

The Impact of Digital Marketing and Digital Channels on Customer Purchase Decision

Amina Shakil¹ and Akif Sohail¹

1. Research Scholar, DHA Suffa University, Karachi, Sindh, Pakistan

Corresponding email: akif111995@gmail.com

Abstract

Digital marketing is the most effective and modern tools for the marketing industry. This highly impact the purchase decision of the customer. Firms uses different strategies related to the marketing to attract the customers for the purchase of their products. This study aims to investigate the impact of the digital marketing channels on the customer purchase decision making. Quantitative approach is applied to the following study the data was collected through an online questionnaire that was designed focusing on three main variables of our research, Digital marketing, Digital channels, and customer purchase decision. The questionnaire was uploaded on different social media websites and the data was collected through nonprobability convenient sampling and all those participants that are engaged in buying products from digital channels due to digital marketing were asked to fill the online questionnaire as a result of which 141 responses were collected and recorded in the SPSS software. The results of this study has found that digital marketing channels has a highly significant impact on the decision making of the customer regarding their purchase.

Key Words: *Digital Marketing; Digital Channels; Customer; Decision Making; Purchase*

Introduction

The classic definition of marketing proposes that how a marketer would grab the attention of its potential customers and would engage them for buying his goods or services. It is basically how the companies research, promote, sell, and distribute their goods and services within the potential customers and buyers. However, the people of 21st century have opened their eyes in an era where the world is digitalizing, and many companies are adapting the new pattern of marketing known as the digital marketing. Digital marketing involves the marketing activities that are carried out through digital channels; in this way the advertiser can connect with their potential customers in most rapid and cost effective manner may the customers be in any part of the world. As time passes by the mode of connection and communication has taken turns from the traditional means to the digital means. Digital marketing and media allows marketers and companies a channel through which they can interact and communicate with the customers effectively and in a cost efficient manner. Digital marketing can help marketers to promote their

products at a higher reach in less time and in low costs. In the current era digital marketing may allow the customers to reach the new marketplaces globally through digital means the marketers may too enterprise globally for investments and businesses. Carrying out a digital marketing campaign is feasible, and the targeted audience may be reached to them at lower cost in lower time as compared to the traditional marketing methods. However, the digital marketing purposes may play a vital role in building successful relationships with them. Digital websites are a gateway that the consumers may visit anytime they wish, they may scan, search and skim through the digital marketing websites and make a choice on whatever they wish. The digital or electronic client relationship epitomizes the change in process of employees taking care of the customers to customers taking care of themselves that make them active part of the buying and servicing process. Our research will mention the impact of digital marketing on the customer purchase decision that are the buying preference of the customers are affected by the effort of digital marketing or not.

Literature Review

A study was carried out on the impact of website quality dimensions on customer satisfaction in the b2c (business to consumer) e-commerce context (Lin, 2007). The study focusses on the fact that how important is the role of website in customer satisfaction and how the information and the service of the website is affecting the satisfaction of customers because in online purchase of things it becomes very important for firms that the platforms i.e. website they are using should be designed diligently and they should have qualities like fast service, enough information and great interactivity. This study has taken seven variables in consideration and their effect on customer satisfaction has been tested and analyzed. These seven variables are website of the design, website interactivity, information available on the website, level of security, how responsive the website is, trustworthiness and empathy. The questionnaires were distributed to more than three hundred undergraduate students because the study was based in Taiwan and the major users of internet are college/undergraduate students. The structural equation modelling (SEM) approach was used, and reliability tests were conducted. The results show that website design has greater impact on customer satisfaction than interactivity. The findings also tell us if the quality of information and security is good then there are chances for more customer acquisition while responsiveness has its significant impact on customer satisfaction too. The research had some limitations like the surveys were only conducted on students and more variables can be examined by the future researchers and as the study was conducted in Taiwan it only takes in account only their culture and situation.

The effects of social media on purchase decision as social media has changed the ways of interactions and communication all over the world it was studied by (Funde Yogesh, 2014) There is ample amount of information is available online and that affects the minds of the people. The

use of social media and social networking sites has increased tremendously, and this trend is expected to grow further in future. There are millions of people online at one time on social networking sites like Facebook, Instagram, and Twitter where they get awareness and information regarding different brands, products, and services. These people can review these products on social networking sites; they can give recommendations to many of their friends and family. These modern trends has increased the scope for marketers as well because they can attract a much bigger section of audience through social media and the kind of experience, they create for them has gained more importance in recent times. This study aims at the significance of how social media plays its role in purchase decision and how social media marketing, recommendations and reviews affect the customer purchase decision. This was exploratory research. The primary data was collected directly from more than 130 respondents. The results show that majority of people of has search about the purchase on social media before making the actual purchase as it convenient for them to get know how of the thing they want to purchase. The findings also tell us that there is significant level of trust among the people who happen to be strangers on social media because they trust recommendations and reviews given to them. The data was collected online that can be counted as a limitation.

Research on the role of digital and social media marketing in the behavior of the consumers conducted by (T.Stephen, 2015) included a number of published researches that mainly focused on the five elements which included that how digital environment effects the behavior of the consumers, how the digital culture is changing the lives of the customers, to what extent the customers respond to the digital advertisements and digital marketing on mobile and online word of mouth. An explanatory method is used to explain the variables and to conclude the research. However, the findings concluded that people in today and coming era are being digitally advanced and they look up to the online word of mouth, online reviews of information that is available online when they intend to carry out a purchase. However, for future research the study on the following topic may be carried out on a large and expanded manner that should consider the behavior of customers other than the word of mouth and reading online reviews also this research does not contain the effects of various digital channels like social media or mobile internet that may play a considerable role in shaping the behavior of the customers another recommendation for future research that may be adapted from the following study is that in future the customer privacy issues must be considered as well when it comes to digital marketing or social media. Certain limitation that may exist in the following research is that it did not considered any kind of primary or quantitative data that would have shown statistics to prove the research objective, the conclusions stated that the behavior and psychology of consumers have changed big time when it comes to digital and social media marketing.

Study conducted on the impact of digital media on brand loyalty and brand positioning by (Prof.Dr.Rizwan Raheem Ahmed, 2015) aimed to understand and analyzed that how these new mediums of communication has transformed things for companies and how they can utilize them to engage with customers and can benefit there brand by creating better customer loyalty. According to this study it is important for marketers to understand the factors that count in building brand loyalty and coming up with better positioning strategies for digital platforms because soon there will be times when majority of the audience will be shifting to these new mediums. The methodology used for this research is that they interviewed relevant marketers from various FMCG companies, and they also interviewed many of consumer and also digital media experts as well. These interviews were based on questionnaires as part of primary data and for secondary data books, internet and research papers were used. The study concludes that digital media has changed the dynamics of advertising as there is scope of reaching greater number of people and today consumers are interactive, they have questions, they have suggestions, and they are very vocal about these experiences more than ever. Social media platforms are extremely relevant to create brand awareness. The more effective the company will be in utilizing these platforms they will find their brands in better positioning.

To obtain the impact of digital media on brand loyalty and brand positioning (Yasav, 2015) carried out a study, since the world is becoming technologically advanced this study relates to the fact that customer buying preferences might be affected by this advancement, consumers of today spend a lot of time on mobile phones and go through a detailed research process by browsing and collecting the information online about the products they want to buy, looking into this trend the retailers and marketers definitely want their blog or site to look presentable and attractive, the following study sheds light on the strategies that marketers take into account digitally to attract their customers and whether these strategies are effective or not. The data for the research was obtained by surveying the respondents that were resided in the US, who were bank card holders or national shoppers and were 18 or above of age. They were asked a series of questions through the survey that was conducted face to face. The results of the survey were weighted up to US census proportions and were displayed graphically through figures that indicated digital technology and advancement has changed the consumer preferences over time and consumers nowadays are majorly looking forward you make the use of digital tools in order to get information, exciting new offers, sales, or coupons for the purchase they want to make, therefore the traditional way of marketing is also highly depended upon digital marketing. The study concludes that marketers or retailers can attract their customers by maintaining a good interface website or by digitally providing the customers about customer alerts, in order to engage the customers digitally as the consumers are now looking forward to digital tools also in this manner the customer loyalty towards the brand is also increased.

With the aim to understand the usage of digital marketing channels in SMEs (small and medium size enterprises) (Taiminen & Karjaluoto, 2015) conducted a study. The world has increasing becoming digitalized and this digitalization has become an integral part of our routines. Almost all big companies are having strong digital presence and trying to utilize this area to fullest for the betterment of their businesses as millions of people are there on the digital platforms. This study aims to understand that how small and medium size businesses are using these digital marketing tools to enhance and grow in the market. They interviewed managers of different SMEs in the first phase and in second phase a survey was sent to board members of different small and medium size enterprises. The results show that these SMEs are not utilizing digital media completely and that indicates that they have not understood that how important digitalization is for them to grow in today's world. The research had its limitation as this research has taken one region in consideration. Future researchers can explore more regions and can understand their dynamics as well.

(Mrs.K.R. Mahalaxmi, 2016) Studied that how digital marketing implies to the consumer buying behaviors decisions, they further considered the fact that whether the customers are aware of digital marketing and what digital channels are they fond of. The study also took notice of the fact that when customers are making a purchase online what kind of products or goods they usually go for. The following research consisted of both primary and secondary data to explain the variables the primary data was obtained through questionnaires which was filled from 50 respondents that were resided in the state of Trichy and the secondary data was collected from articles, books and journals. However, they used the chi square test to analyze the data, the following research also showcased a research model that clearly showed that how digital marketing is impacting the customer purchase decisions and that what category of goods people ought to buy when it comes to buying products through digital channels however the findings of their data clearly showed that people of the state in Trichy are well aware of the different digital channels, may it be social media, blogs, websites or emails the findings revealed that income of the customers does not limit them to buy any kind of product however the top preference of the customers may be buying of electronic goods when they are shopping through digital means also a very prominent finding of the research indicated that digital channels are not influencing or supporting in change of the consumer opinion towards purchasing a product but they are influenced by the effective and prominent advertisements being showcased on digital channels. The study however is carried out on a very small geographical scale in the state of Trichy, the research on the following topic would be more useful and may provide accurate results that may differ the existing results when this research is carried out on a layer geographic area, also the exact measures on the variables might not be obtained because of such a small sample size and that too belonging to a single small sample population.

The following research was carried out by (Reddy, 2016) and indicated the impact of digital marketing on the consumer decision making process in Nikes customer retail operations for the region of south Africa, this research was carried out considering the fact that the technological advancement has influenced and changed the customer decision making processes, to carry out the research a hybrid approach was used that consisted of exploratory and descriptive research the descriptive research consisted of the secondary data obtained through books, articles and journals and the exploratory research consisted of primary research that was obtained through open ended interview questions that were asked either face to face or telephonically from the respondents and Atlas.ti software was used to analyze the results. The research questions were divided into three main categories the first research question answered to the fact that what is the implication of digital marketing on the behavior of the customers the answers showed that customers today are whole heartedly adapting the new trend of digital marketing and they feel more connected and loyal to the firms that are updating and engaging their customers through digital means it showed that consumers are definitely influenced by the new trend of digital marketing. The second question revolved around the fact that what impact does digital marketing leave on the retailer of Nike in South African market, the answers to this question showed that Nike is such a firm that is already incorporating more digital marketing strategies into its system they cater on a vast range of digital platforms however in order to attain customers satisfaction and loyalty they are adopting new digital marketing initiatives into their marketing strategies. The last question combined the first two questions and centered around the fact that what impact does the digital marketing have on the customer decision making regarding Nikes products in South Africa. The results to which showed that customer decision making process is largely affected by digital marketing in fact some customers may choose among different alternatives and decide what they want to buy even before entering the retail outlet just by browsing and collecting the information through digital channels. The future research related to the following topic maybe carried out by using the quantitative approach also in future the study can consider additional factors when it comes to customers decision making process and digital marketing whose results may differ from the following study.

Due to the ongoing hype of digital marketing and how it is becoming more popular in recent times a study was carried out to analyze the impact of digital marketing on the buying behavior of the young generation at big bazaar that is located in Udupi (D.M. Arvind Malik, 2017), although it is seen that older generations are also well affected by the recent digital marketing strategies and techniques but however the research focused and interacted with the younger audience only. The study was carried out through questionnaires and 250 people responded to them. Probability convenience sampling was used to obtain the questionnaires results and used weighted mean score and percentage method to analyze the results the findings illustrated that

big bazaar is considered at number 1 retailer in India and is carrying out a number of promotional activities in order to get hands on the effectiveness of digital marketing the study concluded that customers believed that advertisements that are displayed through digital market are more effective rather than traditional means advertising like banners or papers also the consumers believed that those companies that leverage digital marketing will have better and growing businesses. Such a vast retailer store like big bazaar should also consider selling products through online portal or website, as the use of internet and digital technology is increasing in India as well as the whole wide world it can be used well to promote the image and well-being of a brand in the markets. However, the study only focused on a single firm a small geographic scale that may not be very much effective in the long run.

A study was carried out on the impact of increasing customer loyalty and the study were focused on Dhaka in Bangladesh (Arifur Rahman Khan, 2017). As the world is getting digitalized and digital marketing has changed the course of the game to great extent. The process of customer acquisition and maintaining strong relationship with them has also changed in the era of digital media and digital marketing. This study was an attempt to understand that what factors are relevant to get customer loyalty in online purchases and also what important factors are needed in order to maintain that loyalty and also how firm's online performance plays its part in maintaining the ties with the online customer. It was a descriptive research and data was collected through both qualitative and quantitative platforms. In quantitative, a survey was conducted on random people with more than 150 respondents and exploratory factor analysis and spss software were used to determine results. And for gathering qualitative data internet, books and articles were used. Ten variables were taken in consideration and out of them four became relevant. The variables taken were relevant content, frequent update, quick delivery of goods/Service, popular content, available content, repetitive purchase, personalized notification time effectiveness, cost effectiveness and prompt feedback. The four factors that are important in maintaining and increasing customer loyalty according to this study are personalized notifications, relevant content, brand recognition and 24/7 appearance. The research had its limitations too like it was focused on one city Dhaka and there is scope for conducting the research on various other cities around the world because city/country has its own dimensions and culture diversity and there are so many variables that can be taken in account by the future researcher as well because this study was based on the above mentioned ten variables.

They identified the impact of social network marketing on the purchase intentions of consumers in Pakistan they considered consumer engagement as an intermediary to find out the results of the data (Areeba Toor, 2017), to explain the research objective a survey was carried out in the form of the questionnaire and quantitative approach was applied in the research the questionnaire consisted a number of questions that related to social network marketing,

consumer purchase intention and customer engagement they used chi square test, goodness of fit test and root mean residual to analyze the accuracy of the data. The findings of the following research indicated that in the fast moving world today where the use of internet and digital network marketing is at full boom Pakistanis are also very much influenced by the social media networking also the marketers in Pakistan must develop effective and efficient social media marketing strategies as it is going to help them to gain higher returns. Consumers of recent time are dependent upon social media sites when they consider buying a product consumers tend to get attached to the brands that offer convenient and user friendly social media page interface that allows them to check reviews and provides them knowledge about their future purchase. Companies that maintain well-established social media sites are able to influence and grab the attention of the consumers. The study however provided close ended questionnaire that may provide varying results from that if the questionnaire was open ended. Also, in the future studies an idea is proposed to search on the e-WOM factor rather than social media also the intermediary maybe changed from customer engagement to some other factor to obtain width in results.

In the following paper it is discussed that customer purchase decisions and buying behaviors vary and switch time to time depending on quality, taste, ease of service of due to perceived convenience (Jesintha, 2018). The world is now being digitalized and the digital advancement and technology is also affecting the customer purchase decision the study therefore analyses this objective that what is the impact of digital marketing on customer purchase decisions also that what kinds of products the customers tend to purchase using a digital channel. To analyze the results the data was collected from primary as well as secondary resources, the primary data was collected through questionnaires from 90 customers randomly that belonged to the Kanyakumari region the collected data was interpreted using Garrett ranking techniques and factor analysis . The results however concluded that there are certain main factors that affect the digital marketing which are cost, convenience, product, and seller related information and when it comes for making a purchase online the consumers are very much concerned for their personal information that they are providing because they fear to face a scam. Also, some responses showed a trend that they considered online purchases are for higher prices rather than the retail store so marketers must provide enough information for customers on the digital channels regarding the price and overall information of the product.

Social media is one of the most effective and commonly known channels that where advertisements and digital marketing strategies are applied the aim of the following research was to analyze the main components that affected the purchase intentions of the customers (Alalwan, 2018). The data was collected through survey questionnaire from 437 respondents and the data was analyzed using the reliability, validity, and SEM modelling and multi co linearity tests. The results showed that worldwide companies and organizations do spend a lot of money on social

media and digital advertising but the factors that are proven to be most effective in the customer purchase intention are instructiveness the customers will make a purchase from a site they feel most interacted with in terms of digital interaction the second factor is informativeness, if consumers are browsing through the internet and they come across a useful source of information about a product on social platform they might make a purchase for that product also the study showed that social media ads must be relevant and according to the needs of the customers only then customers will showcase apposite buying behavior. The study concluded that customer purchase decision is largely affected by performance, expectancy, hedonic motivation, interactivity, and perceived relevance on digital and social media platforms. However, the study does not consider any demographic factors or personality traits of the customers which the future studies can consider for the following topic.

(Dr.K.V.Nagaraj, 2018) Carried out research that portrays the impact of digital marketing in consumer purchase decisions the research was carried out in the district of Visakhapatnam, the data was collected through questionnaires the sources of the following study were both secondary as well as primary. A response from 100 respondents was taken and the SPSS software was used to code interpret and compute the results for the data using Cronbach alpha and chi square tests. The findings of the result were able to show that in India the digital marketing is taking over the traditional means of marketing the future of digital marketing is very bright and effective in today's world. The advanced technology and online e commerce is manipulating the former business models therefore the marketers should also transform and change from traditional marketing to digital marketing in order to flourish and see growth in their business. However, the future studies maybe conducted in a larger geographic area for the following topic also the future studies may indicate an intermediary when it comes to find the impact of digital marketing on consumer decisions. Small sample size and time constrains were the major implications from the following study.

The following study was carried out to analyze the influence of digital marketing in the purchase decision of the consumers and that what kind of products are bought through digital channels (Dr.S. Chandrasekaran, 2020). The study contained both primary and secondary data the primary data was collected through a questionnaire and the secondary data was collected through articles, journals, and books they used weighted average techniques and independent t-tests to compute and analyze the data. The findings showed that customers profoundly used online advertising and social media marketing when it comes to buy a product using digital channels the results concluded that consumers are positive about the purchases, they make online using the digital channels this show that there is a bright future for digital marketing through digital channels. The research concluded that consumers make a purchase online irrespective of their education, gender, or family background. The limitation that implies with the research is that

they conducted the study on a very small scale for limited population future research maybe carried out using the factors that reflect the problems of consumers when making a purchase online through digital channels.

Methodology

Quantitative approach is applied to the following study the data was collected through an online questionnaire that was designed focusing on three main variables of our research, Digital marketing, Digital channels, and customer purchase decision. The questionnaire was uploaded on different social media websites and the data was collected through nonprobability convenient sampling and all those participants that are engaged in buying products from digital channels due to digital marketing were asked to fill the online questionnaire as a result of which 141 responses were collected and recorded in the SPSS software. The data was collected in May 2020 within a two weeks' time.

Results and Findings

Descriptive Statistics

The table 1 for descriptive statistics shows that there are 141 responses recorded for the three variables the minimum value for the independent variables are 5 and that for dependent variable is 7 also the maximum value for all three variables are 25 the mean is varying but the standard deviation shows that the data is normally distributed, and all the variables have the standard deviation of 3.3 that shows the data is closely related and is reliable.

Table 1 Descriptive Statistics

Constructs	Number	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing	141	5	25	20.418	3.35763
Digital Channels	141	5	25	20.128	3.38874
Customer Purchase Decision	141	7	25	17.809	3.35072

Reliability Statistics

The value of Cronbach alpha for digital marketing is 0.767 or 76.6% which is near to 1 and so it is significant and good in terms of testing the internal consistency of all the items that were included, all the items of independent variable digital marketing are closely related. The Cronbach alpha value for digital channels is 0.735 or 73.5% this is also an independent variable, and the results show that all the items included are internally consistent and closely related. So the items are reliable in terms of testing out the results. The Cronbach alpha value for our dependent variable customer purchase decisions is 0.636 or 63.6% the value is moderate, and it is still reliable however the internal consistency of the items included in this dimension are somewhat related to each other.

Table 2 Reliability Statistics

Construct	No. of Items	Cronbach Alpha
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Digital Marketing	5	0.767
Digital Channels	5	0.735
Purchase Intention	5	0.636

Hypothesis Testing

A regression test was run to test for the null hypothesis. Digital marketing and digital channels were the two independent variables and customer purchase decision was the dependent variable.

H₀: there is no significant impact of Digital marketing and Digital channels on customer purchase decisions.

Table 1 shows the model summary that represents the value of R square is 0.261 i.e. 26.1% the independent variables that we have selected of digital marketing and digital channels have only 26.1% impact on the dependent variable that is the customer purchase decisions, however the remaining void may be filled by taking in account other variables that have not been mentioned here due to which this is rather a weak model and not a strong one, but the following model is significant in predicting the dependent variable. The regression significance value for the model is 0.000 that is less than the alpha value 0.05; since the alpha value is greater than the significance value, we will reject the null hypothesis. Therefore, the test proves that there is significant impact of Digital marketing and Digital channels on customer purchase decisions.

Table 3 Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.226	1.686		3.692	0.000
1 Digital Marketing	0.245	0.088	0.246	2.779	0.006
Digital Channels	0.327	0.087	0.33	3.734	0.000

a. Dependent Variable: Customer Purchase Decision

Discussion

The findings of the following research are well aligned and consistent with the literature review as the literature review of our research shows that customer purchase decisions of today's era are largely affected and by the new form of digital marketing. The literature talks about the customers purchase decisions being shaped due to digital marketing, social media awareness and promotional activities that are carried out on digital channels. Customers of today are depended upon digital tools for making their purchases as they find it more convenient and time saving. The findings of our research shows that the model generated shows a significant impact of digital marketing and digital channels on customer purchase intentions. The results and findings of our

research conclude the following essential findings that are aligned and consistent with the existing literature:

- Majority of the customers believed that digital marketing provides valuable information to the customers in order to make a purchase they believed that digital marketing is helpful in complementing and enhancing the use of traditional media, customers strongly agree to the fact that effective advertisement through digital marketing is better and more effective than traditional method of marketing.
- A significant number of respondents agree that those companies leveraging digital marketing will increase better services and it will help their business grow, also the customers are now admiring that effective advertisement in digital marketing is better than banners, papers or electronic media.
- Respondents believed that customers of today find digital channels as a great platform for making purchases they believe that it can save their time and help them avoid crowds also digital channels help them to locate everything in one place.
- The respondents also strongly agreed that digital channels allow them to make purchases online 24/7 as compared to traditional buying methods and that digital channel frames and affects their purchase decisions.
- Considerable number of respondents agreed to the fact they are satisfied by their purchases made through digital channels and they enjoyed the experience of making purchases online through digital channels. However, there are certain customers that are not always happy about their post purchase behavior, and they sometimes feel bad about making a purchase online through digital channels.

Conclusion

The findings that are obtained from the research contribute to the body of literature review in a number of ways firstly it can be concluded that in the fast growing world of digital technologies and digital advancements the preferences and the purchase decisions of Pakistani customers is also affected and has been changed, customers today rely massively on digital tools whenever they want to make a purchase may it be for gaining the information about the product or whether they want to make a purchase right away, secondly customers purchased decisions are triggered largely by the online advertisements being displayed on digital channels so it a great opportunity for marketers to pay keen attention on digital marketing of their products and should design different marketing strategies in order to grab the attention of customers. The research further concluded that digital channels are an affective and a very convenient platform for the customers to make purchases they tend to agree that shopping through digital channels and online portals have saved them time and helped them to avoid crowd also the customers can be

shop 24/7 throughout the clock whenever they want to unlike the traditional methods of purchasing goods. Lastly it is concluded that the customer buying preferences in today's era are changed and improvised customers now find it more convenient to make a purchase online and locate everything at one platform, also they find it more time saving and accessible rather than traditional methods of purchasing and marketing.

Recommendation

The results gained from analyzing the data states that customers believe that those companies leveraging digital marketing will flourish more and will grow in future so the producers and marketers must incorporate effective digital marketing strategies and activities into their system or organizations. It is suggested to the manufacturers and to maintain a well-informed website or their related goods if they want to make profitable relationships with the customers of today because the customers are most likely to make a purchase when they are able to locate everything on one platform. Having a user friendly interface and well maintained websites it essential for marketers to gain higher returns and maintain profitable relationships from the customers.

Future Studies

The research certainly provides open grounds for future studies that may be carried out, the researchers in future studies can consider the factors other than digital channels as an intermediary that may affect the purchase decision of the customers. The following research can also be conducted using a qualitative approach where the researchers can interview the respondents with open ended questions and the results may be more understandable and elaborated. Furthermore, in future the researchers can research for the factors that make customers unhappy about making a purchase online or can study their post purchase behavior through digital channels. Lastly the future studies can consider the fact that what are the security concerns of customers while making a purchase through digital channels.

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