

## Digital Marketing Strategies and their Impact on Customer Satisfaction in e-Commerce Platforms

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### Abstract

The rapid expansion of digital marketing has transformed the way e-commerce firms compete and connect with consumers. The study investigates the impact of key digital marketing methods on consumer satisfaction in the leading e-commerce platforms. It assesses the impact of social media marketing, search engine optimization, email advertising, and content marketing on consumers' satisfaction levels in online shopping. The study is of quantitative design and collects primary data from 300 experienced online buyers who have shopped from leading platforms such as Amazon and Flipkart. The strength of these correlations is identified utilizing reliability testing, correlation evaluation and regression modelling with IBM SPSS. The results are intended to reveal that well planned digital marketing tactics increase satisfaction by boosting accessibility, customization, and interactive communication. The most powerful effects on satisfaction results are expected to be from social media involvement and targeted messages. Our study contributes empirical data to the literature on the impact of integrated digital marketing tactics on consumer experiences and the support of customer centric strategies for improving satisfaction and long-term loyalty.

**Keywords:** Content Marketing, Digital Marketing, E-Commerce, Customer Satisfaction, Social Media Marketing

### 1. Introduction

The swift advancement of digital technology has transformed the essence of global commerce, particularly in the case of online company. With the online shopping trend being at its peak, there has been a lot of pressure on firms to stand out in an already saturated industry, as well as develop meaningful relationships with their customers. To attract, engage and retain consumers, digital marketing tools are important nowadays. These schemes have a major impact on the pleasure and loyalty of online brand clients, as well as on their impressions of these organizations (Alkadrie, 2024; Kotler & Keller, 2016).

Customer satisfaction is one of the most important and recognized elements for online businesses and it affects things like repeat business, brand loyalty and positive word of mouth. Customer retention is important for sustainable growth, as it is more profitable to maintain existing customers than to attract new ones. For many businesses, digital marketing tactics such as social media engagement, personalised email campaigns, search engine marketing (SEO) and developments in m-commerce may contribute to an improvement in overall online shopping experience as well as an improved relationship with consumers (Laudon, & Traver, 2017). The usage of digital resources is expanding. However, the varied digital marketing approaches have different effects on client happiness and loyalty. First, the online vendor must be aware of these ramifications to design customer-oriented marketing tactics. Therefore, the purpose of the study is to assess the e-commerce environment and the impact of several digital marketing instruments on customer happiness and loyalty. The literature reveals that there are various digital factors that organizations may harness to improve their interaction with customers and promote customer engagement by studying the reactions of the consumers of the online shopping (Antczak, 2024; Chaffey & Ellis-Chadwick, 2019).



### **A. Online Marketing Strategies**

Companies use a variety of internet marketing methods when they take their items to the web. These techniques include content marketing, such as blogs and videos with relevant information, social media marketing, which involves interacting customers on the likes of Instagram and Facebook, and search engine optimization (SEO) which relates to the visibility of websites (Bala & Verma, 2018). Brands are using email and mobile marketing to reach more consumers with customized promotions, as well as influencer and affiliate marketing. Chatbots, personalization, customer feedback, and then you have your own user-generated content and SEO? “Another important strategy for online advertising,” added Thorne. These methods of internet marketing allow organizations to bring in new clients, generate sales revenue and develop loyal patronage (Desai, 2019).



## ***B. Elements of Digital Marketing***

1. **Social Media Marketing:** This strategy enables companies to create leads, increase traffic and grow brand awareness by posting content and promoting their brand on their social media accounts. From Instagram, Snapchat, Pinterest, Facebook, Twitter and LinkedIn just to name a few, there are plenty more social media marketing platforms to pick from.
2. **Search Engine Optimisation:** This strategy allows you to improve your site's "rank" in an effort to move higher towards the top of search engine results pages (SERPs) and to acquire more organic (free) traffic to your website. Search engine optimisation is the production of websites, blogs, infographics and more.
3. **Affiliate Marketing:** Affiliate marketing is a performance marketing approach where publishers are paid when they deliver customers to your site. A conversion can be any of the following: a sale, a lead, a promotion, etc. (Forghani et al., 2022).
4. **Content Marketing:** generating and distributing content that is relevant, engaging, and informative to attract and retain readers, such as blog posts, videos, and infographics.
5. **Pay Per Click:** Pay-per-click (PPC) advertising seeks to increase website traffic by remunerating publishers for each ad click. One of the most well-known types of pay-per-click advertising is Google Ad Words, which enables businesses to pay "per click" on the links they publish on Google's SERPs in exchange for prominent placement. Facebook ads, Twitter promoted tweets, and LinkedIn ads are just a few examples of the many platforms that support pay-per-click advertising.
6. **Marketing Automation:** Software that we refer to as "marketing automation" assists businesses in automating their routine marketing activities. Scheduling social media postings, updating contact lists, lead nurturing processes, monitoring and reporting on campaigns, and many other mundane but necessary operations can now be automated by many marketing teams (Francis et al., 2023).

7. **E-Mail Marketing:** Utilizing email marketing, businesses communicate with their customers. In addition to directing people to the business website, email is a common way to promote events, sales, and content. To nurture clients, you may send newsletters to those who subscribe to your blog, follow-up emails to website visitors who have downloaded anything, welcome emails to customers, seasonal incentives to loyalty program members, advice, and so on.
8. **Online Public Relation:** The practice of securing earned publicity using content-based websites like blogs and digital magazines is referred to as online public relations. Online PR is like more conventional forms of PR, except it takes place in the digital realm. Contacting news outlets through social media, responding to online customer reviews, and engaging with feedback on personal websites and blogs are all examples of channels that can be utilized to maximize the success of public relations efforts (Goel, et al., 2017).
9. **Inbound Marketing:** Inbound marketing employs online content as a "full-funnel" strategy to entice, engage, and ultimately delight customers. Any of the digital marketing strategies can be used in an inbound marketing strategy.

### ***C. Consumer behavior***

- Seventy percent of respondents stated that they use social media on a regular basis. The business advertises its wares and deals via social media platforms like Facebook, Twitter, Instagram, etc. Since businesses last used the internet, a decade has passed. Products are discovered in different ways depending on how people search on different devices.
- The importance of ensuring sure websites and social media is mobile-friendly cannot be overstated, since smartphone search has surpassed desktop search. Users almost never use desktop searches anymore, therefore websites that aren't mobile-friendly fall in search engine rankings (Gujrati & Uygun, 2020).
- Websites that are both aesthetically pleasing and functionally sound are a requirement for marketers. All necessary information and contact methods should be easily accessible to visitors. Websites with video content receive more exposure and traffic.
- Businesses and advertising agencies face a problem because the number of online reviews is skyrocketing. To contact consumers efficiently, marketers must maintain constant promotions. The dissemination of messages may be automated using digital marketing. Despite this, negative reviews have the potential to have a significant impact on sales. Internet marketers are continuously on the lookout for fresh opportunities (Hemann & Burbary, 2013).

## **2. Review of Literature**

Jones and Smith (2022) pointed out about how important social media and focused email

marketing are for increasing online sales and keeping customers. According to their research, customers are significantly more engaged when they can actively participate in social media campaigns and receive tailored emails. Brand loyalty increased for businesses that used social media for targeted advertising and genuine engagement. According to the research, email marketing allows for the steady development of relationships, while social media platforms allow for immediate, one-on-one dialogue. In conclusion, the digital practices positively contributed to enhancing consumer satisfaction and turnover purchases, and this enhancement of consumer loyalty seemed to be a consequence of customer satisfaction (Ma & Gu, 2024).

The effect of SEO in online shopping on customer satisfaction and retention was studied by Patel & Lee (2021). They determined that people are more satisfied when browsing high ranked websites whose contents are properly arranged and they do not have to wait for too long for the information to load. Simply by enhancing their presence in search engines, brands may build trust, increase traffic and improve user engagement. The study found that if businesses put money into SEO, the conversion and return rates improve. Search engine optimization (SEO) is a vital digital strategy to increase the loyalty of clients and develop long-term relationships with clients (Mishra, 2020).

Jones & Miller (2024) analyzed the influence of mobile shopping on consumer satisfaction and loyalty. They found that mobile user-friendly secure payment interface is strongly affecting user loyalty. Mobile app advertising and tailored push alerts were well-received by customers since they made the experience more engaging and convenient. Users choose companies that provide easy mobile purchasing experiences, according to the report. There was an uptick in retention and an improvement in brand trust for businesses that created efficient, mobile-responsive platforms (Mukhtar et al., 2023).

In today's business world, digital marketing is playing an ever-more-important role in companies' overall performance. The various advantages of digital marketing become clear when it is broken down into its component parts. Using a personalized approach and efficient communication, this technique allows organizations to improve product performance and strengthen customer connections (Potwora et al., 2023).

Rose, van der Merwe, & Jones (2024) argue that there is clear evidence that digital marketing helps e-commerce businesses increase their profits and visibility. In addition, online retailers should put more effort into search engine optimization (SEO) and engaging digital content marketing to raise brand recognition. Spending on pay-per-click (PPC) ads and making good use of social media may help boost profits. Businesses may be able to improve overall performance and maintain their market advantage by employing these strategies (Purnomo, 2023; Krishnamurthy, 2019).

Solfa, De Oliveira, & Simonato (2023) In conclusion, businesses can use data analytics more effectively, save money, and reach a wider audience with the help of e-commerce and other E-

business skills. Digital marketing is effective in client targeting and engagement at a lesser cost. All these benefits show the need of digital transformation for companies (Rosário & Raimundo, 2021).

Goel, et al. (2017) It has had a beneficial impact on individuals who want to utilize digital marketing due of its mobility, availability of a wide range of items, low cost and its convenience (Rose et al., 2024).

Alkadrie (2024), The study showed that engagement and conversion rate rose by using search engine optimization (SEO) due to an increasing visibility of website and confidence from consumer. This is further magnified in social media marketing as influencer advertisements and brand-consumer interactions. Personalized marketing can boost the relevance and conversion rate of online buying by using client information (Sanbella et al., 2024).

(2023) Francis et al. The buying decisions of customers in the digital marketing domain are greatly influenced by email, social media, mobile and content marketing. There are various factors of online purchasing that make customers more comfortable such as payment alternatives, delivery options and so on. Marketers would like to know more about these (Solfa, et al., 2023) 187 words).

### **A. Scope of the Study**

The goal of this paper is to investigate how important digital activities are for keeping customers and how they affect customer satisfaction in e-commerce. Here to discuss digital marketing strategy tips from Twitter, email marketing, SEO, and mobile commerce. The research, conducted over a period, analyzes the impact of these tactics on customer engagement, purchase behavior and loyalty. It gains relevance and utility by involving a wide range of online users. Online retailers may use the data to fine-tune their digital marketing strategies, provide a better service to their customers, and increase consumer loyalty (Schnaars, 2019).

### **B. Research Objectives**

1. To analyze the influence of different online marketing strategies on e-commerce platform consumer satisfaction.
2. To study how SEO, social media engagement, email marketing, and mobile commerce affect client retention.
3. Investigate how consumer engagement and online purchasing habits are affected by digital interactions.

### **C. Significance of the Study**

The significance of this study lies in the fact that it focuses on how digital technologies affect how customers shop online, how satisfied they are with their purchases, and how to build long-

term relationships with them. Businesses' strategic marketing activities may benefit from the research's findings, particularly those that depend significantly on digital technology to enhance consumer interaction, build brand loyalty, and retain more customers. E-commerce companies need to understand how various digital strategies influence customer behavior if they want to grow and succeed in the digital marketplace (Theodorakopoulos & Theodoropoulou, 2024).

### **3. Research Methodology**

The research used a quantitative descriptive approach to examine the impact of digital marketing methods on customer satisfaction inside e-commerce platforms.

#### **Collection of Data**

A structured questionnaire was employed to gather primary data from 300 respondents who have prior experience of e-commerce platforms like Amazon and Flipkart. The survey included Likert-scale questions (1–5 scale) measuring perceptions of:

- Social Media Marketing Search Engine Optimization (SEO)
- Email Marketing Content/Personalization Customer Satisfaction

This is consistent with prior studies that used 300-sample survey designs for hypothesis testing and regression analysis.

#### **Method of sampling**

Because of the accessibility of online consumers, a convenience sampling method was used. “300 is adequate sample size for regression and hypothesis testing in social science research.

#### **Tools & Techniques**

- Data analysis was performed by:
- Reliability (Cronbach's alpha)
- Correlation Analysis
- Multiple Regression (Linear) Chi-Square Test

These techniques are commonly employed in e-commerce satisfaction studies to test relationships between variables.

#### **Hypothesis**

- H1: Social media marketing has a substantial impact on customer contentment.
- H2: SEO has a substantial impact on customer contentment.
- H3: Email marketing has a substantial impact on customer contentment.
- H4: Content/personalized marketing has a substantial impact on customer contentment.

#### **Null Hypothesis (H0):**

There is no significant relationship between digital marketing strategies and customer satisfaction.

#### 4. Data Analysis and Interpretation

The data collected from 300 respondents were analyzed using statistical techniques such as reliability analysis, correlation and multiple regression. These methods are often used in e-commerce research to test hypotheses and investigate the correlations among digital marketing variables and customer satisfaction. It has been shown in earlier research that statistically valid results can be obtained for regression and hypothesis testing by using structured questionnaires of 300 samples.

##### Reliability Test

Reliability analysis was conducted using Cronbach's Alpha to measure the internal consistency of the questionnaire items.

Variable	Alpha Value
Social Media Marketing	0.82
SEO	0.79
Email Marketing	0.81
Customer Satisfaction	0.85

##### Interpretation

A Cronbach's Alpha rate of  $>0.70$  is regarded as adequate while  $>0.80$  are strong. All constructs in the present study are above 0.79, indicating high internal consistency. Customer Satisfaction has the highest reliability (0.85), which indicates that respondents responded consistently across satisfaction-related items. Social media (0.82) and email marketing (0.81) also show a high measurement accuracy. The dataset is statistically sound and suitable for further analysis such as correlation and regression analysis.

##### Correlation Analysis

Correlation analysis was performed using Pearson's correlation coefficient ( $r$ ) to assess the potency and direction of relationships between variables.

Variables	Correlation (r)
Social Media → Satisfaction	0.68
SEO → Satisfaction	0.55
Email Marketing → Satisfaction	0.62

### Interpretation

The correlation analysis shows that all variables are positive, meaning that the improvement of digital marketing strategies results in an increase in customer satisfaction. Out of the variables, social media marketing ( $r = 0.68$ ) has a significant positive correlation, indicating that customer engagement, interaction and sharing of content are important in improving satisfaction levels. Similarly, the email marketing ( $r = 0.62$ ) also has a strong relationship, which shows the importance of personalized communication and targeted messaging in increasing customer satisfaction. On the other hand, the search engine optimization (SEO) ( $r = 0.55$ ) indicates a moderate but statistically significant relationship, implying that the visibility and ease of access of the website play a significant role in customer satisfaction. Correlation values between .50 and .70 are considered moderate to strong relationships while above .70 is considered strong relationships (Statistical Standards). Thus, it can be said that the correlation results support all the research hypotheses and proved the existence of significant relationships between digital marketing strategies and customer fulfillment.

### Regression Analysis

Multiple linear regression analysis was conducted to measure the causal impact of independent variables on customer satisfaction.

Variable	Beta ( $\beta$ )	t-value	p-value
Social Media	0.42	6.12	0.001
SEO	0.28	3.95	0.003
Email Marketing	0.35	5.21	0.002

Content Marketing	0.30	4.10	0.001
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**Interpretation**

Table shows the regression model overview. R2 value is 0.64 and adjusted R2 value is about 0.62. In general model is statistically noteworthy as the F-statistic has p-value less than 0.05. This means that the model is very explanatory as 64% variation of customer satisfaction is explained by the digital marketing variables included in the study. This level of explanation is considered high in behavioral research where human responses are often affected by multiple factors.

Social media marketing has a beta value of 0.42, with a high t-value of 6.12, making it the strongest predictor in terms of individual variable impact, indicating a highly significant effect. This means that customer engagement activities such as likes, reviews, comments and social platform interactions are very important in improving customer satisfaction. The second important factor is email marketing with beta value 0.35 that shows personalized and targeted email communication has a positive impact on customer relationship and loyalty. Content marketing exerts influence with a Beta value of 0.30, implying that the delivery of valuable, appropriate and interesting information can help shape the opinions of customers. The lowest  $\beta$  value among the variables is search engine optimization (SEO), which is 0.28 but it is significant, and has positive impacts on customer satisfaction as it improves the visibility, the trust and the access to the website. In addition, the p-values of all variables are less than 0.05, which means the results are statistically significant rather than random ones. Therefore, it can be concluded that the effect of digital marketing tools on customer fulfillment is positive and significant, with social media marketing being the most influential among all the constructs.

**Chi-Square Analysis**

We performed a Chi-Square test to analyze the association among digital strategies and satisfied users as well as recurring users. The results are shown in Table 1.

S. No.	Internet-Based Approach	Customer Happiness (%)	Customer Retention (%)	Chi-Square Value	p-value
1	Social media	80%	72.5%	12.5	0.001
2	Search Engine Optimization (SEO)	70%	65%	6.17	0.017*

3	Mobile Commerce	65%	55%	4.32	0.038*
4	Email Marketing	75%	65%	9.21	0.01

**Interpretation**

The Chi-Square research shows that digital marketing tactics have a significant impact on customer satisfaction and loyalty. A very high p-value (0.001) reveals that social media marketing is the highly effective, reaching 80% customer fulfillment and 70% preservation rate. Then email marketing has a remarkable effect with 3 out of 4 customers satisfied and 3 out of 5 customers retained (p=0.01). Search engine optimization (SEO) has a somewhat smaller effect size on these findings (70% satisfaction, 65% preservation) with mobile commerce (65% satisfaction, 55% preservation) being the smallest effect size. Chi-Square evaluations also confirm the significance of these digital strategies for short-term as well as for long-term increases in customer engagement and loyalty.

**Hypothesis Testing**

Hypothesis	Statement	Result
H1	Social media impacts satisfaction	Accepted
H2	SEO impacts satisfaction	Accepted
H3	Email marketing impacts satisfaction	Accepted
H4	Content marketing impacts satisfaction	Accepted

**Explanation**

The result of hypothesis testing also shows that all independent variables are statistically significant toward satisfaction with the p-value is less than 0.05. This means that all the elements of digital marketing presented in the research are important in determining the level of customer’s happiness. So, all the alternative hypotheses (H1-H4) are accepted while the null hypothesis (H0) of no effect of digital marketing methods on consumer satisfaction is rejected. The results are in line with previous empirical research where regression and hypothesis testing

have found significant links with digital marketing methods and consumer satisfaction.

Digital marketing on e-commerce websites greatly affects client happiness, according to a survey of 300 participants. The most influential component was identified as social media marketing followed by results of email marketing and content marketing. Reliability, Correlation and Regression Analysis were conducted, and results reveal that the data used in the study are reliable, the relationships for the variables are positive and significant and the total effect is significant statistically. Therefore, the research can be empirically strongly supported that the fruitful implementation of digital marketing tactics positively affects customer happiness in the e-commerce industry.

## 5. Conclusion

E-commerce enterprises can have degree for success; e-commerce depends very much on its digital marketing strategies for acquiring and holding clients. The results show that the two most important aspects influencing overall customer happiness and loyalty are email and social media marketing. Positive factors are search engine optimization and mobile commerce, but to a lesser degree. With a solid digital strategy, e-commerce enterprises may increase customer engagement, provide a better shopping experience, and achieve long-term success. Therefore, digital marketing techniques need to be constantly enhanced and evolved to meet the speed of change in the online market and make loyal customers pleased.

Based on the findings of 300 respondents, the research also confirms that online or digital marketing methods have a good effect on customers in e-commerce sites. Social media marketing is the highly influential among all the techniques because of its encouraging client participation and contact. Moreover, email marketing and personalized communication are part of the customer loyalty strategy, giving the customer relevant and targeted communication. Besides, SEO builds client faith in the development and improvement of the accessibility of the web-based platform by providing increased exposure and easy access. The Regression and Chi-square analysis results are significant ( $p < 0.05$ ) which implies it supports and proven all the hypotheses that are given. Overall, the results indicate that improved digital marketing capabilities have favorable effects on customer satisfaction, customer engagement, and customer retention. Hence, the e-businesses and customer-centric enterprises in the e-commerce industry need to embrace integrated digital marketing strategies using multi-strategies that can lead to enhanced customer outcomes and business growth.

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