People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research

Mohamed Khider University - Biskra-

Faculty of Economics, Commerce and Management Sciences

Department of Commercial Sciences

Theme:

The Influence of Digital Marketing on Consumer Behavior

Case Study: Online Consumers in Romania

Thesis Submitted In Partial Fulfillment Of The Requirements for the degree of Master In Commerce Sciences

Specialty: Marketing

Supervisor:

Kamilia Izzrech

- **Student:**
- **Djouama Nesrine**

Committee Members	Rank	Status	University
Abdelhak Rais	Professor	Chairperson	Biskra
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Academic year : 2024/ 2025

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بِسْمِ اللهِ الرَّحْمنِ الرَّحِيمِ

I dedicate this work to you, a simple token of my indescribable appreciation and boundless love.

First I would like to thank God for allowing me to reach this milestone.

And for myself for not giving up I'm soo proud of you honey

To my Dad: My support in this world and my friend Thank you for always beliving in me and loving me unconditionally

To my Mom : The Strongest person in earth Thank you for Being there with me in my chemio chair even though it was million times harder on you .

To my Brothers : Houssem ,Ziad , Nizar, Oussama , Taher thank you for treating me as a princes and to my grandmas Oma Aicha and Bachra i wouldn't survive without your prayers, to Tima, Asma, Ihcene , Meriem , Djamila and Chiraz to my little ones Aniya , Sofya , and Mariya and to my aunties and my uncle and to my friends

To the Erasmus office in the university thank you for giving me the chance to live unforgettable experience.

Abstract

This study investigates the influence of digital marketing on consumer behavior, with a specific focus on online consumers in Romania. The research aims to understand how digital marketing platforms, the digital marketing mix, and marketing channels affect consumer decision-making. A quantitative approach was employed, utilizing a structured questionnaire distributed to 65 online consumers in Romania. Data were analyzed using SPSS software, including descriptive statistics, correlation, and regression analysis. The findings reveal a moderate but statistically significant positive relationship between digital marketing and consumer behavior. These results emphasize the growing impact of digital strategies in shaping consumer choices in the digital environment.

Keywords: digital marketing, consumer behavior, online consumers, Romania, SPSS analysis

الملخص بالعربية

تهدف هذه الدراسة إلى استكشاف تأثير التسويق الرقمي على سلوك المستهلك، مع تركيز خاص على المستهلكين عبر الإنترنت في رومانيا. تسعى الدراسة إلى فهم كيفية تأثير منصات التسويق الرقمي، ومزيج التسويق الرقمي، وقنواته على قرارات المستهلك الشرائية. اعتمد البحث على منهج كمي من خلال توزيع استبيان منظم على عينة مكونة من 65 مستهلكاً عبر الإنترنت في رومانيا. تم تحليل البيانات باستخدام برنامج SPSS ، من خلال الإحصاءات الوصفية وتحليل الارتباط والانحدار. أظهرت النتائج وجود علاقة إيجابية متوسطة ولكن ذات دلالة إحصائية بين التسويق الرقمي وسلوك المستهلك، مما يؤكد أهمية الاستراتيجيات الرقمية في تشكيل قرارات المستهلك في البيئة الرقمية.

الكلمات المفتاحية :التسويق الرقمي، سلوك المستهلك، المستهلكون عبر الإنترنت، رومانيا، تحليل SPSS

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Introduction

In the digital age, marketing has experienced a profound transformation, evolving from traditional, one way communication methods, to dynamic and interactive approaches collectively known as digital marketing. This shift has significantly altered not only the way businesses promote their products and services but also how consumers interact with brands and make purchasing decisions. As digital technologies become increasingly integrated into daily life, digital marketing has emerged as a fundamental component of modern business strategy.

Digital marketing encompasses a wide array of tools and techniques—including social media marketing, search engine optimization (SEO), social media campaigns, and online advertising, all designed to engage consumers in more personalized and data driven ways. These strategies have redefined consumer brand interactions by offering real time communication, tailored messaging, and immediate access to information.

At the same time, consumer behavior has become more complex and digitally oriented. The ease of access to information, peer reviews, and online platforms has empowered consumers to make more informed and independent decisions. As a result, understanding how digital marketing influences consumer behavior has become crucial for marketers seeking to effectively target, attract, and retain customers in the online environment.

In recent years, digital marketing has rapidly evolved into a central strategy for businesses seeking to attract, engage, and retain customers. Through platforms such as social media, search engines, websites, and email, companies are now able to reach consumers more directly and interactively than ever before. This transformation has not only changed how brands communicate, but also how consumers behave throughout the decision-making process.

However, while digital marketing has become a standard part of business strategy, there is still a lack of clarity regarding its actual impact on consumer behavior. Specifically, it remains unclear how digital marketing influences consumers' attitudes, preferences, and purchasing decisions in different contexts. This issue is particularly relevant in Romania, where digital adoption is growing, but consumer responses to digital marketing efforts are not yet fully understood.

This study examines the influence of digital marketing on consumer behavior by analyzing how digital strategies impact consumer attitudes, preferences, and decision-making. Focusing on online consumers in Romania, the research explores a market characterized by increasing digital adoption, especially among young adults and international residents. These consumers

demonstrate high engagement with social media and online platforms, often relying on digital content, reviews, and targeted promotions when making purchase decisions.

A quantitative approach was employed, using a structured questionnaire to measure digital marketing adoption through three key dimensions: digital platforms, marketing mix, and communication channels. Findings suggest that Romanian online consumers tend to be price-sensitive, responsive to personalized content, and highly influenced during the early stages of the customer journey—particularly awareness and evaluation. These patterns highlight the growing importance of strategic digital engagement in shaping online purchasing behavior.

1. Statement of the Problem

This study sheds light on the influence of digital marketing on online consumer behavior in Romania. As digital tools increasingly shape how consumers search, evaluate, and purchase products, understanding their impact is essential. The study seeks to answer the following question: **How does digital marketing influence consumer behavior among a sample of online consumers in Romania?**

2. Research sub-Questions:

To answer the above question, we formulate the following sub questions:

➢ What are the key components of digital marketing that influence consumer behavior?

➢ How are digital marketing platforms (e.g., social media, websites) used to engage online consumers?

➢ What role does the digital marketing mix play in shaping consumer decisions?

➢ How do digital marketing channels affect consumer preferences and purchasing patterns?

➢ What internal and external factors influence how consumers respond to digital marketing?

➢ How do different types of purchasing behavior affect consumer interaction with digital content?

➢ How is consumer behavior defined and measured in the context of digital marketing?

➢ At which stage of the customer journey does digital marketing have the strongest impact?

3. The study model

FIGURE 1 STUDY MODEL

According to the model above, we will study the the Influence of digital marketing on consumer behavior of online consumers in Romania we used three dimensions : (Digital marketing Platforms , Digital Marketing Mix , Digital Marketing Channels) to measure its impact on (Consumer Influencing Factors , types of Purchasing behavior , Stages of the the purchase decision)

4. The study hypothesis

To answer the main question **How does digital marketing influence consumer behavior among a sample of online consumers in Romania?**

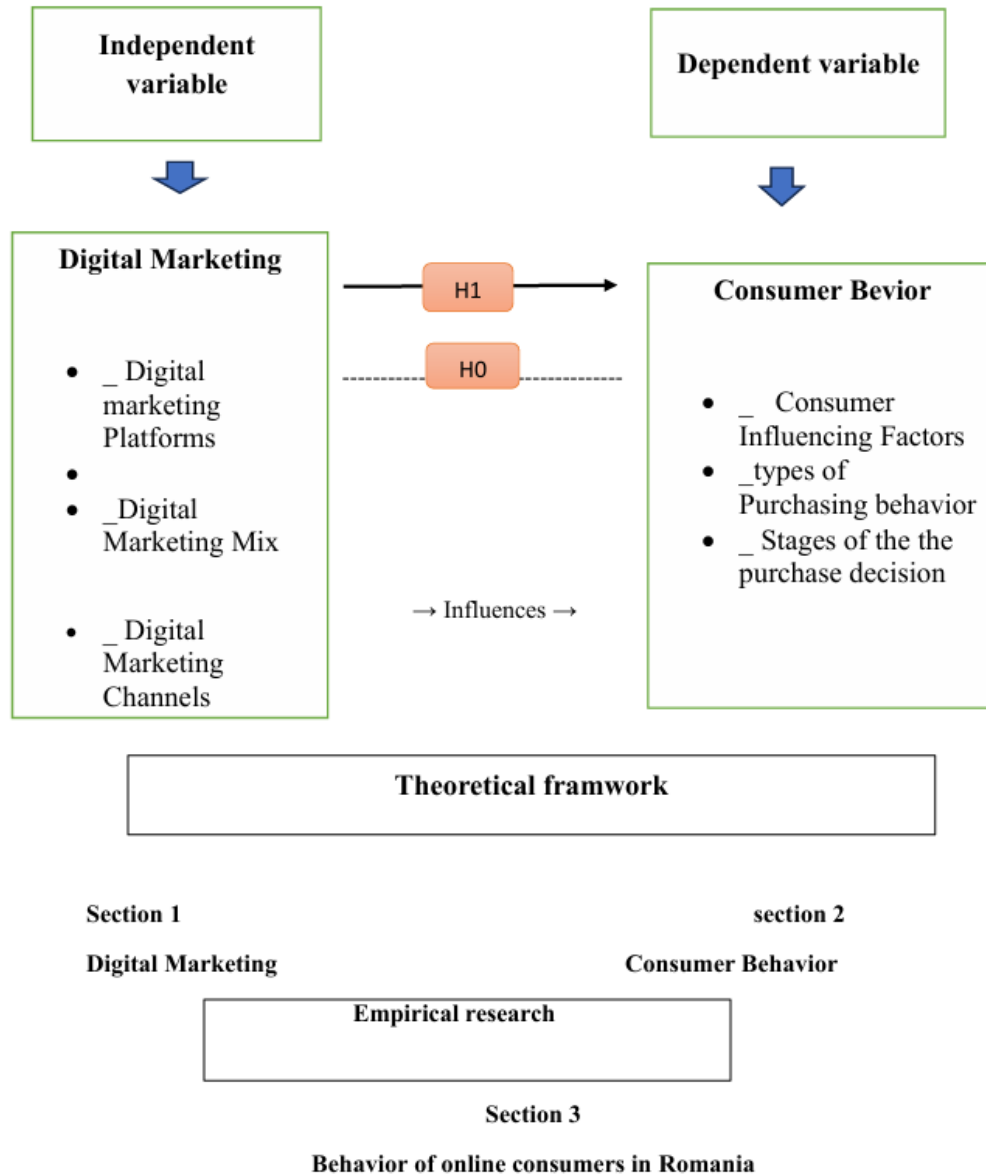We propose the following hypotheses:

• **H₀ (Null Hypothesis):** There is no significant influence of digital marketing on consumer behavior.

• **H₁ (Alternative Hypothesis):** There is a significant influence of digital marketing on consumer behavior.

➤ **Subhypothesis :**

• **H1:** Digital marketing platforms have a significant influence on consumer behavior.

• **H2:** The digital marketing mix has a significant influence on consumer behavior.

• **H3:** Digital marketing channels have a significant influence on consumer behavior.

5. Study Objectives

This study aims to explore the influence of digital marketing on consumer behavior, focusing on how digital platforms, marketing mix elements, and communication channels shape consumer engagement and decision-making. It also examines the role of internal and external influencing factors, types of purchasing behavior, and the stages of the online purchase journey.

By identifying these relationships, the study seeks to provide insights that can help businesses develop more effective and consumer-focused digital marketing strategies in a rapidly evolving online environment.

6. Significance of the Study

Provide a deeper understanding of the relationship between digital marketing strategies and consumer behavior, highlighting how digital tools influence decision-making processes.

Offer evidence-based insights for marketers and businesses to design more effective and targeted digital campaigns that align with consumer expectations and behaviors.

Address contemporary challenges in the digital marketing landscape and respond to the growing need for consumer-centric approaches in online environments.

Support the development of strategic, data-driven marketing practices that enhance consumer engagement, satisfaction, and loyalty in an increasingly competitive digital marketplace.

7. Research Methodology

The study adopted a quantitative survey design to quantitatively measure the The Influence between Digital Marketing and Consumer Behavior .

A structured questionnaire based on approved scales will be developed to measure Digital Marketing and Consumer Behavior. The questionnaire will include demographic questions, as well as details regarding currently living in Romania, The duration of living in it , and other applicable dimensions.

The questionnaire will be presented to the study sample, ensuring confidentiality. They will also be provided with clear instructions on how to complete the questionnaire. Descriptive statistics will be used to summarize the demographic characteristics of the sample. - Inferential statistics, such as correlation analysis and regression analysis, will be used to examine the impact of happiness at work on organizational commitment.

8. A Review of the Previous Literature

8.1 Digital Marketing (Axis 1: Platforms, Mix, Channels)

8.1.1 First Study

Dewinatalia & Irwansyah (2022) The Influence of Digital Marketing on Consumer Behavior: A Systematic Literature Review of Young Consumers(Budapest International Research and Critics Institute Journal) This study aimed to explore how digital marketing affects consumer behavior across the stages of the customer journey—awareness, interest, belief, purchase, and post-purchase. The study concluded that digital marketing significantly influences young consumers, especially during the early stages (awareness and interest). The authors used Lavidge and Steiner's hierarchy of effects model to analyze responses..

8.1.2 Second Study

Alam, S. (2020) Impact of Digital Marketing Channels on Consumer Behavior (International Journal of Innovative Research in Technology) This research investigated how digital platforms such as social media, email marketing, and websites affect consumer behavior. It found that social media had the most

substantial impact on influencing purchasing decisions, followed by targeted email marketing. The study emphasized the role of digital channels in shaping trust, engagement, and consumer intent.

8.1.3   Third Study:

- **Chivu, I. & Popescu, D. (2018)** New Trends in Marketing Mix Strategies for Digital Consumer Behaviour (Academia.edu) This paper explored how the digital transformation has redefined the traditional marketing mix. It concluded that digital consumers respond more positively to dynamic pricing, personalized products, and online promotional techniques. The researchers stressed the need for marketers to align digital tools with the behavior patterns of tech-savvy consumers.

8.2   Consumer Behavior (Axis 2: Influencing Factors, Purchasing Types, Decision Stages)

8.2.1   First Study

- **Duan, Y., Deng, H., & Jiang, J. (2022)** Research on the Impact of Marketing Innovation on Consumer Behavior in the Digital Economy (BCPublication.org). This study analyzed how internal and external factors affect consumer decision-making in digital contexts. Key influencing factors identified include motivation, perception, culture, and technological trust. The research showed that these elements are amplified in the digital environment, affecting how consumers interpret marketing messages.

8.2.2   Second Study

- **Rani, S. (2014)** Factors Influencing Consumer Behavior (International Journal of Current Research and Academic Review) This paper categorized influencing factors into personal, psychological, social, and cultural. It emphasized that consumer responses to marketing vary significantly based on these dimensions. Digital marketing, when aligned with these factors, increases engagement and purchase likelihood.

8.2.3   Third Study

- **Kotler, P., & Keller, K. (2016)** Marketing Management (15th Edition) Although not a primary study, Kotler and Keller's framework outlines the stages of the consumer purchase decision process: problem recognition, information search, evaluation

of alternatives, purchase, and post-purchase behavior. It is widely referenced in digital marketing studies and supports the integration of digital strategies at each stage.

9. Our Study Differs From Other Studies

Most existing studies tend to examine individual dimensions (such as social media marketing or one stage of the purchase journey), while this study takes a more integrated approach by combining multiple dimensions—**digital platforms, marketing mix, and marketing channels**—and their influence on **consumer behavior**, specifically across **influencing factors, types of purchasing behavior, and decision-making stages**. This broader scope, particularly focused on the Romanian market, fills a gap in regional, multi-dimensional research on this topic.

Chapter One:

An Overview About Digital Marketing

Section 01:

Digital Marketing

Intorduction

In the era of digitization and globalization, marketing has undergone a profound transformation, reshaping how businesses engage with their audience and influence consumer purchasing behaviors,digital marketing refers to the promotion of products ,survices ,or using digital channels and technologies .it has become an essential part of modern business strategies due to the increasing reliance on the internet and digital devices in our daily lives . unlike traditional marketing, digital marketing leverages online platforms , social media ,search engine optimization (SEO), content marketing, email marketing, and online advertising and other digital tools, all of which aim to engage consumers and influence their buying behavior , and reach a targeted audience

This Section was divided into :

I. **Concept Of Digital Marketing**

1. **The Elements Of Digital Marketing**

2. **Digital marketing mix and channels.**

I.   Concept Of Digital Marketing

Now with standing the evolution of marketing activities into a new idea that uses digital technology to be more profitable. But rather than rejecting or abandoning old marketing theories, it was able to build on them and use them to generate creative solutions to its challenges by using new tools and techniques known as digital marketing.

1.   Definition of Marketing

Marketing is the way a business communicates with its customers to sell its products or services. A product isn't truly complete until it reaches the hands of the customer. It's a management process that takes goods and services from an idea to the final buyer. More than just convincing people to pay for something, marketing focuses on creating demand and meeting customer needs. Here are some definitions that have been provided for marketing:

According to the American Marketing Association (AMA) Board of Directors, marketing is the activity , set of institutions, and process for creating , communication, delivering , and

exchanging offerings that have value for customers , client , partners, and society at large. (t.gundlach, 2007)

> **Kotler and Armstrong** define marketing as the process of creating, communicating, and delivering value to customers. It includes recognizing the needs and desires of the target market, developing products or services that address those needs, and promoting them in a way that draws the attention and interest of consumers. (kotler & Armstrong, 2012)

2. Definition Of Digital Marketing.

Marketing is a set of activities that a company or person runs on the Internet in Digital order to attract new businesses and develop a brand identity. and with it we run into many definition of digital marketing such as :

> **Digital marketing** includes all marketing activities that rely on electronic devices or the internet. Businesses use digital channels like search engines, social media, email, and websites to engage with both existing and potential customers. It is also commonly known as online marketing, internet marketing, or web marketing. (Vaibhava, 2019)

> **Digital marketing**, **as defined by Philip Kotler** , refers to the use of digital channels, devices, and platforms to promote products and services to target audiences. It aims to connect businesses with their customers in the digital space, utilizing a variety of strategies and techniques to reach and engage with them. (Kotler, Kartajaya, & Setiawan, 2017)

> **Digital marketing** is a broad term that refers to the targeted, measurable, and interactive promotion of products or services using digital technologies. Its goal is to reach potential customers, convert leads into actual buyers, and retain them. The main aim is to promote brands, influence preferences, and increase sales through various digital marketing strategies. (todor, 2016)

Based on the information provided, it can be concluded that digital marketing is defined as :

> the use of electronic devices and digital channels, such as search engines, social media, email, and websites, to promote and advertise products and services. This approach aims to engage target audiences, influence consumer behavior, through various online strategies and technologie.

3. Historical Development Of Digital Marketing

To have a thorough understanding of digital marketing, it is necessary to look back at the evolution of the Internet and digital technologies, which are the premise of almost every important aspect of the modern world. The following paragraphs then describe how the development of the Internet influenced the marketing field and stimulated its transformation from traditional concepts to digital marketing as nowadays.

➢ **Digital marketing first emerged in the 1990s** , as the internet and the web 1.0 platform started gaining traction . this early version of the web allowed users to access information but didn't yet enable them to share or interact with it . at the time , marketers were still uncertain about the potential of digital platforms , as the internet hadn't yet become widely adopted . (Monnappa, 2024)

➢ **Once google started** to grow at pace and blogger was launched in 1999 the modern internet age began .web 2.0 was a term coined in 1999 by darcy dinucci but not really popularized until Tim O'Reilly in 2004. With web 2.0 there was no over – haul of technology as the name might suggest , but more a shift in the way that websites are created . this allowed the web to become a social place , it was an enabler for online communities and so facebook , twitter , instagram , pintrerest , skype and others were born . one trend that has certainly appeared in the last 10 years is an increase in buzzwords . there seems to be a new word or phrase for everything . from ' big data ' to ' dark socail ', new terms arrive all the time. (Kurolov , 2022)

➢ **Digital marketing become more sophisticated in the 2000s** and the 2010s , when the porliferation of devices capable of accessing degital media les to sudden growth .statistcs produced in the 2012 and 2013 showed that digital marketing was still growing . with devolpment of social media in the 2000s , consumers became hilghy dependent on digital electronics in the daily lives . they expected seamless user experience across diffrent channels for searching product's information . the change of consumer behavior improved the diversaction of marketing technology.

term , especially after the year 2013 . (Vaibhava ,2019)

➢ **Digital marketing during Covid-19** , Marketers faced significant losses, which pushed them to explore new ways of reaching customers through digital marketing. They turned to e-commerce websites and apps, using eye-catching ads, home delivery, fast shipping, coupons, and discounts to attract buyers. The rise of digital marketing during the pandemic

became a great opportunity for small and medium-sized businesses to expand their reach and sell their products and survices more effectively. The power of marketing on digital platforms can fetch the marketers extra benefits such as hike in sales, expended branches of opportunities to promote and advertise. (Panakaje & Dsouza, 2023)

➢ **In the 2020s,** the advancement of voice-activated technology and artificial intelligence (AI) has significantly influenced digital marketing. The adoption of voice search optimization and AI-powered chatbots has enhanced customer engagement, enabling businesses to deliver more efficient, personalized, and interactive experiences. These technological developments continue to reshape marketing strategies and consumer interactions. (Education, 2023)

II.   The Elements Of Digital Marketing

1. The Importance Of Digital Marketing

Due to the rapid expansion of the internet and digital technologies, digital marketing has assumed an increasingly vital role in the modern business environment. The importance of digital marketing and its roles in the modern business world are **Flexibility and Adaptability:** Digital marketing allows for quick adjustments to marketing plans. Real-time modifications can be made to maximize outcomes if a campaign is not functioning as expected.

• **Competitive Advantage:** Companies can gain a competitive edge in their particular markets by implementing digital marketing techniques successfully. Businesses may stay competitive by staying up to date with the latest digital trends and technologies.

• **Global Reach:** Digital marketing allows businesses to reach clients worldwide. Thanks to the proliferation of internet communication alternatives, businesses are no longer concerned about the location of their potential clientele. (Sathiyamoorthy, 2023)

outlined below :

According to (Talib, 2013: 302), there are many varied perspectives on the significance of digital marketing, most notably:

1.1   **In terms of communications:** - Digital marketing is a means of using worldwide networks, mobile networks, or any other digital communication method to transport goods and convey information.

1.2   In terms of business: It is the process of using digital technology to quickly and automatically accomplish commercial tasks.

1.3 In terms of services: It helps clients, managers, and their organizations reach their objectives of reducing service costs, increasing efficiency, and providing services as quickly as possible or enabling commercial firms to use international communication networks. to obtain information, sell it, and distribute it among themselves. (moussa, 2023)

2. Objectives of Digital Marketing

Digital marketing objectives define what you want to achieve through your digital marketing campaign. They set the reasons why your business wants to go online and allow you to estimate and monitor the progress of your online marketing activities. They also provide an incentive to focus on critical areas and formulate strategies to help achieve intended objectives.

A useful framework for developing effective emarketing objectives is the five S's framework, which includes:

- Sell : selling goods and services via the internet

- Serve : utilizing the internet to assist clients

- Speak : communicating with clients (both current and potential) over the internet , through social media platforms , email ..

- Save : Utilizing online resources and digital platforms to optimize operations, minimize overhead, and reduce overall expenses. This can include adopting cost-effective solutions, streamlining processes, and taking advantage of the accessibility and convenience the internet offers to cut costs in various areas of business or personal finances.

- Sizzle : using the internet to build brand identity When setting your digital marketing objectives, you need to make sure that they are:

1. Specific : Define the outcome you want.

2. Measureable : stated in quantifiable terms, including cash, percentages, figures, outcomes, and key performance indicators

3. Action-oriented : Indicate what needs to be done and who will do it.

4. Realistic : feasible given the resources at hand.

Time Specific: Create time frames that are specific. (Onyeocha & Chinonso, 2015)

3. Digital Marketing Requirements

There is a logical fact that there can be no electronic marketing without electronic means. Therefore, it is necessary to study the technological aspect, which is represented by the general environment of digital marketing, and the essential requirements that must be met for effective electronic marketing. These requirements include the following:

❖ **Infrastructure :**

1. infrastructure supports digital marketing and online transactions by enabling communication and IT services .

2. The ICT industry , including telecom networks ,communication devices , computers , fotware , and technical support , plays a crucial role.

3. It provides the foundation for online marketing and IT-related industries .

4. Electronic infrastructure facilitates internet accessibility , fostering e-commerce.

5. The internet's spread relies on essential components like personal computers ,phones,host computers, and internet access , along with understanding current and future users .

❖ **Privacy and data protection:**

preventing the use of private information and granting the right to transfer personal information, such as name, address, etc. Liability for unlawful activity, including information on websites and goods sold Cybercrime. (rashed, 2021)

a) **Content and Media**:

1_ High-quality and relevant content is essential for attracting and engaging target audiences.

2_ This includes text, images, videos, and interactive media tailored to each platform.

3_ Content must be aligned with the brand's message and optimized for search engines and social media.

b) **Work Environment:**

- Availability of a suitable legal and legislative environment.

- Development of banking systems.

- Confidentiality and security in electronic transactions.

- Development of work methods and procedures in the tax, customs, and shipping agencies sectors. (sediki, 2023)

III. Digital Marketing Mix And Channels

1. Digital Marketing Mix

While it is not possible to ignore the need to adjust the marketing mix to the changes in the society and the market produced by the diffusion of digital technologies, Internet in particular, a less numerous, but theoretically consistent, part of the literature on the topic asserts that the 4 Ps' model is perfectly able to adapt and to continue to be the dominant paradigm in these new contexts:

❖ **Product:** All of the benefits that the user receives from the transaction over time. Because of the Internet's interactive and connective capabilities, a new product concept has emerged: the "virtual product." By customizing the product with the active help of consumers, the virtual product is considered as the union of tangible and intangible characteristics that is modified and personalized according to the variety and variability of individuals' tastes. (Devi, 2021)

❖ **Promotion:** Businesses use a promotional mix to reach their objectives. A promotional mix includes advertising, personal selling, sales promotions, and hypermedia . The majority of e-commerce marketing initiatives nowadays call for a blend of conventional techniques and hypermedia. A corporation may not be able to achieve its objectives if it only relies on hypermedia. Every component of the promotional mix has advantages for achieving particular communication objectives. To achieve targeted results, an integrated marketing-communication strategy combines many channels. (Nezamabad , 2011)

a) **Advertising** : includes display advertising, contextual advertising, social networks advertising, mobile advertising, and native advertising.

b) In the personal selling : the function of a seller or a consultant is gradually replaced by smart bots. E-commerce bots enable buying of different goods. Banking bots provide financial services.

c) Sales promotion : includes social media call to action, e-mail marketing, web-conferences and webinars. The possibilities of social networks are widely used in order to increase the customer loyalty .

d) Public relations : is carried out with the use of social media marketing, content marketing, referral marketing. The consumers acting "brand advocates" promote the formation of public relations, neutralize the negative opinion, and support the company's image among the target audience. (Pogorelova, Yakhneeva, & Anna N., 2016)

❖ **Place :** Today, it can be summed up as: everything done and required to facilitate the trade process. When this term is applied to a digital setting, it is imperative to include the purchasing process as a crucial component of location. The procedure needs to be simple and seamless while fostering relationships with clients at the concurrently. The actual location turns virtual and incorporates intangible elements of the transaction. (Dominici, 2009)

❖ **Price :** Online pricing will take into account the objectives of the company, market segmentation and complexity, customer perception of the value of the product and price, and price competition, raw material suppliers. Prices are determined in relation to the product portfolio with a product lifetime and objectives regarding the sales figures and market share**.** (Luminita & Manea, 2017)

Promotion : all of the information that is transmitted among parties

❖ **People :** The "People" element refers to everyone involved in delivering and shaping the customer experience, including employees, customers, and influencers. Employees such as marketers, content creators, and support teams ensure smooth and engaging interactions across digital platforms. At the same time, customers contribute through reviews, feedback, and user-generated content, which can significantly impact brand reputation. Influencers also play a key role by promoting products to targeted audiences. Together, these people help build trust, drive engagement, and strengthen the brand's presence online. (Chaffey & Chadwick, 2019)

❖ **Process :** Process refers to the systems and workflows that deliver products or services efficiently to customers. In digital marketing, this includes website navigation,

checkout systems, CRM tools, automated emails, and customer support channels. A smooth process enhances the customer experience, reduces friction, and improves conversion rates. Key elements like automation, personalization, and real-time responsiveness are essential for effective digital processes. Ultimately, well-optimized processes boost operational efficiency and customer satisfaction, fostering brand loyalty. (Chaffey & Chadwick, 2019)

❖ **Physical evidence :** the physical environment reflects the customer experience of the firm, via the digital interface. That involves problems as the Internet interface ease of use, its easiness of navigation, its availability and its performance. (Chaffey, Chadwick, Johnston, & Mayer, 2006)

FIGURE 2 THE DIGITAL MARKETING MIX 7PS

Using the internet to vary the Marketing Mix

Product

_quality

_ image

_branding

_features

_ Support

_Customer survice

_Use occasion

_Availability

_warranties

Promotion

_Marketing communication

_Personal promotion

_Sales promotion

_PR

_Branding

_Direct Marketing

Price

_positioning

_List

_Discounts

_Credit

_Payment methods

_Free of value add elements

Place

_Trad _channels

_Sales Support

_Channel number

_Segmented channels

People

Individuals on marketing activities

_ individuals on constumer contact

_ Recruiment

_culture /image

_ training and skills

_Remuneration

Prosses

_ customer focus

_ Business-led

IT- supported

Deasign features

_ reaserch and devolpment

Physical evidence

_ Sales /Staff contact

Experience of brand

_ product packaging

_ online experience

Source : From Chaffey (2012):Digital Marketing - Strategy, Implementation and Practice

Addition to the 7Ps, Kalyanam & McIntyre created a new E-marketing mix model including five further elements which consist of the relational functions of Personalization, Security, Privacy, Site, and Customer Service (Kalyanam & McIntyre, 2012, pp. 3, 4), as illustrated

1.1 Personalization

One of the main focuses of the digital world is personalization. It makes it possible to contact potential clients by making offers that are specific to their requirements. The service or product needs to be flexible enough to satisfy the unique requirements of every target market. The idea of customized use can also be incorporated into the personalization concept. Every consumer has the freedom to alter and utilize a product in ways that the brand had not originally intended. These users, who frequently support your cause, can end up being useful brand ambassadors.

1.2 Security :

Security in digital marketing involves ensuring safe financial transactions, protecting customer data, and implementing encryption and authentication technologies. Consumers are more likely to engage and transact online when they feel confident their personal and financial information is secure. (El GHARBAOUI & alami, 2023)

1.3 Privacy :

Internet privacy or online privacy is the level of privacy protection a person has while using the Internet, whether in the reuse, storage, provision to third parties, and display of information about the user on the Internet. It also includes the Internet privacy and security level of Personal Destiny and is a general term that covers a variety of techniques, factors and technologies used to protect personal and sensitive data, preferences and communications.

With growing and popular e-commerce online, it has become very crucial for business owners and managed IT solution providers to focus on internet privacy. As the threat of information falling into the hands of cybercriminals is at an all-time high, the threat and privacy concerns still preoccupies businesses and users alike. Because they wish to safeguard their privacy, Internet users who intend to access social networks, shop online, or play online games have serious concerns about online privacy. Cybercriminals can steal or fraudulently utilize a victim's identity by merely breaching the password of the victim. (Aysun , 2022)

1.4 Website design :
Design is the process of planning and organizing electronic content that creates an overall look and a good impression when browsing a website. Therefore, A website's components need to be carefully designed and made during the

design and development process. This procedure covers every aspect of the website, including its structure, color scheme, font types and sizes, graphics, sitemap, and graphic design, search engine optimization, user experience, The website should have a good reputation and be highly reliable, However, it's also critical that the website is updated consistently and efficiently. For consumers who wish to be able to discover the information they need fast, the website's content is crucial. and effortlessly, since mobile technology is enhancing consumer engagement with mobile websites, but desktops and laptops remain inaccessible. Smartphones are becoming more and more popular. In some market niches, they perform better than them, and users anticipate that the Internet resource will be responsive and flexible.

1.5   **Customer service :** Customer service in the digital context refers to the support provided to customers before, during, and after a purchase through online channels. This includes live chat, email support, FAQs, and return handling. High-quality customer service enhances customer satisfaction, loyalty, and positive word-of-mouth (Al-Ababneh,2025)

and from it we run into the 4Cs (Customer needs, Cost to user, Convenience, Communication) which goes with the 4p in this order (Product , Price , place , promotion).

a) **Customer needs:** What does the customer need to solve a problem? For example, people don't have time to cook We provide frozen dinners as a solution to the problem of time spent cooking. In order to create items that satisfy consumer wants, the business must determine what those needs are.

b) **Cost to user :** Does the customer perceive the cost of the product as fair, or is it too expensive?

c) **Convenience :** How easy is it to locate your product? Is it simple, or does the client need to make an effort ?

d) **Communication :** How should you communicate with your customers? (Farrall & Lindsley, 2008)

2. Digital Marketing Channels

2.1. Mobile marketing

Mobile advertising has rapidly emerged as a key digital marketing platform. As a result, mobile marketing is now one of the most widely used, fastest-growing, cost-effective, and relevant marketing strategies today, allowing users to gain details and characteristics of appealing goods rapidly and effortlessly. (Salim, 2024)

2.2. Email Marketing

One of the first forms of digital marketing was email marketing, which consists of sending customized messages to designated subscribers at pre-arranged intervals. Businesses can use this tactic to send emails that are tailored to their clients' needs. Mailing messages to an audience through the medium of email

sent to current or former clients in an effort to strengthen the bond between the company and its clients, as well as to promote customer loyalty and the replication sector. Multiple advantages of email marketing offer the opportunity to tailor communications for different customers and offer promotions that are relevant to their individual profiles. the ability to rapidly count the quantity of emails sent, emails that appear to be signed, and unregistered individuals. One benefit of email marketing, also known as marketing authorization, is that it allows clients to make their own decisions. whether or not they want to be contacted by email. (Al Sukaini, 2022)

2.3. **Social Media Marketing:** Is a new marketing strategy that makes it simple for companies to target their target audience and shows how these interactions can be created, shared, and turned into sales. Businesses advertise the firm and its goods and services using this marketing channel. By implementing analytics apps on official social networking sites, it produces a more useful overview. This kind of marketing is known as a subcategory of online advertising campaigns and web-based internet marketing initiatives. Marketers and consumers can interact and encourage the purchase of goods and services through a variety of social media platforms, including LinkedIn, Facebook, Twitter, and YouTube. For marketing academics, online advertising is a highly intriguing area where the product or service reaches the intended market worldwide. This marketing strategy convinces consumers to make decisions about what to buy and gives them enough details about the goods or services they are

interested in. The advantage of online advertising is that promoting products or services goes beyond local markets and reaches global targets. (Shpresa , Fidan , & Arbëresha , 2022)

2.4. **Search engine marketing (SEO) :** Search Engine Optimization (SEO) plays a critical role as the main driver in increasing the online visibility of a business. SEO is a strategic approach designed to help a website rank at the top of search engine results pages (SERPs) for a specific keyword. This is especially important considering that most internet users tend not to see more than the first page of search results. With effective SEO techniques, companies can not only drive more traffic to their websites but also improve their chances of attracting relevant and potential customers. It directly supports digital marketing efforts by ensuring that business messages and offers reach the right audience. (Usmany, et al., 2024)

2.5. **Pay-per-click:** PPC was designed as a method of creating revenue for search engines. Over the past 15 years, and it goes through a number of steps to review, index, and generate listings. Although there are a number of ways to complete these steps , all of them are costly . and It refers to a range of overlapping activities that essentially include paying for the linking of specific websites to particular keywords . As a result, potential clients are immediately taken to a website by selecting keywords that their specific target market will use in a search . Additionally, it is crucial for a webmaster to investigate potential search terms for their particular product or service. PPC could become costly as advertisers are locked in an ongoing competition for popular keywords . As the name suggests, PPC requires advertisers to pay for each click they get through the sponsored link. (Weideman & Kritzinger, 2014)

2.6. **Content Marketing:** Content marketing is a marketing format that involves creating and sharing publishing content in order to acquire customers . It began to be used to spread information about a brand and help build its

reputation. However, content marketing goes beyond just text or commentary presented to consumers. It must be engaging and interactive, allowing customers to participate and provide feedback through various channels within the content marketing funnel. (Lopes & Casais, 2022)

2.7. **Artificial Inteligence:** :Ai is able to quickly analyse enormous volumes of data to find trends and patterms . Utilise AI-powered tools to learn more about the preferences , behavior,and past purchases of the customers . this data-driven approach will enable companies to make more informed marketing decisions .

2.8. **Personalisation :** Ai allows to create personalised experiences for individual users. Utilise AI algorithms to customise offers, suggestions ,and contenet accoreding to users demographics , interests , and behaviour .increased engagment and conversion rates are the results of personalised marketing .

2.9. **Chatbots and Customer Service :** the use of AI-driven chatbots to offer immediate customer service and .Chatbots can improve the overall customer experience by responding to often asked questions , managing customer enquiries , and assisting users in the sales funnel.

2.10. **Recommendation Engines :** Integrate AI powered recommendation system sinto your website and app . These systems anlyze users's browsing history and services ,or content , enhancing engagment and boosting conversion rates (business, 2023)

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Conclusion

Digital marketing has become a vital part of modern business strategies, offering powerful tools to reach and engage customers in a fast-changing digital world. Understanding its core concept, key elements, and practical application through the digital marketing mix and various channels allows businesses to create more targeted, efficient, and measurable campaigns. By effectively integrating these components, organizations can enhance their online presence, connect with their audience at every stage of the customer journey, and achieve sustainable growth in a competitive market.

Chapter Two:

Consumer Behavior

Introduction

Understanding consumer behavior is essential in today's dynamic marketplace, especially as purchasing decisions increasingly shift to digital environments. This section explores the concept of consumer behavior, providing definitions, its significance in marketing, and the main types of buying behavior. It also examines the internal and external factors that influence consumers' decisions, as well as the different forms of purchasing behavior. Finally, the section highlights the growing importance of online consumer behavior and outlines the stages of the modern customer journey, offering insights into how digital interactions shape consumer experiences and brand relationships.

This Section was divided into :

1. **Concept Of Consumer Behavior.**

2. **Influencing Factors And Types Of Purchasing Behavior.**
3. **Online Consumer Behavior and the Modern Customer Journey.**

I.   Concept Of Consumer Behavior

Consumer behavior is the process individuals go through when choosing, buying, using, and disposing of products or services to satisfy their needs. It is important for businesses as it helps shape marketing strategies and improve customer satisfaction. The main types of consumer behavior include routine, limited, and extensive decision-making, depending on the level of involvement in the purchase.

1. The definition of consumer behavior

Definition By Philip Kotler

Consumer behaviour include mental activity, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires. (Mahanwar, Shirke, & Bhamare)

According to LoudenandBitta,'consumer behaviour is thedecision process andphysicalactivity, which individualsengage in when evaluating, acquiring, using or disposingof goods and services'. (SHEIKH , 2019)

According to Engel, Blackwell, and Mansard, "Consumer Behaviour is the actions and decision processes of people who purchase goods and services for personal consumption".

From all of those definitions we can refer to consumer behaviour as :

> ➤ The mental, emotional, and physical process individuals go through when choosing, buying, using, and disposing of products or services to meet their needs.

2. Importance of Studying Consumer Behavior:

Role or importance of study of consumer behavior can be explained with reference to the points stated as under:

2.1. Modern Philosophy

It concerns with modern marketing philosophy – recognize consumers' needs and serve them more effectively than competitors. It makes marketing consumeroriented. It is the key to succeed.

2.2. Achievement of Goals

A company's ability to identify and satisfy unmet customer demands faster and more efficiently than its competitors is crucial to its survival, profitability, and growth in a highly competitive marketing environment. Thus, consumer behavior contributes to reaching marketing objectives. (Sudheer, 2016)

2.3. Useful for Dealers and Salesmen

The study of consumer behavior is not useful for the company alone. Knowledge of consumer behavior is equally useful for middlemen and salesmen to perform their tasks effectively in meeting consumers needs and wants successfully. Consumer behavior, thus, improves performance of the entire distribution system.

2.4. More Relevant Marketing Programme

Marketing programme, consisting of product, price, promotion, and distribution decisions, can be prepared more objectively. The programme can be more relevant if it is based on the study of consumer behavior. Meaningfulmarketing programme is instrumental in realizing marketing goals. (Sudheer, 2016)

2.5. Adjusting Marketing Programme over Time

Consumer behavior is the ongoing study of consumer response patterns. As a result, a marketer can quickly learn about the changes occurring in the industry. The marketer can make the required adjustments based on the current market trend. alterations to the marketing program to adapt to the market .

2.6. Predicting Market Trend

Consumer behavior can also aid in projecting the future market trends. Marketer finds enough time to prepare for exploiting the emerging opportunities, and/or facing challenges and threats.

2.7. Consumer Differentiation

There are significant differences in the market. Different products are needed and desired by each group. A distinct marketing strategy is required for each sector. Understanding how consumers differ from one another is essential for matching marketing offers with various groupings of purchasers. Information regarding customer differences is provided by consumer behavior research.

2.8. Creation and Retention of Consumers

Marketers who base their offerings on a recognition of consumer needs find a ready market for their products. Company finds it easy to sell its products. In the same way, the company, due to continuous study of consumer behavior and attempts to meet changing expectations of the buyers, can retain its consumers for a long period. (Sudheer, 2016).

3. Types Of Consumer Behavior

There are four types of consumer behavior are: complex buying behavior, buying behavior reducing Dissonance, buying behavior based on habits, Variety-seeking buying behavior.

3.1. Buying behavior reduction inconsistency

Buying behavior reduction inconsistency occurs when the customer hardly differentiating between brands. As a result, consumers tend to respond primarily to more competitive prices. After making a purchase, they may experience post-purchase discomfort due to discrepancies between their expectations and the actual product or service. This behavior is most commonly observed among less informed consumers.

3.2. Habitual Buying Behavior

Habitual buying behavior is a consumer buying decision made by the consumers involvement level is low this means that consumers have access to ample information about various brands but perceive minimal differences between them. As a result, they make purchase decisions with low involvement. If they repeatedly choose the same brand over time, it eventually turns into a habitual buying behavior. (Bahzad, 2024)

3.4. Complex purchase behavior

Complex buying behaviour which is visible when a consumer needs to buy an expensive product. In this type Buyer involvement is significantly high due to the substantial financial risk involved. As a result, buyers carefully analyze information and conduct extensive research before making a purchase decision.

3.5. Variety- seeking buying behavior

Variety seeking behaviour is noticed in low priced products purchase where large variety is available with very less difference. In this case, consumers make minimal comparisons between available products and choose the most cost-effective option. Brand loyalty is absent, as consumers frequently switch preferences based on available deals and offers. (Ishvinder & Manjeet , 2022)

To summarize

understanding the concept of consumer behavior is essential for developing effective marketing strategies. It involves the psychological, emotional, and physical processes individuals go through when making purchasing decisions. Studying consumer behavior helps businesses better meet customer needs, forecast trends, and create more targeted marketing programs. By recognizing the factors that influence consumer decisions and identifying different buying behavior types, marketers can effectively adapt their approaches to attract and retain customers in a competitive environment.

II.   Influencing Factors And Types Of Purchasing Behavior

Consumer behavior is influenced by two main types of factors: internal and external. Internal factors include motivation, perception, learning, personality, and attitudes—elements that shape individual responses to marketing. External factors involve cultural, social, and

economic influences such as family, peer groups, and social class. Together, these factors help explain why consumers make certain purchasing decisions.

1. External Influencing Factors Of Consumer Behavior

Culture, Sub Culture, Social Class, Reference Groups, Family

1.1. Cultural

Though cultural factors and social factors seem alike; cultural factors are the influences of the society in the perceived decision making on the individual. This behavior is not motivated by a desire to establish social status or fulfill specific roles but rather by the impact of societal perceptions on the individual. It is shaped by the buyer's culture and subcultures and is likely to evolve as cultural perspectives shift over time. Similar to how children are influenced by their parents' beliefs, adults are shaped by the opinions of their colleagues and social groups. (Tewari & Pruthi, 2020)

1.2. Social

Social factors refer to the factors which are the other people living in the society which indirectly influence the buying behavior of the other person. Human beings of the society will try to behave like others for being socially accepted. For example, when a person buys a product which states his/her worthiness then it will also induce the other buyer also to buy such product so that the other person will also get the same worthiness. he family of an individual plays a crucial role in shaping their product preferences, as they often observe the choices of family members from a young age. Additionally, a person's buying habits are influenced by the actions of those around them in society. Social factors that impact consumer behavior can be divided into three main categories, as outlined below.

- Family
- Reference Groups
- Roles and Status (Kavitha, Saran, & Vignesh Ram, 2023)

1.3. Sub Culture

A society consists of various subcultures where people can find a sense of identity. These subcultures are groups of individuals who share common values, experiences, or similar lifestyles. Every culture consists of different subcultures, such as religions, nationalities, geographic regions, and racial groups. Marketers can target these groups by dividing the market into smaller segments. For example, in recent years, businesses have focused on ethnic segments by incorporating cultural innovations, unique features, or social benefits that appeal to specific groups. (Pink , 2014)

1.4. Family

Family is one of the most powerful social factors affecting consumer behaviour This is especially important in mixed family systems, where kids used to spend more time with their families. Parents naturally pass on their values, customs, and preferences to their children. Family members constitute the most influential primary reference group. A family plays a crucial role in shaping a person's values and beliefs, including their views on religion, politics, ambition, self-worth, love, and respect. It also influences their needs, preferences, buying habits, and consumption patterns, all of which impact their overall behavior. (College, 2022)

1.5. Reference groups

Reference groups are the groups that the consumer turns to for his decision or views on it. Consumers look to these groups to validate their decisions. These groups may include family, religious or ethnic communities, friends, and neighborhoods. Depending on individual perception, these groups can overlap. They are generally classified as primary or secondary based on the level and frequency of interaction the consumer has with them. If a consumer interacts with a group frequently or consistently, it is considered a primary group. Conversely, if interactions are infrequent or occasional, it is classified as a secondary group. Additionally, groups can be categorized based on structure and organization, such as formal groups (e.g., trade unions, workplaces) and informal groups (e.g., friends and family). Each group has its own level of influence subjective to the customer on how the customer views them .The author further uses Schiffman and Kanuk, differentiation of the groups as

• Contactual groups - the consumer holds membership and is in constant contact.

• Aspirational groups : the consumer is not a member yet but aspires to be.

• Indirect reference groups : the consumer does not have a direct contact but is motivated by them, eg : political groups, celebrities, etc.

• Disclaimant groups : the consumer is a member and maybe in contact but does not agree with their values.

• Avoidance groups : the consumer does not belong to this group and does not agree with their values and is not in contact as well. (Tewari & Pruthi, , 2020)

1.6. Economic factor

The economic condition of a consumer effect its purchasing decision and choice of a specific brand or product. Businesses are able to research customer spending and saving patterns. For example, Samsung sells smartphones at both premium and inexpensive prices. There are several economic factors including Personal Income, Family income, Income expectations, Savings, Consumer credit and Other economic factors , An individual's income is referred to as their personal income. A person's purchasing habits are influenced by their personal income. Based on its net income after taxes, the customer makes its choice. The family income refers the sum of family members income. The income of either more than one family member or all family member income. It depends on the families or working family members. Income expectation includes potential earnings like bonuses and overtime. Savings refer to the money left after monthly expenses. Consumer credit, such as bank loans or credit cards, provides financial support. Other economic factors include inflation, slowdowns, and government policies. A lower income limits purchasing power, making income directly proportional to buying goods or services. (Rishi & Praveen , 2021)

2. Internal Influencing Factors Of Consumer Behavior

Motivations, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

2.1. Psychological

The psychological factor also affects the consumer buying behaviour. It is also known as internal factor , Environment play an important role in the purchasing process of consumer. People are often influenced by the purchases of others, such as friends, family members, or colleagues. A consumer may feel excited about a new product entering the market due to environmental factors, which are closely linked to psychology. Some companies take this into account when marketing their products. The psychological factor includes four factors motivation, perception, learning and memory. (philip & keller, 2016)

2.2. Motivation

Consumer behavior is influenced by various needs, including social, basic, security, esteem, and self-actualization needs. Among these, basic and security needs are the most fundamental and take priority over the others. These needs have a strong influence on a consumer's motivation to purchase products and services. (Naveen Kumar & Com , 2022)

2.3. Life Style

Lifestyle refers to the way a person lives , reflected through their activities, interests, and opinions ,giving a full picture of how they engage with the world around them. For marketers, this means creating tailored strategies that align with the unique lifestyles of their target consumers. (ramya & mohamed, 2016)

2.4. Learning

Consumer behavior can be influenced by what people have learned or experienced. In India, traditional knowledge of Ayurveda has influenced consumer preferences for herbal and natural health products. Consumers often trust these products due to their historical use.

2.5. Attitudes

A consumer's perception and mindset toward a product or brand can strongly influence whether or not they decide to buy it. For example, if someone has a positive attitude towards eco-friendly products, they might choose to buy organic foods or products with eco-friendly packaging.

2.6. Personal

Personal factors also influence buyer behaviour. The important personal factors, which influence buyer behaviour, are a) Age, b) Occupation, c) Income and d) Life Style

a)   **Age** : Age of a person is one of the important personal factors influencing buyer behaviour. People buy different products at their different stages of cycle. Their taste, preference, etc also change with change in life cycle.

b)   **Occupation :** A person's occupation or profession has a significant impact on their buying behavior. The lifestyle, buying preferences, and decisions can vary greatly depending on the type of occupation. For example, the purchasing habits of a doctor are different from those of a lawyer, teacher, clerk, businessman, or landlord. As a result, marketing managers

need to create tailored strategies that cater to the specific buying motives of different occupational groups.

c)   ) **Income** : Income level of people is another factor which can exert influence in shaping the consumption pattern. Income is an important source of purchasing power. So, buying pattern of people differs with different levels of income. (Ramya & Ali, 2016)

3. Types of Purchasing behavior

The level of consumer involvement, product familiarity, and perceived risk greatly influence how decisions are made. Purchasing types can be broadly classified into nominal, limited, and extended decisions, each reflecting a different level of engagement and complexity in the buying process.

3.1. Nominal / Routine purchase

This purchasing type applies to low-cost, frequently purchased items that require little effort or thought. Consumers tend to buy them automatically without much research or decision-making. Examples include soft drinks, snacks, and milk.

3.2. Limited / Limited involvement

Is type of purchasing occurs occasionally when you need to gather information about an unfamiliar brand within a familiar product category. It requires a moderate amount of time for research before making a decision. As an example is buying clothes—you know the product type but may not be familiar with the brand. (Gandh & Choudhry, 2021)

2.2. Extended / High involvement

Consumers don't have interaction in routine response behavior once buying high-involvement merchandise. Instead, consumers participate in what is referred to as extended problem solving, spending a great deal of time contrasting product possibilities, costs, warranties, and other factors. High-involvement merchandise will cause consumers a big deal of post-purchase dissonance if they're unsure concerning their purchases. Firms that sell high-involvement merchandise are aware of the post purchase dissonance problem. Frequently, they strive to provide buyers plenty of knowledge concerning their purchase of the product, as well as why they're superior to competitive brands and the way they won't let the patron down. Sales people generally try to do a plenty of client "hand-holding". (Jain, 2019)

Thus, Consumer purchasing decisions are defined by both internal factors like motivation and personality, and external factors such as culture and social influences. Understanding these helps marketers tailor their strategies and meet diverse customer needs effectively.

III.   Online Behavior Stages and the Modern Customer Journey.

Online consumer behavior focuses on how individuals search for, evaluate, and purchase products through digital platforms. It is closely linked to the modern customer journey, which outlines the steps a consumer takes from discovering a product to becoming a loyal advocate. Understanding both helps businesses improve digital marketing strategies and customer experiences.

1. The online behavior stages

The model of online behavior stages developed by Lee, Cho, and Tharp in 2005 offers a comprehensive view of the various stages through which consumers interact online and make purchasing decisions. This model consists of four key stages of online consumer behavior:

FIGURE 3 THE ONLINE BEHAVIOR STAGES

(El GHARBAOUI & ALAMI , 2023) : https://www.ijpo.org

1.1.   Online Information Search

A consumer's view of a product or brand heavily influences their decision to buy. At this stage, they seek relevant information—often provided through digital marketing via websites, blogs, videos, and personalized content.

1.2.   Alternative Evaluation

After gathering the required information, the consumer compares different available options. Digital marketing supports this by showcasing unique benefits, standout features, and customer testimonials that shape how consumers perceive a brand or product compared to competitors.

1.3.   Online Transaction

When the consumer decides to make a purchase, Digital marketing simplifies the online buying process through secure payments, easy navigation, and incentives like discounts. A smooth experience boosts customer satisfaction and encourages repeat purchases.

1.4.   Post Purchase Online

After the purchase, online interactions continue to play a role. Consumer feedback, reviews, and interactions with online support play a key role in long-term satisfaction and loyalty. Digital marketing helps by enabling proactive follow-ups to address concerns and strengthen customer relationships.

2.   Modern costumer journey

2.1. Modern costumer journey

e modern customer journey refers to the path a consumer takes from the moment they become aware of a product or service to the final purchase and beyond. Unlike the traditional linear process, today's journey is more complex and influenced by digital interactions. Customers now move between stages such as awareness, consideration, and decision through various channels like websites, social media, online reviews, and mobile apps. This shift requires marketers to understand and respond to customer needs at every touchpoint in real time.

And from it we can see :

Modern costumer journey stages :

FIGURE 4 MODERN COSTUMER JOURNEY STAGES
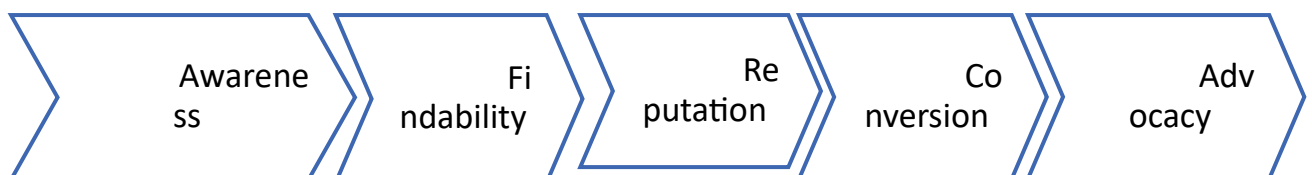
(Source: done by the researcher)

➢ **Awareness:**

The modern customer journey begins with awareness, where businesses invoke this first phase with advertising, or awareness occurs when family and friends share related experiences. (DOVLEAC, 2025)

➢ **Findability :**

Findability is making sure that your business can be found by the people looking for what you sell, but as competition continues to increase, the challenge continues to grow. Whether marketing your business for brick-and-mortar or online commerce, there's a wide world of stingy competition, so making your findability easier than your competition is key to winning customers. (Homefield, 2022)

➢ **Consideration:**

At this point in the journey, consumers know they need a product or solution and the vast majority of them turn to the internet to do their research. At this point, you need to let people know how your product can help using:

- case studies.

- Testimonials.

- reviews

- product comparisons.

- demos .

- fine-tuned product listings. (DOVLEAC, 2025)

➢ **Reputation :**

Reputation refers to the public perception of a brand, shaped by customer experiences, online reviews, social media, and word of mouth. In the digital space, reputation plays a key role in building trust and influencing purchasing decisions. A positive reputation can attract new customers, support loyalty, and turn satisfied buyers into brand advocates. (Homefield, 2022)

➢ **Conversion :**

one of the most challenging stages in the modern customer journey, You need to ensure you make the digital path to purchase as smooth and seamless as possible to avoid losing customers

at this late stage. Many digital shoppers are more comfortable buying products on marketplaces such as Amazon than a direct to consumer store.

By providing the option for consumers to purchase where-ever they like, a Where to Buy solution can help boost brands' success as the conversion stage in the customer journey. (Equinet, 2021)

➤ **Advocacy :**

This is the stage where happy customers turn into brand advocates! They let others know about their experience by leaving online reviews and generate more business through word of mouth marketing. At the advocacy stage, building a community around your company and giving your customers a sense of appreciation are the main ideas. Naturally, not every client will go to this point, but those who do are crucial to your brand. The advocacy stage should always include proactive ways of managing customer feedback. (Alliance, 2022)

Conclusion

understanding online consumer behavior and the stages of the modern customer journey is essential in today's digital marketplace. As consumers move from awareness to advocacy, their actions are shaped by digital touchpoints, personalized experiences, and seamless interactions. By analyzing these stages, businesses can better meet customer needs, improve engagement, and build long-term loyalty in an increasingly competitive online environment.

Field study

Introduction

After reviewing the most important theoretical concepts related to the study variables, Digital Marketing and Consumer Behavior in the first chapter, we will try through this chapter to answer the research problem and its questions and hypothesis. Accordingly i chose The Behavior Of Online Consumers In Romania conduct the field and applied study. This study was chosen as a sample of People in Romania to measure the extent to which The influence of Digital Marketing On Consumer Behavior . This will be done by collecting information, analyzing it, and discussing the results obtained in this chapter in three sections. In the first section, we will introduce the sample under study, then in the second section we will address the methodological framework of the study, and in the third chapter we will present and analyze the results of the study and test its hypotheses.

- The first section: Introduction to sample under study

- The second section: The methodological framework of the study .

- The third section: Presentation and analysis of the study results and testing the hypotheses.

1. Overview of On Behavior Of Online Consumers In Romania

Introduction to the Sample Under Study

The sample under study consists of individuals residing in Romania who actively engage in online consumer activities. A total of 65 participants completed the questionnaire distributed through Google Forms. The sample includes a mix of Romanian citizens and international residents, such as Erasmus students and other foreign nationals currently living, studying, or working in Romania. This diverse composition was intentionally chosen to reflect the growing multicultural and digitally active consumer base within the country.

Participants were selected using a convenience sampling method, targeting individuals who frequently use digital platforms for browsing, shopping, or engaging with brands. This approach allowed for the collection of relevant insights from a segment of consumers who are regularly exposed to digital marketing content and likely to be influenced by online promotional strategies.

The demographic section of the questionnaire captured key characteristics such as age, gender, educational background, occupation, and frequency of online shopping. The diversity in these

variables contributes to a broader understanding of how different groups perceive and respond to digital marketing efforts. The inclusion of both local and international respondents adds value to the analysis by capturing variations in consumer behavior shaped by cultural, linguistic, and digital familiarity differences.

Overall, the sample represents a relevant cross-section of Romania's online consumer landscape, providing a meaningful foundation for analyzing how digital marketing influences behavior across various consumer profiles.

This study investigates the behavior of online consumers in Romania based on a quantitative analysis of responses from 65 participants. The sample included both Romanian citizens and foreign residents, such as Erasmus students and international professionals currently living in Romania. The questionnaire was structured into three key sections: demographics, digital marketing, and consumer behavior, and data were analyzed using SPSS software.

2. Study Methodology (Method and Procedures) :

2.1 Study variable :

• The independent variable: Digital Marketing .

• Dependent variable: Consumer Behavior .

2.2 The study population and sample:

• Study Population: In research, the study population refers to the entire group of individuals to which the findings of the study may be generalized. For this study, the target population comprised all Online consumers residing in Romania.

• Study sample: We adopted the simple random sampling method to select the study sample, which consisted among of people individuals.. The questionnaires were distributed to them through google forms , and the number of valid questionnaires for statistical analysis is (65) questionnaires.

2.3 Data collection method (data collection sources):

The study relies on two main types of data:

• Primary Data: This data was obtained by designing a questionnaire and distributing it to the study sample. The data was then extracted and analyzed using the SPSS (Statistical Package for

the Social Sciences) software, employing appropriate statistical tests to reach meaningful inferences and indicators that support the study's topic.

• Secondary Data : This data was gathered from existing sources such as published articles, official reports, and relevant websites. It was used to supplement the primary data and provide a broader context for the study's findings.

The combin

ation of primary and secondary data allowed for a comprehensive and rigorous analysis of the research topic. The use of SPSS software facilitated efficient data processing and statistical analysis, while the application of appropriate statistical tests ensured the reliability and validity of the findings.

2.4 The statistical tools used:

To achieve the study's objectives, answer its research questions, and test its hypotheses, the Statistical Package for the Social Sciences (SPSS) software was employed, utilizing the following appropriate statistical methods:

1. Descriptive Statistical Measures: These measures were used to describe the research population and its characteristics, relying on percentages, frequencies, and means to answer research questions and rank research variables based on their importance.

2. Analyses of Variance of the behavior of Romanian online consumers was used to verify the validity of the proposed model.

3. Simple Regression Analysis: Simple regression analysis was employed to examine the impact of the following independent variables (Platforms , digital marketing mix , Channels) on the dependent variable, which is Online Consumer Behavior .

4. Cronbach's Alpha Coefficient: This coefficient was employed to measure the reliability of the study instrument.

5. Content Validity Ratio: This ratio was used to assess the content validity of the study instrument.

6. Multiple linear Regression : In this study, multiple linear regression is used to measure the impact of various digital marketing components (digital marketing platforms, the digital marketing mix, and digital marketing channels) on dependent variable, which is Online Consumer Behavior .

3. Study Tool: Validity and Reliability :

3.1 Study Tool: The study tool is a questionnaire that was developed based on the following studies:

☐ **Alam, S. (2020).**

☐ **Chivu, I., & Popescu, D. (2018).**

☐ **Duan, Y., Deng, H., & Jiang, J. (2022).**

☐ **Kotler, P., & Keller, K. L. (2016)**.

The purpose of the questionnaire is to test the hypothesized relationship between the research variables "Digital Marketing " and "Consumer Behavior ".

The questionnaire is divided into three main sections ,which consists of (26) statements distributed :

• Section 1: This section includes personal and Demographic data, such as gender, age**,** nationality, employment status , currently living in Romania , Duration of living in Romania .

• Section 2: This section includes the questionnaire or study scales, which consists of (20) statements distributed over two main axes:

Axis 1: This axis is related to Digital Marketing and contains (10) statements distributed over three dimensions: **(Digital marketing Platforms , Digital Marketing Mix , Digital Marketing Channels)**

Axis 2: This axis is related to Consumer Behavior and contains (10) statements distributed over three dimensions **(Consumer Influencing Factors , types of Purchasing behavior , Stages of the the purchase decision).**

A five-point Likert scale was used to measure respondents' responses to the questionnaire statements.

TABLE 1 A FIVE-POINT LIKERT SCALE

strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1	2	3	4	5

3. The descriptive frame work of the study:

Field Study

The following section will address the examination of personal and Demographic data of the study sample

<p style="text-align:center">TABLE 2 THE DESCRIPTIVE FRAME WORK OF THE STUDY</p>

Variable	Categories of the variable	Iterations	The ratio %
Gender	Female	44	67,7 %
	Male	21	32,3 %
	Sum	65	100 %
Age	18_24	37	56,9 %
	25_34	23	35,4 %
	35_44	4	6.2 %
	+45	1	1.5 %
	Sum	65	100 %
Nationality	Romanian	20	30,8 %
	Other nationality	45	69,2 %
	Sum	65	100 %
Current employment status	Student	53	81,5 %
	Employed	9	13.8 %
	Self-employed	2	3.1 %
	Unemployed	1	1.5 %
	Sum	65	100 %
currently living in Romania as	Erasmus student	16	24,6 %
	International student	23	35.4 %
	Citizen	18	27,7 %

	Other	8	12.3 %
	Sum	65	100 %
Duration of living in Romania	Less than 6 months	26	40,0 %
	6_12 months	13	20,0 %
	More than 2 years	26	40,0 %
	Sum	65	100 %

(Source: according to the results of SPSS)

FIGURE 5 GENDER FREQUENCY
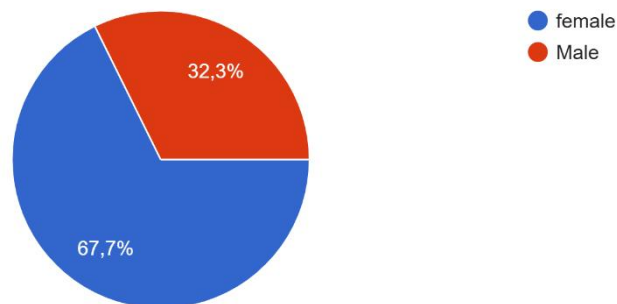
(Source: done by the researcher)

According to the table above i notice that 67,7 %of the study sample were Female, while 32,3 % were Male (figure N°05) This predominance of Female is attributed to the arge of Female on online shopping based on several factors.

FIGURE 6 AGE FREQUENCY

What is your age?

65 réponses

- Less then 18
- 18_24
- 25_34
- 35_44
- 45+

35,4%

56,9%

(Source: done by the researcher)

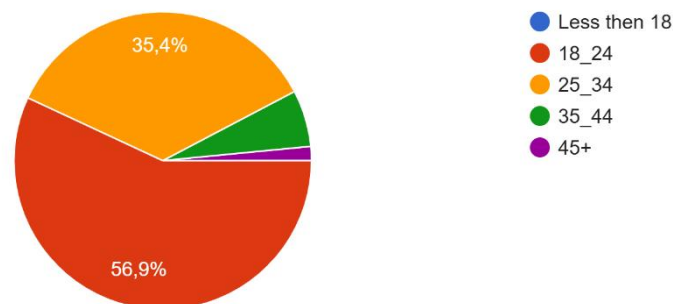Regarding the age variable, it was found that 56,9 %of the individuals were between 18 and 24 years old , 35,4 % were between 25 and 34 years old, 6.2 % were between 35 and 44 years old, and 1.5 % were older than 44 years old (figure N°06). Therefore, we can conclude that the majority of the respondents are young .

FIGURE 7 NATIONALITY

What is your nationality?

65 réponses
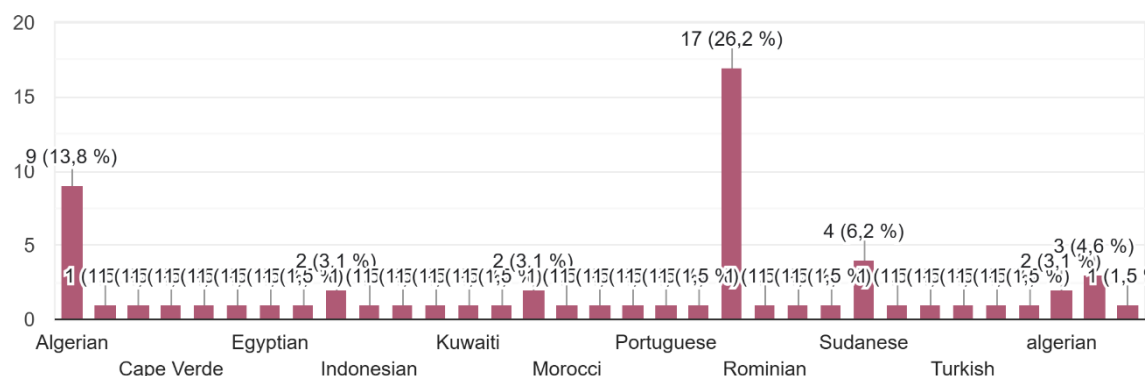
(Source: done by the researcher)

In terms of Nationality , 30,8 % of respondents had a Romanian nationality , while 69,2 % fell into other nationalities from the world (figure N°07). Hence, the sample under study is a varied sample of all nationalities.

FIGURE 8 THE CURRENT EMPLOYMENT STATUS

What is your current employment status?
65 réponses
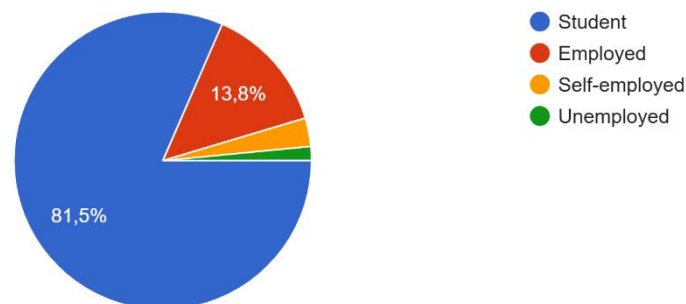
(Source: done by the researcher)

Regarding to the Current employment status , 81,5 % were students , while 13.8 % were Employeds , 3.1 % were self-employeds and only 1.5 % unmployeds (figure N°07) . This result indicates that most of the study sample are student which aligns with the age groups present .

FIGURE 9 CURRENTLY LIVING IN ROMANAI AS

Are you currently living in Romania as:
65 réponses
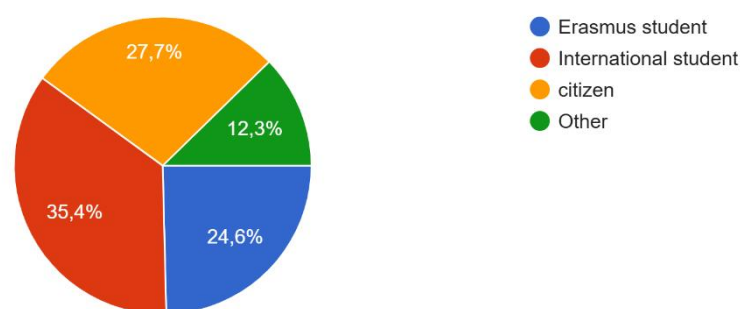
(Source: done by the researcher)

Concerning about the currently living in Romania we noticed that 24,6 % were Erasmus students , 35.4 % were international students , 27,7 % were citizens , and 12.3 % fell into other

categories (figure N°07). Therefore, we can conclude more than half of the respondents are foreign students which highlights the significant role that international and Erasmus students play in the Romanian online consumer landscape.

FIGURE 10 DURATION OF LIVING IN ROMANIA

How long have you been living in Romania?
62 réponses
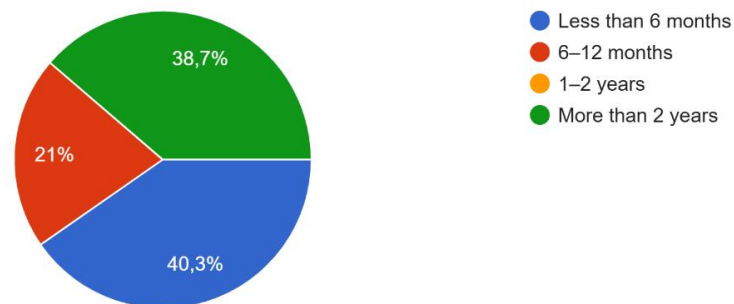
(Source: done by the researcher)

In terms of Duration of living in Romania ,i noticed that 40,0 % had less than 6 months , 20,0 % had between 6 and 12 months , and the rest 40,0 % had been living in romanian over 2 years (figure N°07). this distribution indicates a mixed sample of both newly arrived and well-settled individuals.

4. Validity of the Study Instrument:

The validity of an instrument refers to its ability to accurately measure the variables it is intended to assess. To evaluate the validity of the questionnaire used in this study, criterion validity was applied. The criterion validity coefficient was estimated by calculating the square root of the reliability coefficient (Cronbach's Alpha). As shown in the table below, the overall validity coefficient for the research instrument is: 0.8056

Reliability Statistics

TABLE 3 CRONBACH'S ALPHA TESTE

Cronbach's Alpha	N of Items
0.649	25

cronbach's alpha: = 0.649 Standardized alpha = 0.684This is in the moderate/acceptable for exploratory studies which means that our digital marketing scale is reliable enough (cronbach's alpha = 0.649) we can keep all 25 items there is no need to delete any item unless we want to push á above 0.70

6. Statistical Analysis Results of the Study and Hypothesis Testing

6.1 Study Statistical Analysis Results

In this section, we will analyze the questionnaire axes to answer the study questions. Descriptive statistics measures were used to extract the arithmetic mean and standard deviation (on a Likert scale of 1-5) for the responses of the study sample individuals to the questionnaire statements related to the axes "Digital Marketing " and "Consumer Behavior ." It was decided that the arithmetic mean of their responses to each statement from (1.00 – 1.20) would indicate a " low" level of availability, from (1.21 – 1.89) would indicate a "Moderately Low" level, from (1.90 – 2.50) would indicate a "Moderate" level, from (2.51– 3.00) would indicate a "high" level, and from (3.00 – 5.00) would indicate a "so high" level. Tables (06) and (07) show theseresults as follows :

1.   What is the level of availability of Digital Marketing in the study sample ?

To answer this question, the results shown in Table N°06 must be studied and analyzed

TABLE 4 THE AVERAGE AND STANDARD DEVIATION OF THE BEHAVIOR OF ONLINE CONSUMERS IN ROMANIA STATEMENTS

Dimensions of Digital Marketing and	average	Standard deviation	Relative importance	Availability Level

	Measurement statements				
Digital marketing Platforms					
1	How often do you use the following platforms?	1.09	0.458	4	Low
2	Have you ever clicked on an online ad or sponsored post?	1.26	0.443	3	Moderately Low
3	How often do you purchase a product or service after seeing it online?	2.18	0. 727	1	Moderate
4	the product's online presentation is very important to you	2.02	0,944	2	Moderate
Digital Marketing Mix					
5	How often do you buy products or services online?	2.62	0.521	2	High
6	I prefer card payment as payment methods	2.09	0.897	3	Moderate
7	What influences you the most by online promotions ?	4,46	0.937	1	So High

8	online shopping will make it easier for you to find your needs easily	1.95	0.818	4	Moderate
DigitalMarketing Channels					
9	Which of the following digital marketing channels do you find most influential?	3,26	1,228	1	So High
10	The websites I visit offer personalized services tailored to my preferences	2.62	0.654	2	High
	Digital Marketing as whole	1.61	0.360	_	Moderately Low

(Source: according to the results of SPSS)

According to the table above we notice that :

The independent variable " Digital Marketing " It had an average of "1.61" and a standard deviation of "0.360" as we notice that : indicating that participants generally reported as Moderately Low to moderate level of engagement with digital marketing efforts. as we notice that :

The first dimension in terms of relative importance is " Digital Marketing Platforms ". "

Within this dimension:

❖The statement N°03 had the highest average of "2.18" with a standard deviation of "0.727".

❖The statement N°01 had the lowest average of "1.09" with a standard deviation of "0.458".

The Second dimension in terms of relative importance is " Digital Marketing Mix ".

Within this dimension:

❖The statement N°07 had the highest average of "4,46" with a standard deviation of "0.937".

❖The statement N°08 had the lowest average of "1.95" with a standard deviation of "0.818".

The Third dimension in terms of relative importance is " Digital Marketing Channels ".

Statement N°(07) which states, " What influences you the most by online promotions ?", came in first place in terms of the relative importance given to it by the study sample members, where it reached the arithmetic mean their answers to this statement were (4,46) with a standard deviation of (0.937), and according to the study scale, the statement indicates a "high" availability rate, while statement N° (1) came, which states, " How often do you use the following platforms? " "in me" is ranked last in terms of the relative importance given to it by the study sample members, where the arithmetic mean of their answers to this statement was (1,09) with a standard deviation of (0,458) suggesting that while usage and exposure occur, they are not universal across the sample.

The phrase refers to a "moderately low" availability level. What is noticeable is that the average answers of the study sample members to most of the digital marketing dimensions also indicate moderately low to moderate availability, as the averages ranged between (1.09 – 3.26), with standard deviations limited to (0.443 – 1.228). Based on the above, it is clear that the overall level of digital marketing as a whole in the sample under study was moderately low, according to the adopted study scale, as the average of the answers to all related statements combined reached (1.61), with a standard deviation limited to (0.360).

2.   What is the level of availability of consumer behavior in the study sample?

To answer this question, the results shown in Table N°07 must be studied and analyzed :

TABLE 9 AVERAGE AND STANDARD DEVIATION OF THE THE BEHAVIOR OF ONLINE CONSUMERS IN ROMANIA STATEMENTS

	Dimensions of Consumer Behavior and Measurement statements	Average	Standard deviation	Relative importance	Availability Level
	Consumer Influencing Factors				
1	Have you ever bought a product after seeing it online	1,08	0,269	4	Low
2	What motivated you to buy it?	4,71	1,027	1	So High
3	How often do you check reviews or ratings before buying a product	1,23	0,493	3	Moderately Low
4	I trust online reviews when considering whether to buy a product	2.12	0,740	2	Moderate
	types of Purchasing behavior				
6	In your opinion, is digital marketing more persuasive than traditional marketing	1.29	0 .701	3	Moderately Low
7	If it's yes Why is digital marketing more persuasive than traditional marketing?	2,35	0.818	1	High

8	I usually compare multiple brands or websites before deciding what to buy.	1,92	0. 872	2	Moderate
Online Behavior Stages					
9	When shopping online, I actively search for detailed information before making a purchase decision.	1,69	0,660	2	Moderately Low
1 0	I would recommend a product to others if I had a positive experience with it online	1,69	0. 610	3	Moderately Low
1 1	I often leave reviews or feedback after buying a product online	2,72	0.992	1	High
	Consumer Behavior as a whole	2.03	0.353	—	Moderate

(Source: according to the results of SPSS)

According to the table above we notice that :

The independent variable " Consumer Behavior " It had an average of "2.03" and a standard deviation of "0.353" indicating that participants generally reported score was slightly higher, suggesting that online purchasing behavior among our sample was moderate.to moderate level of engagement with digital marketing efforts. as we notice that :

The first dimension in terms of relative importance is " Consumer Influencing Factors ".

Within this dimension:

> ❖ The statement N°02 had the highest average of "4,71" with a standard deviation of "1,027".

❖The statement N°01 had the lowest average of "1.08" with a standard deviation of "0,269".

The Second dimension in terms of relative importance is " Types of Purchasing Behavior ".

Within this dimension:

❖The statement N°07 had the highest average of "2,35" with a standard deviation of "0.818".

❖The statement N°06 had the lowest average of "1.29" with a standard deviation of "0.701".

The Third dimension in terms of relative importance is " Online Behavior Stages ".

Within this dimension:

❖The statement N°11 had the highest average of "2,72" with a standard deviation of "0.992".

❖The statement N°10 had the lowest average of "1,69" with a standard deviation of "0.610".

As shown in Table N°(07), it is evident that

Statement N°(02) which states, " What motivated you to buy it? ", came in first place in terms of the relative importance given to it by the study sample members, where it reached the arithmetic mean Their answers to this statement were (4.71) with a standard deviation of (1,027), and according to the study scale, the statement indicates a "high" availability rate, while statement N° (1) came, which states, " Have you ever bought a product after seeing it online." "in me" is ranked last in terms of the relative importance given to it by the study sample members, where the arithmetic mean of their answers to this statement was (1,08) with a standard deviation of (0,269) and according to the study scale .

The phrase refers to a "moderate" availability level. What is noticeable is that the average answers of the study sample members to most of the consumer behavior dimensions also indicate moderate to moderately low availability, as the averages ranged between (1.08 – 4.71), with standard deviations limited to (0.269 – 1.027). Based on the above, it is clear that the level of consumer behavior as a whole in the sample under study was moderate, according to the adopted study scale, as the average of the answers to all related statements combined reached

(2.03), with a standard deviation limited to (0.353).indicating that while digital marketing is beginning to shape consumer behavior, its influence is not yet consistent across all dimensions.

These findings offer a useful starting point for interpreting how digital marketing influences consumer behavior, and they serve as a foundation for further analysis such regression testing.

8. Hypothesis Testing :

TABLE 5 RESULTS OF VARIANCE ANALYSIS OF REGRESSION TO ENSURE THE VALIDITY OF THE MODEL TO TEST THE MAIN HYPOTHESIS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.609	0.371	0.340	0.28693

(Source: according to the results of SPSS)

9. Interpretation

- The model explains **37.1%** of the variance in **consumer behavior** a moderate to strong effect.
- Adjusted R² of 0.340 confirms the model remains strong even when accounting for the number of predictors.

ANOVA

TABLE 6 RESULTS OF MODEL SUMMARY AFTER THE MULTIPLE LINEAR REGRESSION

Sources of variation	Sum of squares	Dgree of freedom	Mean squares	F	Sig
Regression	2.960	3	0.987	11.984	0.000
Error	5.022	61	0.082		
Total	7.982	64			

(Source: according to the results of SPSS)

(Alpha = 0.649) level of significance

(R = 0.609) correlation coefficient

(R2 = 0.371) Coefficient of determination

Through the results presented in the table above, it is clear that the validity of the model for testing the main hypothesis is stable, as the calculated (f) value reached (11.984) with a probability value of (0.000) which is less than the approved significance level (= 0.05). It is clear from the same table that the independent variable is in its form The total, which is Digital Marketing (60.9%) of the changes occurring in consumer behavior, based on the coefficient of determination), which is a good explanatory power. Based on this, it is clearly to us that :

> there is a statistically significant role for digital marketing , in its various dimensions, on consumer online behavior in romania . this standpoint, it is based on the suitability or validity of the proposed model through which you can test the hypothesis

The table below presents the results of a multiple linear regression analysis assessing the influence of the three digital marketing dimensions : digital marketing platforms , digital marketing mix , digital marketing channels on consumer behavior . The significance of each predictor was evluated using t-tests , and the overall model significance was confirmed through an F-test .

TABLE 7 RESULTS OF MULTIPLE REGRESSION ANALYSIS TO TEST THE INFLEUNCE OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

The independent variables	B	Erreur Standard	Beta	Sig
Digital Marketing Platforms	-0.077	0.082	-0.100	0.353
Digital Marketing Mix	0.279	0.079	0.429	0.001
Digital Marketing Channels	0.295	0.123	0.289	0.020

(Source: according to the results of SPSS)

According to the table N° (09) we notice that (F= 11.98) significance level=0,000)

Since the value of the test statistic is less than the significance level (0.05), we accept the null hypothesis, which states that :

- there is no statistically significant influence of digital marketing platforms on consumer behavior , with a value of (Beta= -0.100– sig= 0.353).

  ➢ Therefore, we refuse the first sub hypothesis, which states that there is a statistically significant influence of the availability of digital marketing platforms on consumer online behavior in romania at a significance level (alpha = 0,05).

- There is a statistically significant influence of digital marketing mix on consumer behavior , with a value of (Beta= 0.429– sig= 0.001).

  ➢ Therefore, we accept the Second sub hypothesis, which states that there is a statistically significant influence of the availability of digital marketing mix on consumer online behavior in romania at a significance level (alpha = 0,05).

- There is a statistically significant effect of digital marketing channels on consumer behavior , with a value of (Beta= 0.289– sig= 0.020).

  ➢ Therefore, we accept the third sub hypothesis, which states that there is a statistically significant influence of the availability of digital marketing channels on consumer online behavior in romania at a significance level (alpha = 0,05).

General Conclusion

This chapter bridges the gap between theoretical concepts and empirical findings through a field study that explored the relationship between digital marketing and consumer behavior among online consumers in Romania. The study investigated the behavior of online consumers by distributing a survey to a sample of 65 participants living, studying, or working in Romania.

The primary objective was to address the research question: "Is there a statistically significant influence of digital marketing on the consumer behavior of online consumers in romania at the significance level ($\alpha = 0.05$)?"

The survey data was analyzed using SPSS V24. Upon analysis, the null hypothesis "There is no significant relationship between digital marketing and consumer behavior at the 0.05 level" was rejected. Conversely, the alternative hypothesis "There is a significant relationship between digital marketing and consumer behavior at the 0.05 level" was accepted.

Further analysis using multiple regression revealed two independent variables that significantly influence the dependent variable: digital marketing mix and digital marketing channels.

The multiple regression model explained 37.1% of the variance in consumer behavior, confirming that elements such as personalized content, presentation quality, and marketing communication contribute meaningfully to online purchase decisions. However, platform usage alone was not found to be a significant predictor, suggesting that how marketing is executed matters more than where it is delivered. These results support the hypothesis that digital marketing significantly influences consumer behavior, offering practical insights for businesses targeting online audiences.

1. Theoretical Findings

- Digital marketing plays a vital role in shaping consumer behavior in the online environment.

- The digital marketing mix is considered one of the most influential dimensions in driving purchase decisions.

- Digutal marketing channels such as social media, email, and websites significantly influence consumer interaction and response.

- Online consumers tend to value content and promotional strategies over mere platform presence.

- Consumer engagement increases when digital marketing is personalized and targeted.

- Trust in product reviews and presentation quality are essential influencing factors.

- Consumer behavior is closely tied to convenience, ease of access, and availability of online information.

2. Field Results

Through this research, we found that the overall availability of digital marketing in the Romanian online market is moderately low, with an average of (1.61) and a standard deviation of (0.360).

The average results by dimension are as follows:

- Low level of engagement with digital marketing platforms, with a mean of (1.61) and a standard deviation of (0.360).

- High level of influence of the digital marketing mix, with a mean of (4.46) and a standard deviation of (0.937).

- High level of influence of digital marketing channels, with a mean of (3.26) and a standard deviation of (1.228).

- The level of consumer behavior was moderate, with a mean of (2.03) and a standard deviation of (0.353).

- The item "What motivated you to buy it?" recorded the highest average (4.71), indicating the strong influence of motivation and promotional factors.

- The sample was composed primarily of students aged 18–24, showing that young, digitally-native consumers dominate Romania's online market.

3. **Hypothesis Test Results**

➢ There is a statistically significant influence of digital marketing on consumers online behavior at a significance level of 0.05.

4. **Results of the dimensions:**

- No influence of the digital marketing platforms dimension (Beta = -0.100, Sig = 0.353).

- Significant influence of the digital marketing mix (Beta = 0.429, Sig = 0.001).

- Significant influence of digital marketing channels (Beta = 0.289, Sig = 0.020).

- Correlation value (R = 0.609) indicates a moderate to strong positive relationship.

- Coefficient of determination (R^2 = 0.371) shows that 37.1% of the variation in consumer behavior is explained by digital marketing, with the rest influenced by other variables.

5. **Suggestions and Recommendations**

Based on the conclusions, we propose the following recommendations to strengthen the relationship between digital marketing and consumer behavior in Romania:

- Continue investing in effective and strategic digital marketing content.

- Avoid relying solely on platform presence; focus on content strategy and message delivery.

- Use data analytics to personalize experiences and enhance consumer engagement.

- Encourage feedback and reviews to build consumer trust.

- Improve digital communication and optimize marketing channels based on user preferences.

- Target young and international consumers in marketing strategies.

- Design well-structured campaigns to support visibility and interaction.

- Conduct periodic evaluations to assess the effectiveness of digital marketing efforts.

6. Future Research

- The Influence of Digital Marketing on Online Brand Loyalty

- The Influence of Social Media Marketing on Purchase Intentions

- Comparative Analysis Between Digital and Traditional Marketing in Romania

- The Influence of Content Marketing on Consumer Engagement

- The Role of Personalization in Online Consumer Trust and Satisfaction

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Appendix

جامعة محمد خيضر – بسكرة –

كلية العلوم االقتصادية والتجارية وعلوم التسيير قسم علوم التسيير

You are invited to take part in a short survey as part of a research project on the influence of digital marketing on consumer behavior. This study is focused on people currently living in Romania and aims to understand how digital marketing influence their purchasing decisions. Your responses will help us better understand how Digital marketing affects purchasing decisions.

The survey is anonymous, will take only 3–5 minutes, and your input is highly appreciated!

Thank you for your participation!

Student   **Supervisor**

Djouama Nesrine   Izzrech Kamilia

Section One: Demographic

➤ **gender ?**   Female ☐   Male ☐
➤ **age?** Less then 18 ☐   18_24 ☐   25_34 ☐
                                    35_44 ☐   +45 ☐

➤ **nationality?**   Romanian ☐   Other ☐
➤ **current employment status?** Student ☐   Employed ☐

      Self-employed ☐   Unemployed ☐

➤ **currently living in Romania as:** Erasmus student ☐   International student ☐   Citizen ☐   Other ☐
➤ **How long have you been living in Romania?** Less than 6 months ☐

6–12 months ☐   1–2 years ☐   More than 2 years   ☐

Section 2: Measurement expressions

The first axis: Digital Marketing

I.   Digital Marketing Platforms :

➢ **How often do you use the following platforms?** Daily ☐ weekly ☐ Rarely ☐ Never ☐

➢ **Have you ever clicked on an online ad or sponsored post ?** yes ☐ No ☐

➢ **How often do you purchase a product or service after seeing it c**

➢ **the product's online presentation is very important to you?**

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

II.   **Digital Marketing Mix**

➢ **How often do you buy products or services online?** Weekly ☐ Monthly ☐ Occasionally ☐ Never ☐

➢ **I prefer card payment as payment methods when shopping online in Romania?** Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐

Strongly Disagree ☐

I.   **What influences you the most by online promotions ?** Discounts ☐

limited-time offers ☐ Free delivery ☐ people reviews ☐

Brand reputation ☐ Price ☐ Other ☐

II.   **online shopping will make it easier for you to find your needs easily**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

III.   **Digital Marketing Channels**

➢ **Which of the following digital marketing channels do you find most influential? (choose more than one)** Social Media Ads ☐ Google search ads ☐ Influencer Marketing ☐ Mobile apps ☐ Pay per click

Seo ☐ Other ☐

➢ **The websites I visit offer personalized services tailored to my preferences** Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐

Strongly Disagree ☐

The second axis: Consumer Behavior

I. **Consumer Influencing Factors :**
  ➢ **Have you ever bought a product after seeing it online?** Yes ☐ No ☐
  ➢ **What motivated you to buy it? (choose more than one)**

Discount/promotion ☐ Influencer recommendation ☐ Positive reviews ☐

Aesthestic of the ad ☐ Product necessity ☐ other ☐

  ➢ **How often do you check reviews or ratings before buying a product?**

Always ☐ Sometimes ☐ Rarely ☐ Never ☐

  ➢ **I trust online reviews when considering whether to buy a product.**

Strongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

II. **types of Purchasing behavior**
  ➢ **In your opinion, is digital marketing more persuasive than traditional marketing (e.g., flyers, TV ads)?** Yes ☐ No ☐ Not sure ☐
  ➢ **If it's yes Why is digital marketing more persuasive than traditional marketing?** Personalized ads ☐ Interctive Content ☐ influencer impact ☐ available anytime , anywhere ☐ it targets my intrests ☐
    Other ☐

  ➢ *I usually compare multiple brands or websites before deciding what to buy.* Stongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

III. **Online Behavior Stages :**
  ➢ **When shopping online, I actively search for detailed information before making a purchase decision.**

Stongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

  ➢ **I would recommend a product to others if I had a positive experience with it online**

Stongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

  ➢ **I often leave reviews or feedback after buying a product online**

Appendix

Stongly Agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly Disagree ☐

République Algérienne Démocratique et Populaire
Ministère de l'Enseignement Supérieur et de la
Recherche Scientifique
Université Mohamed KHIDHER -Biskra
Faculté des Sciences Economiques, Commerciales et
des Sciences de Gestion
Département des Sciences de Gestion

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي و البحث العلمي
جامعة محمد خيضر بسكرة
كلية العلوم الاقتصادية و التجارية و علوم التسيير
قسم علوم التسيير

تصريح شرفي

خاص بالالتزام بقواعد النزاهة العلمية لانجاز بحث

(ملحق القرارالقرار 1082 المؤرخ في 27 ديسمبر 2020)

أنا الممضي أدناه: جوامع نسرين

الصفة: طالب ☐   قسم: علوم التجارية   تخصص: تسويق

الحامل لبطاقة التعريف الوطنية / رخصة السياقة رقم: 110020230003300007

الصادرة بتاريخ:02.06.2024

والمكلف بإنجاز: مذكرة ماستر

The Influence of Digtal Marketing Qn Consumer Behavior

A Case Study On Behavior Of Online Consumers In Romania

تحت عنوان:

أصرح بشرفي أني ألتزم بمراعاة المعايير العلمية والمنهجية ومعايير الأخلاقيات المهنية والنزاهة الأكاديمية المطلوبة في انجاز البحث وفق ما ينصه القرار رقم 1082 المؤرخ في 27 ديسمبر 2020 المحدد للقواعد المتعلقة بالوقاية من السرقة العلمية ومكافحتها.

التاريخ: 26/05/2025

إمضاء الطالب

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

بسكرة في: 2025/05/26   جامعة محمد خيضر-بسكرة

كلية العلوم الاقتصادية والتجارية وعلوم التسيير

قسم العلوم التجارية

إذن بالإيداع

أنا الممضي أسفله الأستاذ: كميليا يزغش

الرتبـــة: أستاذ محاضر ب

قسم الارتباط: العلوم التجارية

أستاذ مشرف على مذكرة ماستر الطلبة (ة):

– جوامع نسرين

الشعبة: العلوم التجارية

التخصــص: تسويق.

بعنـــوان: The influence of digital marketing on consumer behavior

Case study: Online consumers in Romania

أرخص يإيداع المذكرة المذكورة.

إمضاء الاستاذ المشرف

Appendix

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609[a]	.371	.340	.28693

a. Predictors: (Constant), DM_Platforms_avg, DM_Mix_avg, DM_Channels_avg

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.960	3	.987	11.984	.000[b]
	Residual	5.022	61	.082		
	Total	7.982	64			

a. Dependent Variable: ConsumerBehavior_score

b. Predictors: (Constant), DM_Platforms_avg, DM_Mix_avg, DM_Channels_avg

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.143	.165		6.925	.000
	DM_Mix_avg	.279	.079	.429	3.555	.001
	DM_Channels_avg	.295	.123	.289	2.391	.020
	DM_Platforms_avg	-.077	.082	-.100	-.936	.353

a. Dependent Variable: ConsumerBehavior_score