers' smart mobile phone usage acceptance prognosticators for agricultural marketing information access. *SN Social Sciences*, 2(12), Article no. 256. <https://doi.org/10.1007/s43545-022-00562-x>
- Oumlil, R., & Juiz, C. (2018). Acceptance of tourism e-entrepreneurship: Application to educational Balearic Islands context. *Journal of Entrepreneurship Education*, 21(1), 1–16. <https://www.abacademies.org/articles/Acceptance-of-tourism-e-entrepreneurship-1528-2651-21-1-133.pdf>
- Padival, A., Michael, L. K., & Hebbar, S. (2019). Consumer perception towards social media advertisements: A study done in a Semi-Urban City of South India. *Indian Journal of Marketing*, 49(2), 38–51. <https://doi.org/10.17010/ijom/2019/v49/i2/141582>
- Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*, 28(2), 147–162. <https://doi.org/10.1504/IJBIS.2018.091861>
- Papasolomou, I., Thrassou, A., Vrontis, D., & Sabova, M. (2014). Marketing public relations: A consumer-focused strategic perspective. *Journal of Customer Behaviour*, 13(1), 5–24. <https://doi.org/10.1362/147539214x14024779343631>
- Paul, J., & Feliciano-Cestero, M. M. (2021). Five decades of research on foreign direct investment by MNEs: An overview and research agenda. *Journal of Business Research*, 124, 800–812. <https://doi.org/10.1016/j.jbusres.2020.04.017>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global/international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830–858. <https://doi.org/10.1108/IMR-10-2018-0280>
- Pelet, J.-E., & Papadopoulou, P. (2015). Social media and m-commerce. *International Journal of Internet Marketing and Advertising*, 9(1), 66–84. <https://doi.org/10.1504/IJIMA.2015.068358>
- Piaget, J. (2000). Piaget's theory of cognitive development. In U. Goswami (Ed.), *Childhood cognitive development: The essential readings* (pp. 33–47). Blackwell Publishing.
- Pillai, R., Holla, N., & Srinivas, D. (2021). A study on digital marketing and its impact on consumer behavior. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(9), 78–85. <https://archives.palarch.nl/index.php/jae/article/view/9289/8584>

- Premkumar, G., & Bhattacharjee, A. (2008). Explaining information technology usage: A test of competing models. *Omega*, 36(1), 64–75. <https://doi.org/10.1016/j.omega.2005.12.002>
- Rajagopal, & Rajagopal, A. (2023). 'Seeing is experiencing': Impact of showcasing fashion merchandise on digital platforms. *Qualitative Market Research*, 26(3), 214–231. <https://doi.org/10.1108/QMR-05-2022-0080>
- Rajan, C. R., Swaminathan, T. N., & Pavithra, M. R. (2017). Key drivers of purchase intent by Indian consumers in omni-channel shopping. *Indian Journal of Marketing*, 47(5), 7–20. <https://doi.org/10.17010/ijom/2017/v47/i5/114233>
- Rehman, F. U., & Zeb, A. (2023). Translating the impacts of social advertising on Muslim consumers buying behavior: The moderating role of brand image. *Journal of Islamic Marketing*, 14(9), 2207–2234. <https://doi.org/10.1108/JIMA-07-2021-0231>
- Rekha, & Mishra, A. (2017). Identifying the Indian car buyer segments using digital channels of communication: An application of cluster analysis. *Indian Journal of Marketing*, 47(9), 23–35. <https://doi.org/10.17010/ijom/2017/v47/i9/118091>
- Reyes-Menendez, A., Correia, M. B., Matos, N., & Adap, C. (2020). Understanding online consumer behavior and eWOM strategies for sustainable business management in the tourism industry. *Sustainability*, 12(21), 8972. <https://doi.org/10.3390/su12218972>
- Rogova, N., & Matta, S. (2023). The role of identity in digital consumer behavior: A conceptual model and research propositions based on gender. *AMS Review*, 13(1), 55–70. <https://doi.org/10.1007/s13162-022-00237-z>
- Sahu, A. K., Padhy, R. K., & Dhir, A. (2020). Envisioning the future of behavioral decision-making: A systematic literature review of behavioral reasoning theory. *Australasian Marketing Journal*, 28(4), 145–159. <https://doi.org/10.1016/j.ausmj.2020.05.001>
- Sakas, D. P., Reklitis, D. P., Giannakopoulos, N. T., & Trivellas, P. (2023). The influence of websites user engagement on the development of digital competitive advantage and digital brand name in logistics startups. *European Research on Management and Business Economics*, 29(2), Article ID 100221. <https://doi.org/10.1016/j.iedeen.2023.100221>
- Salem, M., Baidoun, S., Abu Sharekh, N., Sammour, N., Alnajar, G., Alasttal, F., Alghusain, I., & Saqer, H. (2023). Factors affecting Arab consumers' attitudes toward online shopping in light of COVID-19: The moderating role of digital marketing. *Journal of Enterprise Information Management*, 36(2), 480–504. <https://doi.org/10.1108/JEIM-04-2021-0175>
- Santanagopalan, S., & Krishnaraj, R. (2023). Impact of information parameters of online auto dealership website towards consumer purchase intention. *International Journal of Professional Business Review*, 8(2), Article ID e01073. <https://doi.org/10.26668/businessreview/2023.v8i2.1073>
- Sharma, P., Gupta, S., & Kapoor, D. (2020). Digital marketing and consumer millennials: A comparative study of men, women, and transgender consumers' buying behaviour in Punjab. *Indian Journal of Marketing*, 50(3), 47–57. <https://doi.org/10.17010/ijom/2020/v50/i3/151029>
- Shrestha, S., Palaian, S., Shrestha, B., Santosh, K. C., & Khanal, S. (2019). The potential role of social media in pharmacovigilance in Nepal: Glimpse from a resource-limited setting. *Journal of Clinical & Diagnostic Research*, 13(3), FE04–FE07. <https://doi.org/10.7860/JCDR/2019/39979.12693>

- Singh, N., & Yadav, P. (2018). Social media influences holiday travel decisions: A rationale for profound analysis. *Prabandhan: Indian Journal of Management*, 11(2), 40–56. <https://doi.org/10.17010/pijom/2018/v11i2/121395>
- Souki, G. Q., & Filho, C. G. (2008). Perceived quality, satisfaction and customer loyalty: An empirical study in the mobile phones sector in Brazil. *International Journal of Internet and Enterprise Management*, 5(4), 298–312. <https://doi.org/10.1504/ijiem.2008.020103>
- Sritanakorn, M., & Nuangjamnong, C. (2021). The factors affecting consumer traits, online marketing tools in impulsive buying behavior of online fashion stores, Bangkok, Thailand. *AU-GSB e-Journal*, 14(1), 3–16. <https://doi.org/10.14456/augsbejr.2021.1>
- Sujata, J., Noopur, S., Neethi, N., Jubin, P., & Udit, P. (2016). On-page search engine optimization: Study of factors affecting online purchase decisions of consumers. *Indian Journal of Science and Technology*, 9(15), 1–10. <https://doi.org/10.17485/ijst/2016/v9i15/92150>
- Sun, H. (2009). Understanding herd behavior in technology adoption and continued use: A longitudinal perspective. *DIGIT 2009 Proceedings*, 11. <http://aisel.aisnet.org/digit2009/11>
- Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2021). Influencer marketing as a tool of digital consumer engagement: A systematic literature review. *Indian Journal of Marketing*, 51(10), 27–42. <https://doi.org/10.17010/ijom/2021/v51/i10/166439>
- Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Research in Marketing*, 12(2), 137–155. [https://doi.org/10.1016/0167-8116\(94\)00019-K](https://doi.org/10.1016/0167-8116(94)00019-K)
- Teo, T., Doleck, T., Bazalais, P., & Lemay, D. J. (2019). Exploring the drivers of technology acceptance: A study of Nepali school students. *Educational Technology Research and Development*, 67, 495–517. <https://doi.org/10.1007/s11423-019-09654-7>
- Ullrich, S., & Brunner, C. B. (2015). Negative online consumer reviews: Effects of different responses. *Journal of Product & Brand Management*, 24(1), 66–77. <https://doi.org/10.1108/JPBM-05-2014-0611>
- Valenzuela-Gálvez, E. S., Garrido-Morgado, Á., & González-Benito, Ó. (2023). Boost your email marketing campaign! Emojis as visual stimuli to influence customer engagement. *Journal of Research in Interactive Marketing*, 17(3), 337–352. <https://doi.org/10.1108/JRIM-02-2021-0033>
- Valenzuela-Gálvez, E. S., González-Benito, Ó., & Garrido-Morgado, Á. (2024). Sound in mode on: How sound stimuli influence customer engagement? *Electronic Commerce Research*, 1–22. <https://doi.org/10.1007/s10660-024-09902-w>
- Wolf, M., & Wheelock, C. (2007). Digital content unleashed. *Journal of Digital Asset Management*, 3, 247–258. <https://doi.org/10.1057/palgrave.dam.3650093>
- Wu, X., Xiong, J., Yan, J., & Wang, Y. (2021). Perceived quality of traceability information and its effect on purchase intention towards organic food. *Journal of Marketing Management*, 37(13–14), 1267–1286. <https://doi.org/10.1080/0267257X.2021.1910328>
- Yadav, M. (2017). Social media as a marketing tool: Opportunities and challenges. *Indian Journal of Marketing*, 47(3), 16–28. <https://doi.org/10.17010/ijom/2017/v47/i3/111420>

About the Authors

Sindhuja Pappu is a Research Scholar pursuing a Ph.D. at GITAM School of Business, Gandhi Institute of Technology and Management, Private Deemed University, Rushikonda, Visakhapatnam. Her research areas include fashion consumer behavior, digital marketing, and augmented reality.

Dr. V. V. Devi Prasad Kotni is an Associate Professor and the Area Chair of Marketing at GITAM School of Business, GITAM (Private Deemed University), Visakhapatnam. He has 21 years of experience, four of which are in industry and 17 of which are academic.

Iragavarapu Lakshmi Prasanna is an Assistant Professor at the Department of Management Studies, Samata Degree College, Visakhapatnam.

S. V. S. S. P. Jaya Sankar Krishna is a Research Scholar pursuing a Ph.D. at GITAM School of Business, Gandhi Institute of Technology and Management, Private Deemed University, Rushikonda, Visakhapatnam. His research areas include financial management, stock markets, derivative markets, etc.