

**THE INFLUENCE OF DIGITAL MARKETING AND
SOCIAL MEDIA MARKETING ON CONSUMER
BUYING BEHAVIOR**

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Abstract. *Digital marketing and social media marketing play an essential role in shaping consumer buying behaviour. The spread of technology has created new opportunities for consumer-business interactions across various digital platforms such as social media networks, e-commerce websites, and mobile applications. These platforms provide consumers with access to product information, reviews and price comparisons that influence their purchasing decisions. This article aims to explore the relationship between digital marketing, social media marketing and consumers' online purchasing behaviour. The research will examine how marketing activities in digital and social media such as product reviews, social media advertising, e-mail marketing and influencer marketing affect consumer behaviour and purchasing decisions. It will also examine how social media networks influence the effectiveness of digital marketing strategies and how consumers interact with social media advertising. Results from this study will provide insights into the use and effectiveness of digital and social media marketing strategies. It will help companies better understand consumer behaviour in the digital age and inform their online marketing efforts to increase sales and profitability. The study will also contribute to the literature on consumer online purchasing*

behaviour and increase knowledge of the impact of digital marketing and social media marketing on consumer decision-making.

Keywords: *digital marketing, social media marketing, customer behaviour, purchasing habits, artificial intelligence.*

Introduction

The world is experiencing significant developments in communications as a result of the rapid spread of information and technology via the Internet via various mediums such as smartphones, social media platforms, and electronic word-of-mouth. Because these communication channels enable access and interaction with consumers, innovations in technology make the world appear to be a small village. As a result, the growth of the internet and the increasing number of social media platforms have had a direct influence on the way shoppers engage with businesses online. Consequently, to lure in and keep customers in the intensely competitive online marketplace, companies have switched their promotional emphasis to digital advertising and social media marketing. In this article, digital marketing and Social Media marketing shall be evaluated, despite the latter being the sub-set of the former. As an example, in 2023, the digital advertising market in Poland accelerated compared to the previous year and its value increased by over PLN 870 million, reaching the level of almost PLN 7.8 billion. The internet continues to be a key driver of the media market accounting for more than two-thirds of the total growth in the 2023 communication segment. The dominant format is still graphic advertising which despite lower dynamics than other formats, generated almost one-third of the growth in 2023 (Internet Strategic Report 2023/2024). According to the report, almost 28 million internet users aged 7-75 use social media. The majority are women (51.8% vs. men 48.2%), more often they are also rural residents (36.2%) and people with secondary or higher education (over 65% in total). Digital marketing and social media are two very

different ways of marketing your business. Digital marketing focuses on using digital means such as email, social media, website design, and online advertising to reach and interact with customers. Social media marketing, on the other hand, is the use of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn to shape interactions and connect with customers. Firms can now reach big audiences and communicate directly with consumers in ways that were previously impossible. In the grand scheme of things, businesses are increasingly relying on digital and social media marketing to reach their target audiences and impact how they make their purchases. Likewise, most people employ digital marketing and social media extensively as consumers of goods and services, looking for information and statistics on whatever it is they use. The primary objective of the study is to find out the role that digital and social media marketing play in influencing consumer online shopping behaviour and the extent to which consumers' shopping behaviour is being transformed by Digital and Social media marketing. Thus, to answer this problem, firstly an investigation of the positive impact of digital and social media marketing on consumer behaviour, how the consumers are benefiting from digital and social media marketing and the impact on their daily consumer life shall be done. This research is driven by a hypothesis that there is a noteworthy association between digital marketing strategies and consumer behaviour and online purchases in the contemporary world.

The relationship between digital marketing and artificial intelligence (AI) has become an increasingly relevant topic for businesses. As the use of technology continues to disrupt traditional business models, organizations are seeking ways to leverage AI to enhance their marketing strategies. AI has been making its presence felt across various business functions, including marketing. Digital marketing is no exception. AI's ability to automate, analyze data and learn from interactions has made it a valuable tool for marketers. The application of AI in digital marketing is transforming the way brands interact

with customers and prospects. The advent of the metaverse marks a revolutionary shift in the landscape of digital interaction, profoundly influencing social media marketing (SMM) and digital marketing strategies. The metaverse, a collective virtual shared space created by the convergence of virtually enhanced physical reality and physically persistent virtual reality, offers a new frontier for marketers. This immersive environment provides unprecedented opportunities for brand engagement, consumer interaction, and data collection, thereby, transforming traditional marketing paradigms.

Search Engine Optimization (SEO) is a set of techniques used to improve the visibility and ranking of a website on search engines such as Google or Bing. SEO helps businesses attract more organic traffic, which ultimately increases the chances of generating leads and making sales. According to a study by Statista, approximately 93% of all online experiences begin with a search engine, and 75% of users do not scroll past the first page of search results (Statista, 2021). Therefore, it is evident that a higher ranking in search results can have a substantial impact on online consumer behaviour. Email Marketing involves sending promotional and informative emails to a list of subscribers. Email marketing is an effective way to engage with customers and promote products or services. According to a study by Campaign Monitor, for every \$1 spent on email marketing, businesses generate an average return of \$42, (Campaign Monitor, 2019). Email marketing influences consumer behaviour through personalization and customization. Businesses can use customer data and behaviour to create targeted and relevant emails that appeal to customers' interests and needs. Online advertising involves placing ads on websites, search engines, and social media platforms. Online advertising is a cost-effective way to reach a vast and diverse audience, and businesses can also target specific groups based on demographics, interests, and behaviour. Online advertising influences consumer behaviour by persuasive techniques such as scarcity, urgency, and social proof. Furthermore, businesses can track

and analyse the effectiveness of their online ads, which helps them to make data-driven decisions and optimize their campaigns for better results.

Conclusion

The role of digital marketing and social media marketing in consumer purchasing behaviour cannot be underestimated. By using social media platforms like Facebook, X and Instagram, businesses have been able to reach their target audience and convert them into loyal customers. This study has shown that the use of digital marketing and social media marketing has a significant impact on consumers' online purchasing behaviour by influencing their decision-making process. The research shows that companies that use digital marketing and social media marketing must be leveraged to remain competitive in today's business environment. The power of digital marketing and social media marketing lies in their ability to instantly connect businesses with their target audience and influence their purchasing decisions. As a result, companies that fail to adopt digital marketing and social media marketing run the risk of losing potential customers to their competitors. The key takeaway from this study is that companies should prioritize their digital marketing and social media marketing strategies to influence consumers' online buying behaviour. Targeted campaigns allow businesses to build relationships with their potential customers and build brand loyalty. E-commerce companies in particular need to optimise their online presence and user experience to ensure their customers have a seamless online shopping experience. Additionally, digital marketing and social media marketing are opening up new opportunities for businesses, regardless of geographic boundaries. With the advent of technologies like artificial intelligence and big data, businesses can track consumer behaviour, preferences and buying patterns to make informed decisions. Digital marketing and social media marketing have revolutionised the way businesses engage with consumers and this influences online purchasing behaviour.

People should be made more aware of the benefits of digitalized marketing. More efforts should be made to make digital marketing safe to expand market size. Consumer behaviour has improved because of digitization. Because of a shortage of time, it is more convenient for working couples to complete purchases and payments at any time and from any location. Additionally, digitization provides consumers with rewards in the form of coupons, gift certificates, discounts, cash back, and cash discounts, which encourages them to adopt digital transactions. Finally, promotional activities, road shows, and workshops among customers are required to raise awareness and boost the use of digitalization.

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