



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Impact Of Digital Marketing On Customer Satisfaction In Modern Businesses

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Abstract:

Digital Marketing, Regarded As A Modern Approach To Promotion, Has Provided Organizations With The Ability To Operate Continuously In Today's Competitive Global Economy. Personal Interactions Can Be Advantageous. Currently, Internet Usage Is Surging Across Various Sectors. This Era Is Dominated By Digitalization, Prompting Marketers To Embrace Digital Marketing Strategies That Leverage Digital Technology To Promote Products And Services, Gather Feedback, And Convert Potential Buyers Into Loyal Customers. The Levels Of Customer Satisfaction Among Retained Clients Are Examined To Assess The Extent Of Digitalization. The Research Aimed To Identify The Factors Influencing Digital Marketing And The Level Of Customer Satisfaction It Achieves. One-Way Anova Was Utilized To Analyze The Study, And The Findings Indicated Significant Results.

Keywords: Digital Marketing, Digitalization, Internet, Customer Satisfaction, Digital Technology.

Introduction

The Digital Age Has Opened Up Numerous Opportunities For Businesses. Social Media Not Only Enables Users To Share Personal Moments, Like Birthday Photos, But Also Helps Businesses Engage With Potential Customers. The Speed And Ease With Which Digital Channels Disseminate Information And Support Business Growth Is Remarkable. Today, Many Individuals Spend Significant Amounts Of Time Online Researching Products Or Services Before Making A Purchase. Consequently, Companies Are Refining Their Digital Marketing Strategies To Attract Clients In The Online Space. Finding Customers Where They Spend Most Of Their Time Has Become The Most Effective Marketing Approach. Successful Marketing Relies On Engaging With The Target Audience At The Right Time And In The Right Place. Through Digital Technology, A Product Or Service Is Promoted In A Focused, Measurable, And Engaging Manner To Convert Viewers Into Customers And Retain Them. Products And Services Aim To Meet Or Exceed Customer Expectations. Customer Satisfaction Is Defined As "The Percentage Of Consumers Whose Experiences With A Company, Its Products, Or Services Exceed Set Satisfaction Benchmarks." This Metric Is Widely Recognized As A Vital Performance Indicator In The Business Sector And Is Often Referenced In A Balanced Scorecard. In Competitive Markets, Customer Satisfaction Is Seen As A Key Differentiator And Has Become An Essential Component Of Business Strategy. Joan I. Giese (2015) Noted That, At The Turn Of The Century, Most People's Social Interactions Were Limited To Their Local Surroundings, Followed By An Era Of Mass Production. Companies Focused On Building The Strongest Sales Teams While Adhering To Mass Marketing Principles. As We Enter The New Century, A Global Culture Is Beginning To Emerge, Mainly Driven By Technology, Which Is Starting To Focus More On The Individual. These Developments Are Influencing Business Opportunities And Practices. Improvements In

Communication And Transportation Are Intimately Linked To Marketing. As Marketing's Functions And Scope Have Expanded, So Too Have The Responsibilities Of Marketers. We Are Currently Witnessing The Growth Of A Fast-Moving Digital Economy. In The Near Future, It Is Conceivable That Businesses May Operate Entirely Within Digital Networks. In The Realm Of Digital Marketing, Customers Actively Participate In The Product Development Process. According To Joseph A. Cote (2015), This Approach Is More Cost-Effective, Providing Broader Reach And Enhanced Customer Service. The Expansive Indian Market Is Rapidly Evolving, With Increasing Mobile Phone Usage And Higher Internet Consumption Among Business Users. The Range And Influence Of Digital Channels Are Continually Growing, Accelerating Change. Each Year, The Time Indians Spend Online And The Importance Of The Websites And Apps They Utilize Are Escalating. Marketers Who Adapt To These Changes Ensure Their Marketing Strategies Align With The Activities And Preferences Of Their Customers (Muniraju, 2017). The Integration Of Advanced Technologies Has Enhanced Digital Marketing Efforts. Traditional Marketing Practices Have Transformed, Compelling Marketers To Promote Their Products And Services Through Online Channels. In Formulating Strategies And Setting Corporate Objectives, Marketers Must Carefully Consider The Advantages And Disadvantages Of Digital Marketing (Chitra And Shobana, 2017).

In The Modern Business Landscape, Digital Marketing Has Become A Cornerstone For Enhancing Customer Satisfaction. By Leveraging Technology And Data-Driven Strategies, Businesses Can Create Personalized, Efficient, And Engaging Experiences That Cater To The Ever-Evolving Expectations Of Customers.

Digital Marketing Plays A Pivotal Role In Shaping Customer Satisfaction In Modern Business. Through Personalized Communication, Data-Driven Insights, And Real-Time Interaction, Businesses Can Cater To Customer Needs More Effectively.

Key Factors Include:

1. **Personalization:** Tailored Content And Offers Enhance Customer Experience, Making Them Feel Valued And Understood.
2. **Convenience:** Digital Platforms Provide Easy Access To Products, Services, And Customer Support, Fostering Satisfaction.
3. **Engagement:** Social Media And Other Digital Channels Enable Businesses To Build Stronger Relationships Through Continuous Interaction.
4. **Transparency:** Reviews, Ratings, And Open Communication Build Trust And Loyalty Among Customers.
5. **Feedback Mechanisms:** Quick Responses To Queries And Complaints Through Digital Channels Improve Customer Retention And Satisfaction.
6. In Essence, Digital Marketing Bridges The Gap Between Businesses And Customers, Ensuring A More Seamless And Satisfying Experience.

Literature Review

The Study Conducted By Al-Alak And Alnawas (2010) Offers Significant Insights Into The Determinants Affecting Consumers' Purchasing Intentions Within The Realm Of Mobile Marketing. By Emphasizing The Importance Of Trust, Privacy Issues, And Consumer Attitudes, The Research Presents A Framework That Companies Can Utilize To Create More Impactful Mobile Marketing Strategies. Subsequent Research Could Expand Upon These Conclusions By Investigating The Dynamic Aspects Of Consumer Trust And Privacy Concerns In The Fast-Evolving Mobile Marketing Environment.

Mobile Marketing Is A Critical Tool For Engaging Consumers In Today's Digital Age. However, Its Effectiveness Heavily Depends On Factors Like Trust, Privacy Concerns, And Consumer Attitudes, Which Significantly Influence Purchase Intention. Here's How These Elements Interact:

1. **Trust:** Trust Is A Key Driver Of Consumer Behavior In Mobile Marketing. When Consumers Perceive A Brand As Reliable, Secure, And Honest In Its Communication, They Are More Likely To Engage And Make A Purchase. Transparency In How Data Is Collected And Used Strengthens This Trust.
2. **Privacy Concerns:** Privacy Concerns Can Act As A Barrier To Mobile Marketing Success. Consumers Are

Increasingly Cautious About Sharing Personal Information Due To Fears Of Misuse, Data Breaches, Or Intrusive Practices. Brands That Prioritize Robust Privacy Policies And Comply With Regulations Like Gdpr Can Alleviate These Concerns And Encourage Purchase Intent.

3. **Consumer Attitudes:** Positive Attitudes Towards Mobile Marketing Are Shaped By Factors Such As The Relevance Of Offers, User-Friendly Interfaces, And The Perceived Value Provided By The Brand. Personalized And Non-Intrusive Marketing Messages Can Foster Favorable Attitudes, Increasing The Likelihood Of Purchases.
 4. **Impact On Purchase Intention:** When Trust Is High, Privacy Concerns Are Addressed, And Consumers Hold Positive Attitudes Toward Mobile Marketing, Their Intention To Purchase Is Significantly Enhanced. This Underscores The Importance Of Ethical, Targeted, And Customer-Focused Mobile Marketing Strategies.
- In Conclusion, Brands Must Balance Personalization With Privacy, Build Trust, And Deliver Value-Driven Experiences To Positively Influence Consumer Attitudes And Drive Purchase Intentions Through Mobile Marketing.

J. L. Giese's "Teaching Philosophy" Probably Plays A Significant Role In The Current Discourse Surrounding The Value Of Philosophical Thought In Marketing Education. By Exploring The Ethical, Societal, And Intellectual Aspects Of Marketing, Giese Urges Educators To Cultivate A Reflective And Flexible Teaching Philosophy That Aligns With The Changing Realities Of Marketing Practice. This Methodology Not Only Enriches The Educational Journey But Also Equips Students To Adeptly Manage The Intricate And Ever-Evolving Environment Of Contemporary Marketing With A Sense Of Responsibility, Creativity, And Critical Awareness.

The Evolving Landscape Of Marketing In The 21st Century Necessitates A Fresh Teaching Philosophy To Prepare Students For The Complexities Of A Dynamic, Digital-Driven Market. This Philosophy Focuses On Blending Traditional Marketing Principles With Innovative Approaches To Address The Challenges Of Modern Marketing. Key Aspects Include:

1. **Experiential Learning:** Teaching Should Go Beyond Theory, Integrating Real-World Applications Like Case Studies, Simulations, And Live Projects. This Hands-On Approach Helps Students Understand The Relevance Of Marketing Concepts In Practical Settings.
2. **Interdisciplinary Perspective:** Marketing Now Intersects With Fields Like Psychology, Data Science, And Technology. A Comprehensive Teaching Philosophy Should Embrace This Interdisciplinary, Fostering A Deeper Understanding Of Consumer Behavior And Analytics.
3. **Critical Thinking And Creativity:** Encouraging Students To Think Critically And Creatively Equips Them To Solve Complex Marketing Challenges. Innovative Problem-Solving Methods And Brainstorming Activities Should Be Central To Teaching Strategies.
4. **Ethics And Sustainability:** Modern Marketing Places A Strong Emphasis On Ethical Practices And Sustainable Strategies. Instilling These Values In Students Prepares Them To Make Responsible Decisions In Their Marketing Careers.
5. **Technological Adaptation:** The Rise Of Digital Marketing, Artificial Intelligence, And Big Data Analytics Requires Students To Be Tech-Savvy. Teaching Should Incorporate Digital Tools, Platforms, And Emerging Technologies To Build These Competencies.
6. **Student-Centered Learning:** Empowering Students To Take An Active Role In Their Education Through Collaborative Learning, Discussions, And Personalized Feedback Enhances Engagement And Retention. This Teaching Philosophy Ensures That Marketing Education Aligns With The Demands Of The Modern Business Environment, Preparing Students To Thrive In A Rapidly Changing And Competitive Global Market.

Consumer Well-Being In Asian Contexts Is A Multifaceted Concept Influenced By Cultural Values, Social Norms, And Economic Conditions. Unlike Purely Individualistic Perspectives Often Emphasized In Western Societies, Asians Often View Consumer Well-Being Through A Collective And Culturally Rooted Lens.

Key Aspects Include:

1. **Family And Community-Centric Values:** In Many Asian Cultures, Consumer Well-Being Is Closely Tied To The Well-Being Of The Family And Community. Purchasing Decisions Often Prioritize The Needs Of The Collective Over Individual Desires, With A Focus On Products Or Services That Benefit Loved Ones.
2. **Cultural Harmony:** Consumer Well-Being Is Linked To Harmony And Balance, Emphasizing Ethical Consumption, Sustainability, And Alignment With Traditional Values. For Example, Products That Respect Environmental And Social Responsibilities Resonate Strongly With Many Asian Consumers.
3. **Health And Quality Of Life:** Asians Place Significant Importance On Health, Both Physical And Mental, As A Core Component Of Well-Being. The Rise In Demand For Organic Foods, Wellness Products, And Preventive Healthcare Reflects This Prioritization.
4. **Spiritual And Emotional Fulfillment:** For Many Asians, Consumer Well-Being Extends Beyond Material Satisfaction To Include Spiritual And Emotional Enrichment. Brands That Incorporate Mindfulness, Self-Care, Or Cultural Heritage In Their Offerings Appeal Strongly To This Aspect.
5. **Economic Stability And Value For Money:** In Emerging Economies Across Asia, Economic Security Is A Crucial Factor. Consumers Prioritize Affordability, Value For Money, And Long-Term Benefits When Assessing Their Well-Being In Relation To Consumption.
6. **Technological Integration:** With The Rapid Growth Of Technology In Asia, Digital Platforms Have Become A Tool For Enhancing Consumer Well-Being. Access To E-Commerce, Online Education, And Health Apps Allows Consumers To Achieve Greater Convenience, Connectivity, And Empowerment.

In Conclusion, Consumer Well-Being In Asia Is Deeply Influenced By Cultural Values, Collective Priorities, And The Evolving Socioeconomic Landscape. Businesses Aiming To Connect With Asian Consumers Must Understand And Align With These Dimensions To Foster Trust, Loyalty, And Satisfaction.

Online Marketing Has Transformed The Way Businesses Interact With Customers, Particularly In A Diverse And Dynamic Market Like India. With The Rapid Adoption Of Smartphones, Affordable Internet, And The Proliferation Of E-Commerce Platforms, India Has Emerged As A Global Hotspot For Online Marketing. However, Ensuring Customer Satisfaction In This Highly Competitive Landscape Is Crucial For Long-Term Success.

India's Digital Landscape Has Seen Exponential Growth Over The Past Decade. According To Recent Reports, The Number Of Internet Users In India Surpassed 800 Million In 2023, With E-Commerce Sales Contributing Significantly To The Economy. Platforms Like Amazon, Flipkart, And Myntra, Alongside Regional Players And Niche Platforms Have Created A Robust Online Marketplace. The Convenience Of Digital Payments, Cash On Delivery Options, And Localized Marketing Strategies Has Made Online Shopping Accessible To Urban And Rural Populations Alike.

Despite These Advancements, Customer Satisfaction Remains A Key Determinant Of Success For Businesses Engaging In Online Marketing. Factors Such As Trust, Convenience, Value For Money, And Customer Service Significantly Influence Consumer Loyalty And Brand Perception.

Leong Et Al. (2016) Enhance The Comprehension Of Consumer Well-Being By Illustrating Its Cultural Influences Within Asian Societies. Although Material Well-Being Continues To Hold Significance, The Focus On Family, Social Harmony And Emotional Well-Being Emerges As Crucial Elements In How Consumers In Asia Assess Their Lives And Overall Satisfaction. This Insight Is Essential For Marketers, Policymakers, And Researchers Seeking To Connect With Asian Markets Or Investigate Cultural Variances In Consumer Behavior.

The Research Conducted By Muniraju Et Al. (2017) Plays A Crucial Role In Enhancing The Comprehension Of False Smut Disease Within Rice Ecosystems, Especially In Karnataka, India. Through An Analysis Of The Interplay Between Environmental Conditions, Farming Practices, And The Severity Of The Disease, The Authors Emphasize The Intricate Nature Of Managing False Smut. Their Results Stress The Necessity Of Implementing Integrated Disease Management Approaches, Which Encompass The Adoption Of Resistant Varieties, Appropriate Cultural Practices, And Careful Application Of Fungicides To

Reduce Yield Losses.

Chitra And Shobana's (2017) Research Offers Significant Insights Into The Elements That Affect Customer Satisfaction In The Realm Of Online Marketing In India. The Study Emphasizes The Increasing Significance Of Aspects Such As Shopping Convenience, Security, Reliability Of Delivery, And Tailored Experiences In Fostering Customer Satisfaction. Nevertheless, Obstacles Concerning Logistics, Product Quality, And Internet Accessibility Persistently Impact The Online Shopping Experience In India. To Enhance Customer Satisfaction, It Is Essential For Businesses To Tackle These Challenges While Also Capitalizing On Emerging Trends Like Mobile Shopping And Personalized Marketing.

Evans (2009) Offers A Comprehensive Examination Of The Online Advertising Sector, Focusing On Its Economic Foundations, Development, And The Increasing Privacy Issues That Accompany It. The Study Emphasizes The Economic Effectiveness And Precision Of Targeting In Online Advertising, Which Have Contributed To Its Swift Expansion. However, It Also Points Out The Significant Challenges Related To Privacy. As The Online Advertising Landscape Progresses, It Is Essential For Stakeholders To Tackle These Privacy Concerns By Promoting Enhanced Transparency, Obtaining User Consent, And Establishing Strong Regulatory Measures To Guarantee That The Advantages Of Targeted Advertising Do Not Compromise Consumer Privacy.

Putrevu's (2010) Study Offers Significant Insights Into The Variations In Information Processing Between Genders And The Implications Of These Differences For Advertising Responses. By Examining The Cognitive, Emotional, And Neurological Elements That Influence Gender-Specific Information Processing, Advertisers Can Develop More Effective And Targeted Campaigns That Appeal To Both Male And Female Audiences. Customizing The Content, Presentation, And Tone Of Advertisements To Align With These Distinctions Can Enhance Engagement, Increase Customer Satisfaction, And Ultimately Boost Marketing Effectiveness.

Objective Of The Research

1. The Main Objective Of The Study Is To Assess Consumer Satisfaction With Digital Marketing.
2. To Comprehend The Factors That Contributes To Client Satisfaction In Digital Marketing.
3. To Investigate The Factors That Influence Customer Satisfaction In Relation To Digital Marketing.

Data Collection

The Methodology For Sampling Was Employed To Obtain The Samples. A Convenient Sampling Strategy Was Utilized. The Size Of The Sample Comprised 123 Participants.

Research Methodology

Primary Data: Data Was Collected Through A Standardized Questionnaire That Consists Entirely Of Closed-Ended Questions. The Questionnaire Includes Queries Regarding The Level Of Satisfaction Consumers Experience With Digital Marketing. The Primary Source Of Information Comes From The Questionnaires That Were Distributed Directly To Respondents.

Secondary Data: For The Purpose Of Study Secondary Data Is Collected From Web, Journal, And Magazine Data.

Limitations Of The Study

1. The Research Was Carried Out Over A Limited Timeframe, Which Hindered The Investigator From Broadening The Scope Of The Study.
2. The Findings Of This Research May Not Be Relevant To All Contexts, As It Was Performed Exclusively In Chennai.
3. Owing To Time Constraints, The Total Number Of Responses Collected Was 123.

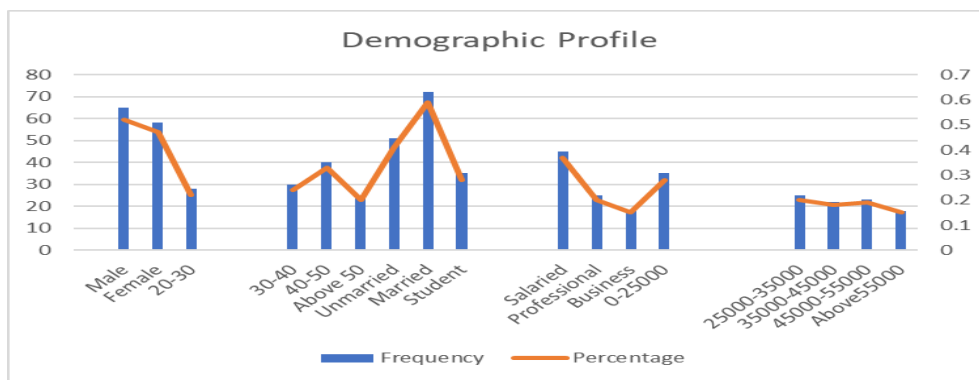


Fig. 1

DATA ANALYSIS AND INTERPRETATION

The Demographic Distribution Of The Participants Is Presented In The Table Above. Males Constitute 52% Of The Overall Respondents, Whereas Individuals Aged Between 40 And 50 Account For 33%. Among The Respondents, 59% Are Married, With 37% Holding Stable Employment And 28% Earning Less Than \$25,000 Monthly.

TABLE I: DEMOGRAPHIC PROFILES source: primary data

Demographic	Categories	Frequency	Percentage
Gender	Male	65	52%
	Female	58	47%
Age	20-30	28	22%
	30-40	30	24%
	40-50	40	33%
	Above 50	25	20%
Marital Status	Unmarried	51	41%
	Married	72	59%
Occupation	Student	35	28%
	Salaried	45	37%
	Professional	25	20%
	Business	18	15%
Income(Pm)	0-25000	35	28%
	25000-35000	25	20%

	35000-45000	22	18%
	45000-55000	23	19%
	Above55000	18	15%

table ii-factors influencing consumers to choose digital marketing source: primary data

Reasons	Frequency	Percentage
Clarity	27	30%
Accessibility	19	16%
Payment Accessibility	17	14%
Easy-To-Buy	16	13%
Service-Oriented	16	13%
Delivery Status And Order Details	14	11%
Returns	14	11%
Total	123	100

Based On The Table Presented, Consumers Exhibit A Strong Level Of Confidence In The Information Available Through Digital Media, With 30% Expressing This Sentiment. Additionally, 16% Find The Platform User-Friendly, While 14% Appreciate The Flexible And Straightforward Payment Options. Furthermore, 13% Of Buyers Are Assured By The Ease Of The Purchasing Process And The Quality Of Customer Service. The Digital Medium Also Facilitates Return Policies And Offers Clients 11% Of The Information Regarding Order And Delivery Status.

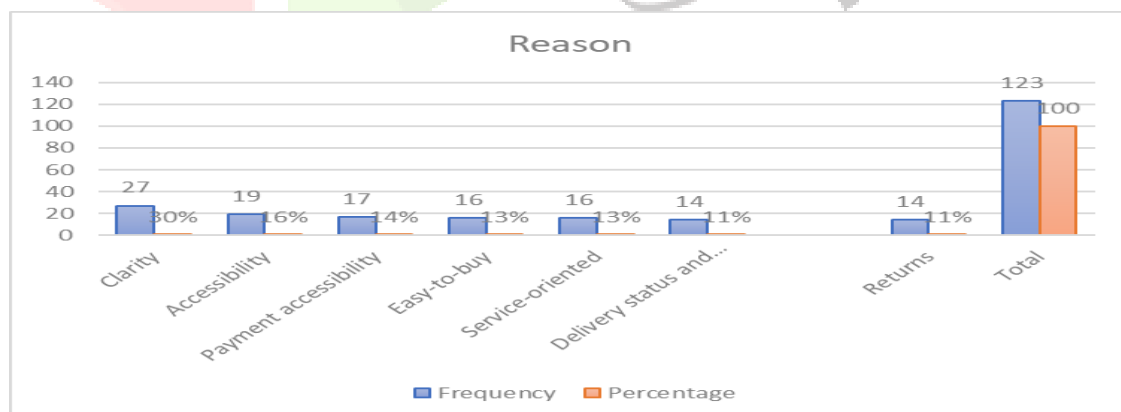


Fig. 2

TABLE III: REASONS VS LEVEL OF SATISFACTION source: primary data

Reasons	Sa	A	N	Da	Sda
Clarity	22	62	35	3	1
Convenience	27	59	31	4	2
Payment Accessibility	36	56	22	7	2
Easy Buying	29	70	20	2	2
Service-Oriented	17	59	37	8	2
Delivery Status And Order Summary	30	64	22	5	2
Returns	18	58	38	6	3

One-Way Anova Was Employed To Analyze The Previously Mentioned Table, And The Findings Indicate That The Analysis Yields Significant Results At P 0.05. Consequently, These Criteria Represent The Factors Influencing Customer Satisfaction In The Realm Of Digital Marketing.

Summary Of Data						
	Treatments					
	1	2	3	4	5	Total
N	7	7	7	7	7	35
Σx	179	428	205	35	14	861
Mean	25.5714	61.1429	29.2857	5	2	24.6
Σx^2	4863	26302	6367	203	30	37765
Std. Dev.	6.9007	4.7056	7.7828	2.1602	0.5774	22.0857
Result Details						
Source	Ss	Df	Ms			
Between Treatments	15772.4	4	3943.1	$F=145.68103$		
Within Treatments	812	30	27.0667			
Total	16584.4	34				

F-Ratio = 145.68103. The P-Value Is < .00001. P.00001. The Result Is Significant At P < .05

Results And Recommendations Of The Research.

1. Out Of A Total Of 123 Participants, 52% Identified As Male, With A Notable Preference For Digital Marketing.
2. Among Those Surveyed 33% Of Individuals Aged 40 To 50 Expressed Comforts With Cashless Transactions.
3. Additionally, 30% Of Consumers Reported Being Aware Of The Information Available Through Digital Media.
4. Furthermore, Respondents Indicated That They Find The Platform Easy To Use (16%) And Appreciate The

Straightforward And Flexible Payment Options (14%).

5. Customer Satisfaction With The Purchasing Process Is Evident, As 13% Of Participants Find It Easy To Access Customer Support. The Digital Platform Also Facilitates Return Policies And Provides 11% Of Clients With Updates Regarding Their Order And Delivery Status.

Suggestions

1. Given That Convenience Is The Foremost Motivation For Transitioning To Digital Platforms, E-Retailers Must Ensure That Their Website Processes Are Designed To Be User-Friendly And Cost-Effective.
2. To Enhance Consumer Trust, The Online Retail Sector Should Consider Integrating Third-Party Insurance.
3. Timely Delivery Accuracy Is Essential And Should Not Be Delayed.
4. Additionally, Implementing Safety Measures Can Help Mitigate The Risk Of Encountering Fraudulent Websites.

Conclusion

The Findings Of The Study Indicate That Consumers Are Increasingly Steering Clear Of Direct Interactions With Retailers, With All Sectors Moving Towards Digitization. This Shift Is Influenced By Several Constraints, Such As Time, Financial Resources, And Health Considerations. Consumers Express A Preference For Purchasing Products From Established Online Retailers That Offer High-Quality Packaging, As This Enhances Their Sense Of Comfort And Security. Furthermore, They Trust That Reputable Websites Are Not Involved In Payment System Fraud. Consequently, It Can Be Concluded That Digital Marketing Is Poised To Supplant Traditional Marketing, Driven By Customer Satisfaction.

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