

DIGITAL MARKETING STRATEGIES' IMPACT ON CONSUMER PURCHASE INTENT AND BRAND LOYALTY

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ABSTRACT

The influence of digital marketing tactics on customer purchase intent and brand loyalty is the focus of this study. Marketing has completely changed in the digital era, moving from conventional tactics to innovative digital ideas. This study investigates how customer purchase intent and long-term brand loyalty are affected by digital marketing tactics such as influencer relationships, email campaigns, content marketing, SEO, and social media marketing. In order to comprehend the factors influencing online consumer behaviour, this thesis employs a mixed-method approach, combining quantitative data from consumer surveys with qualitative interviews with marketing experts. For the quantitative survey, 300 respondents in total were chosen. This figure is enough to carry out reliable statistical analysis, such as regression and correlation, with sufficient power to find important connections between digital marketing tactics and customer purchase intent and brand loyalty. According to the results, digital marketing strategies that are tailored, interesting, and value-driven have a big impact on customers' initial intent to buy as well as their continued loyalty. The report offers useful suggestions for marketers to create successful digital strategies that promote stronger customer bonds and brand loyalty. Thus, the effect of digital marketing tactics on customer purchase intent and brand loyalty is determined. Understanding how internet marketing tools affect customer behaviour and long-term brand connections is crucial for businesses due to the marketplace's fast digital development.

Keywords

Digital Marketing, Consumer, Social Media Marketing, Purchase Intent, Brand Loyalty

LITERATURE SURVEY

The way companies engage with customers has changed as a result of the digital revolution. Digital marketing tactics that make use of the internet, mobile devices, social media platforms, search engines, and other digital channels have greatly eclipsed traditional marketing approaches, even if they are still relevant. These platforms enable marketers to more efficiently measure customer interaction, personalise content, and reach a wider audience. Customers are continuously exposed to targeted advertisements, influencer content, email campaigns, and tailored product suggestions in today's fiercely competitive and information-

rich world. These digital marketing tactics seek to promote long-term brand loyalty in addition to increasing purchase intent. Businesses must constantly modify their digital strategies to remain relevant and competitive as customer tastes change quickly.

Even while digital marketing is becoming more and more important, research on how it really affects customer behavior—specifically, buy intent and brand loyalty—is still continuing. For marketers looking to create more successful campaigns and sustain a solid brand-consumer relationship, it is essential to comprehend this relationship.

The ultimate objective of both traditional and online marketing is sales, regardless of the product, service, information, etc. that is being sold. Viral marketing (which mimics the viral process), viral mobile marketing, transactional marketing, conversational marketing, internet marketing, digital marketing, and interactive marketing are some of the unique features of this kind of marketing. These are all ways to draw in a large number of customers at very low prices, and they all require a well-designed website, an extensive database, linkages, the use of interactive marketing materials, the creation of a personal sale, etc. [Coltman, T., 2007]. Clients' consent must be obtained before sending them communications about the company's deals and promotions when registering them for the online store.

The idea of digital marketing, which synthesised all the activities developed through information systems that use the binary or digital environment, specifically for ITC application, emerged with the information explosion and revolution brought about by the remarkable evolution of information and communication technologies. Thus, digital marketing—also referred to as online marketing, cyber marketing, web marketing, e-marketing, i-marketing, electronic marketing, and digital marketing of online marketing—was founded [Orzan, 2007].

Shams Mukhtar (2023) conducted a study on digital media has compelled businesses to adopt digital marketing strategies to enhance brand image, foster consumer engagement, and ensure customer loyalty.

This study examines the impact of digital marketing strategies on brand image, consumer engagement, purchase intention, and loyalty, providing empirical insights into the interrelationships among these constructs. The study aims to assess the influence of digital marketing strategies on consumer interaction and brand image, as well as their subsequent effects on purchase intention and loyalty. Specific hypotheses are tested to establish the strength and significance of these relationships through rigorous statistical analysis. A quantitative approach was employed, utilizing a structured questionnaire distributed to 300 respondents.

Data were analyzed using descriptive statistics, reliability analysis [Cronbach's Alpha], Pearson's correlation, and multiple regression to evaluate relationships among digital marketing strategies, consumer engagement, brand perception, purchase intention, and loyalty. Demographic variables and social media usage patterns were also considered.

The results indicate that digital marketing strategies significantly enhance consumer engagement and brand image, which are key drivers of purchase intention and loyalty. The study underscores the necessity for businesses to implement interactive and consumer-centric digital marketing approaches to strengthen brand-consumer relationships, enhance positive brand perceptions, and sustain long-term loyalty. Future research should explore the evolving

impact of emerging digital technologies and ethical considerations in digital marketing strategies.

Kumar et al. (2024) The effects of firm-generated content in social media on customer behaviour. *Journal of Marketing*. This research highlighted the role of firm-generated content on Facebook and Twitter. It concluded that such content increases customer spending and strengthens long-term loyalty, especially when paired with consumer-generated content. This study explored how luxury brands use social media marketing (SMM) to influence brand equity and customer behaviour. It found that interactivity, entertainment, and trendiness in social media content significantly influence brand preference and purchase intention.

METHODOLOGY

The study employed a Descriptive Design methodology, gathering information from both Primary and Secondary sources. Primary Data was gathered through surveys and face-to-face interviews using a structured questionnaire for Providing predefined options for participants to select from. We gathered secondary information from various sources such as books, the internet, digital platforms, and social media websites. Random sampling was employed, with a sample size of 200 respondents.

This study adopts a combining both quantitative and qualitative approaches to gain a comprehensive understanding of how digital marketing strategies influence consumer purchase intent and brand loyalty. The quantitative method provides measurable data on consumer behaviour patterns, while the qualitative approach offers deeper insights into consumer attitudes and motivations.

DIGITAL MARKETING

Digital marketing refers to the strategic use of internet-based technologies and digital platforms to promote products, services, or brands to targeted consumers. It involves leveraging channels such as websites, social media, email, search engines, and mobile applications to engage customers, build relationships, and drive conversions [**Chaffey & Ellis-Chadwick, 2019**]. The rapid growth of internet usage, mobile connectivity, and social media has made digital marketing an essential component of modern business strategies. Unlike traditional marketing, which often involves one-way communication through print or broadcast media, digital marketing enables two-way, interactive, and real-time engagement with consumers. This not only improves brand visibility but also allows for highly targeted and personalized messaging.

According to **Pineiro-Otero and Martínez-Rolan (2016)**, as also stated by Efficient and effective digital marketing strategies can be executed through the inclusion of a website component and leveraging the internet as a platform for various strategic activities.

These activities encompass a range of derivative Examples encompass a wide range, not restricted solely to digital public relations, internet-based advertising, the enhancement of search engine visibility (SEO), Utilizing search engine marketing (SEM) for promotion, leveraging social media as a marketing tool (SMM), and employing email as a marketing channel, electronic newsletters, affiliate marketing, content-driven promotional strategies, and various other approaches **Kannan and Li (2017), Rizvanovic et al. (2023)**.

A website comprises a network of interconnected web pages hosted on a server, serves as a platform for individuals, groups, or organizations to provide information. Typically,

websites are hosted on web servers accessible through networks such as the internet or local area networks, identified by Uniform Resource Locators (URLs) [Berendt and Spiliopoulou (2000)].

Companies can create websites as cost-effective marketing tools. The literature emphasizes the importance of incorporating a well-designed website into the marketing activities of an organization, whether related to product or service promotion. Customers tend to favour organizations with well-designed websites [Gibson (2018)].

DIGITAL MARKETING CAPABILITIES

Digital marketing capabilities encompass an organization's capacity to utilize online and digital technologies to foster meaningful engagements with consumers, as defined by Trainor et al. (2011). Through these interactions, customers can access company resources and information, while firms gain valuable insights into their customer base, as highlighted by Herhausen et al. (2020). Further describe digital marketing capabilities as the company's capacity of the company to strategically devise and carry out digital marketing initiatives.

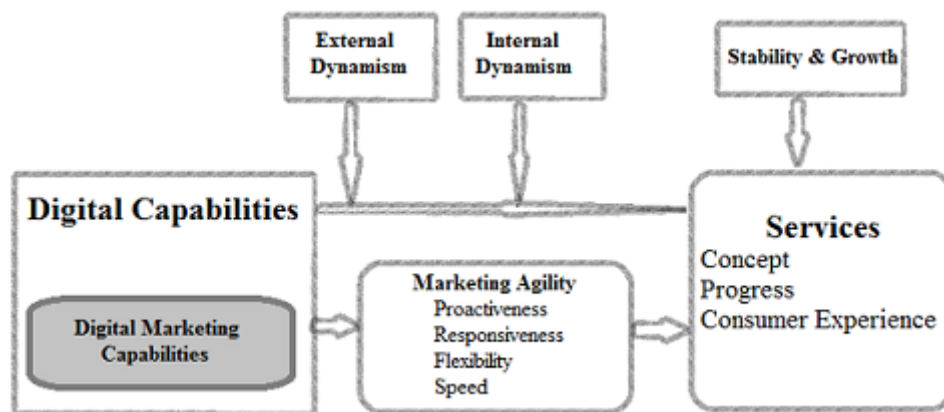


Fig. 1 Digital Marketing Capabilities

Digital marketing capabilities (DMCs) in the hotel sector are evolving beyond online communication into immersive, data-driven, AI-powered environments that transform customer interaction and innovation. Developments in predictive analytics improve the ability to convert [Agag et al., 2025, Homburg and Wielgos, 2022]. Metaverse marketing increases DMCs' sensing capacities through virtual visitor engagement and experience simulation. AI-driven smart service environments enhance seizing and shifting responsibilities by offering tailored, adaptable services. When considered collectively, these developments establish DMCs as dynamic, cross-border capabilities in the hotel business and broaden the sensing-seizing-transforming logic.

Digital marketing skills improve a hotel's capacity for information analysis and coordination by integrating data, platforms, and analytical processes into market-sensing and rapid iteration cycles. This is in line with microfoundations of dynamic capacity that enable more rapid perception and action in response to change. By lowering coordination frictions between backstage and guest-facing touchpoints, DMCs enhance decision speed and execution quality in the hotel business [Homburg and Wielgos, 2022]. DMCs are unique in that they offer digital opportunities, codified assets, and experimental procedures that reduce reaction times, even when market orientation or general strategy agility may promote responsiveness.

Table 1. Prior research on digital capabilities.

Authors	Focal construct	Research design	Data type	Mediating effects	Moderating effects
Agag et al. (2025)	Social CRM capability: the integration of traditional customer-facing activities, including processes, systems, and technologies with emergent social media applications to engage customers in collaborative conversations and enhance customer relationships.	Quantitative analysis	Primary data (single source)	-	-
Tourky et al. (2026)	Digital platform capabilities: the degree to which a newspaper company has built digital platforms to connect to consumers and to connect to businesses	Quantitative analysis	Primary data (single source)	-	-
Wang et al. (2026)	Social media strategic capability: the ability of firms to integrate their knowledge garnered from social media, resources, and skills with their strategic directions.	Quantitative analysis	Primary data (single source)	-	-
Agag et al. (2026)	Big data volume: a measure of the magnitude of data available to an organization.	Quantitative analysis	Primary data (single source)	-	-
De Pelsmacker et al. (2018)	Digital marketing strategies	Quantitative analysis	Primary data (single source)	-	-
Cenamor et al. (2019)	Digital platform capability: the ability to deploy information and communication technology-based resources in combination with other internal and external resources.	Qualitative analysis	Primary data (single source)	-	-
Ukko et al. (2019)	Managerial capability: managers' abilities to utilize digitality in a business strategy, employees' mindsets and skillsets, as well as the workplace	Qualitative analysis	Primary data (single source)	-	-

Authors	Focal construct	Research design	Data type	Mediating effects	Moderating effects
Warner and Wäger (2019)	Digital sensing capabilities: sub capabilities relating to digital scouting, digital scenario planning, and digital mindset crafting	Qualitative analysis	Primary data (single source)	-	-
Wielgos et al. (2021)	Digital business capability.	Mixed-methods research	Primary data and secondary data	-	✓
Iranmanesh et al. (2022)	Disruptive digital technologies	Qualitative analysis	Secondary data	-	-
Agag et al. (2025)	Marketing analytics use	Quantitative analysis	Primary data and secondary data	✓	✓
This study	Digital marketing capabilities	Mixed method	Primary data/Secondary data	✓	✓

Previous studies [Warner and Wě, 2019, Wielgos et al., 2021] have shown that digital skills only become valuable when included into standard marketing and innovation procedures that allow companies to transform technology expertise into offerings that can be implemented. DMCs integrate data infrastructure, analytical insight, and process flexibility in a way that turns knowledge into implementable invention, while organisational culture, learning orientation, and digital orientation all promote innovation.

Significance of Digital Marketing and its Function in Today's Business

Digital marketing has become a key component of contemporary corporate strategy in today's increasingly linked society. Consumer behaviour has drastically changed from conventional to digital channels due to the quick growth of cell phones, social media, and internet access. Due to this change, companies of all sizes are now forced to use digital marketing techniques as an essential part of their marketing campaigns rather than just as a supplemental tool. Businesses may operate beyond geographic borders thanks to digital

marketing. Digital platforms enable firms to instantaneously access worldwide consumers, in contrast to conventional techniques that are constrained by geography and distribution.

Businesses may interact with customers all around the world through search engines, social media, email, and mobile applications, frequently at a cheaper cost than traditional advertising.

Digital marketing is more cost-effective and scalable than traditional advertising (such as TV, print, and billboards). Businesses may precisely analyse return on investment (ROI), target certain demographics, and manage budgets using pay-per-click (PPC) advertising, social media advertisements, and content marketing initiatives. Businesses and customers may communicate in both directions thanks to digital marketing. Businesses may engage with consumers, get feedback, and develop connections using social media platforms, blogs, chatbots, and email marketing.

In addition to raising consumer pleasure, this interaction fosters the development of devoted brand ambassadors. Before making a purchase, consumers now use a variety of channels and gadgets. An omnichannel presence is supported by digital marketing, which guarantees consumer satisfaction and brand coherence across websites, social media, mobile applications, and email.

This all-encompassing strategy builds brand trust and has a major impact on consumer purchasing decisions.

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 outlined:

Global Reach: With digital marketing, companies may contact customers all over the world. Businesses no longer need to worry about the location of their potential clients thanks to the proliferation of internet communication options..

Cost-Efficient: Compared to more conventional marketing strategies like print ads and television advertisements, digital marketing is frequently more economical. Both small and large firms may use it since it gives them alternatives based on their goals and budget.

Marketing with a focus: Businesses may target certain demographics, interests, and behaviours using digital marketing. By focusing marketing efforts on the most probable potential clients, conversion rates and return on investment are raised.

Measurable Outcomes: Real-time tracking and measurement of results is one of the biggest advantages of digital marketing. To assess the effectiveness of their efforts and make the required adjustments, marketers might use data and analytics.

Customisation: Businesses may tailor their marketing messages and content for certain customers by using data-driven insights. Customisation increases the likelihood of engagement and conversions while also improving the customer experience.

Recognition of Brands: Building and sustaining brand recognition requires digital marketing. Through internet advertising, content marketing, and social media, businesses may create and maintain their brand identity.

Participation and Communication: Direct consumer connection and contact are made possible by social media platforms and other digital methods. Stronger customer connections and more loyalty might arise from this.

Flexibility and Adaptability: Digital marketing permits rapid alterations and modifications to marketing strategies. If a campaign is not performing as anticipated, real-time adjustments can be made to optimize results.

Advantage in the Market: Companies may get a competitive edge in their respective markets by successfully implementing digital marketing tactics. Businesses may stay competitive by staying up to date with the latest digital trends and technology.

Improved Conversion Rates: Digital marketing boosts sales by increasing the number of people who visit a website and then convert. This is accomplished via strategies like search engine optimisation (SEO) and conversion rate optimisation (CRO).

Data-Driven Decision Making: Decision-Making Informed by Data Digital marketing is significantly reliant on data and analytics. This data-driven strategy enables businesses to make informed decisions and enhance their marketing efforts continuously.

Access to Mobile Users: Digital marketing allows businesses to contact customers through their preferred medium of communication their smart phones.

E-commerce Growth: Digital marketing plays an essential function in the expansion of online businesses and e-commerce. It facilitates product exploration, online shopping, and customer service.

IMPLICATION OF THE PRESENT STUDY

This study provides valuable insights for marketers, businesses, and digital strategists seeking to enhance the effectiveness of their online campaigns. By identifying the specific strategies that influence purchase intent and loyalty, this research contributes to more targeted and consumer-centric marketing practices. It provides a contemporary perspective on the theoretical frameworks that explain consumer responses to digital engagement, filling gaps in existing research and suggesting directions for future investigation.

The research is significant because it bridges the gap between marketing strategy and consumer psychology in the digital realm, offering meaningful insights for various stakeholders involved in shaping and responding to digital marketing practices. This research contributes to the academic and professional discourse on digital marketing by offering empirical insights into the effectiveness of digital strategies in shaping consumer behavior. By rigorously testing hypotheses, the study will establish clear correlations between digital marketing efforts and key consumer metrics such as engagement, brand perception, purchase intention, and loyalty. Furthermore, the study provides prescriptive insights for firms seeking to optimize their digital branding efforts, develop consumer centric marketing strategies, and sustain competitive advantage in the evolving digital landscape. The research outcomes will also inform future studies on digital marketing trends, consumer behaviour analytics, and the integration of emerging technologies in marketing practices.

Objectives

The primary objectives of this study are:

1. To investigate how different digital marketing tactics affect consumers' intent to buy.
2. To evaluate the connection between brand loyalty and digital marketing engagement.

3. To determine the best digital marketing strategies for building long-term connections and customer trust.

Hypotheses

1. The utilisation of digital marketing methods and customer purchase intent will be positively correlated.
2. Higher levels of brand loyalty will differ significantly from increasing consumer interaction with digital marketing material.
3. Personalised and interactive digital marketing strategies will differ significantly in terms of customer trust and long-term brand connections.

Sampling Size

The study's sample size was chosen to strike a compromise between practicality and representativeness. For the quantitative survey, 300 respondents in total were chosen. This figure is enough to carry out reliable statistical analysis, such regression and correlation, with sufficient power to find important connections between digital marketing tactics and customer purchase intent and brand loyalty.

Fifteen people were specifically chosen from the survey respondents to take part in in-depth interviews for the qualitative portion. This smaller sample size preserves the richness of qualitative data while enabling in-depth investigation of specific customer experiences and perspectives. The sample size was selected in accordance with conventional marketing research guidelines, which state that 10–20 interviews are usually required for qualitative research to attain topic saturation and that respondents are deemed suitable for survey-based studies combining several variables.

Data Collection

In order to provide thorough insights on how digital marketing techniques affect customer purchase intent and brand loyalty, this study used both primary and secondary data gathering approaches. Using Google Forms, a structured online survey was created and sent to the 300 respondents in the target sample. To make statistical analysis easier, the questionnaire included a 5-point Likert scale for attitudinal items, ranging from "Strongly Disagree" to "Strongly Agree."

Fifteen respondents were chosen for follow-up interviews in order to supplement the survey results and get qualitative insights into their perspectives and experiences with digital marketing. The interviews lasted around 20 to 30 minutes apiece and were conducted over the phone or via video conferencing.

In order to give theoretical underpinnings and enhance data interpretation, pertinent academic publications, books, and industry papers on digital marketing, consumer behaviour, and brand loyalty were examined.

STATISTICAL TOOLS USED

Analysis was done using the statistical tools for SPSS Software, version 25.0. The methods of analysis are:

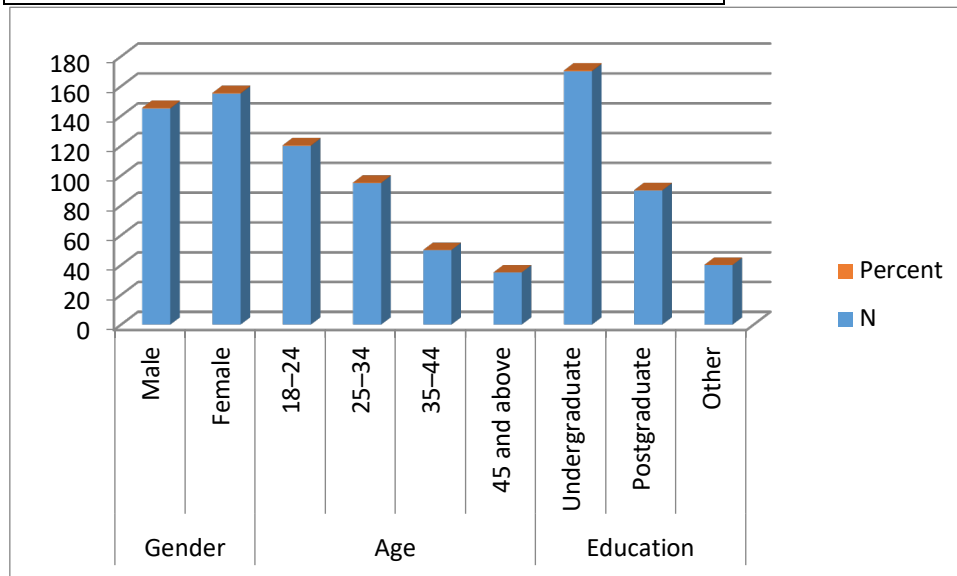
-  Descriptive Analysis (Tabulation, Percentage, Mean, etc.)
-  Independent-samples t-test
-  Chi-Square
-  Pearson Correlation

Multiple Regression

RESULT AND DISCUSSION

Table 2 Demographic Profile of Respondents

Variable	Category	N	Percent
Gender	Male	145	48.3%
	Female	155	51.7%
Age	18–24	120	40.0%
	25–34	95	31.7%
	35–44	50	16.7%
	45 and above	35	11.6%
Education	Undergraduate	170	56.7%
	Postgraduate	90	30.0%
	Other	40	13.3%

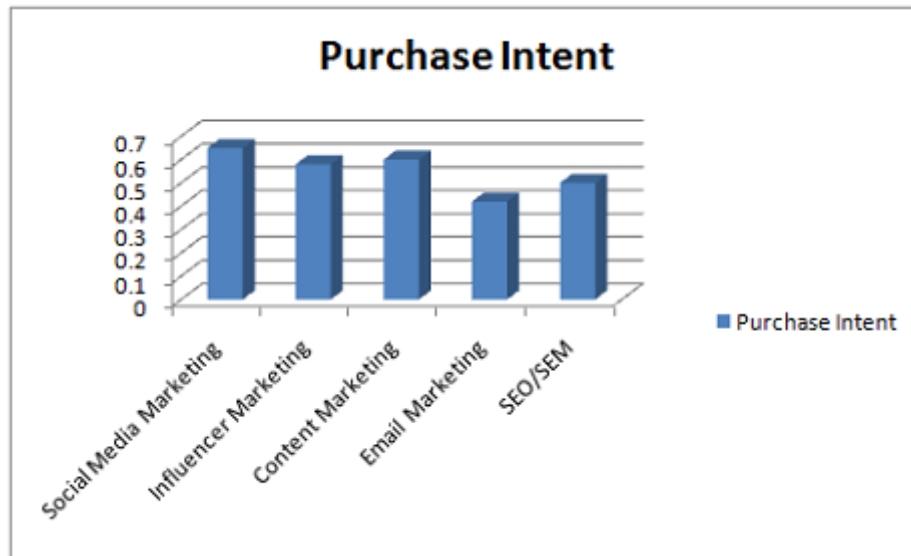


The demographic characteristics of the sample population provides context for the findings and helps determine how representative the data is of the target market. The sample consists of 48.3% male and 51.7% female respondents. The near-equal distribution suggests a balanced representation of genders, ensuring that the insights drawn from the data are inclusive of both male and female perspectives. This balance is important, as gender can influence how consumers engage with digital marketing content and respond to brand messaging. The majority of respondents fall in the 18–24 age group (40%), followed by 25–34 (31.7%), with fewer participants in the older age groups. 56.7% of participants hold undergraduate degrees, while 30% have completed postgraduate education, and 13.3% fall under "other" educational backgrounds.

Table 3 The relationship between digital marketing strategies and consumer behavior

Variable	Purchase Intent	Brand Loyalty
Social Media Marketing	0.65**	0.62**

Variable	Purchase Intent	Brand Loyalty
Influencer Marketing	0.58**	0.59**
Content Marketing	0.60**	0.63**
Email Marketing	0.42**	0.47**
SEO/SEM	0.50**	0.54**



The Pearson correlation analysis was conducted to examine the strength and direction of the relationship between digital marketing strategies and two key consumer outcomes: purchase intent and brand loyalty. Social media marketing, content marketing, and influencer marketing all show strong positive correlations ($r > 0.50$) with both purchase intent and brand loyalty.



These results indicate that as consumer engagement with these digital marketing strategies increases, so does their likelihood to make a purchase and remain loyal to a brand. The high correlation suggests that consumers are highly responsive to engaging, authentic, and content-driven strategies online. Consumers who follow influencers may develop trust in their

product recommendations, which boosts both initial purchase decisions and long-term emotional connections with brands they endorse.

Table 4 Gender and Brand Loyalty Response

Brand Loyalty Level	Male (%)	Female (%)
High	58%	65%
Medium	32%	28%
Low	10%	7%
Chi-Square	6.214	p = 0.045

The Chi-square test ($\chi^2 = 6.214$, $p = 0.045$) indicates a statistically significant association between gender and brand loyalty. Female respondents reported higher levels of brand loyalty than male respondents. This suggests that digital marketing strategies might have a slightly stronger emotional or trust-building effect on female consumers, which could be valuable when developing targeted campaigns. Data chart shows that Brand Loyalty Level with Male and Female %

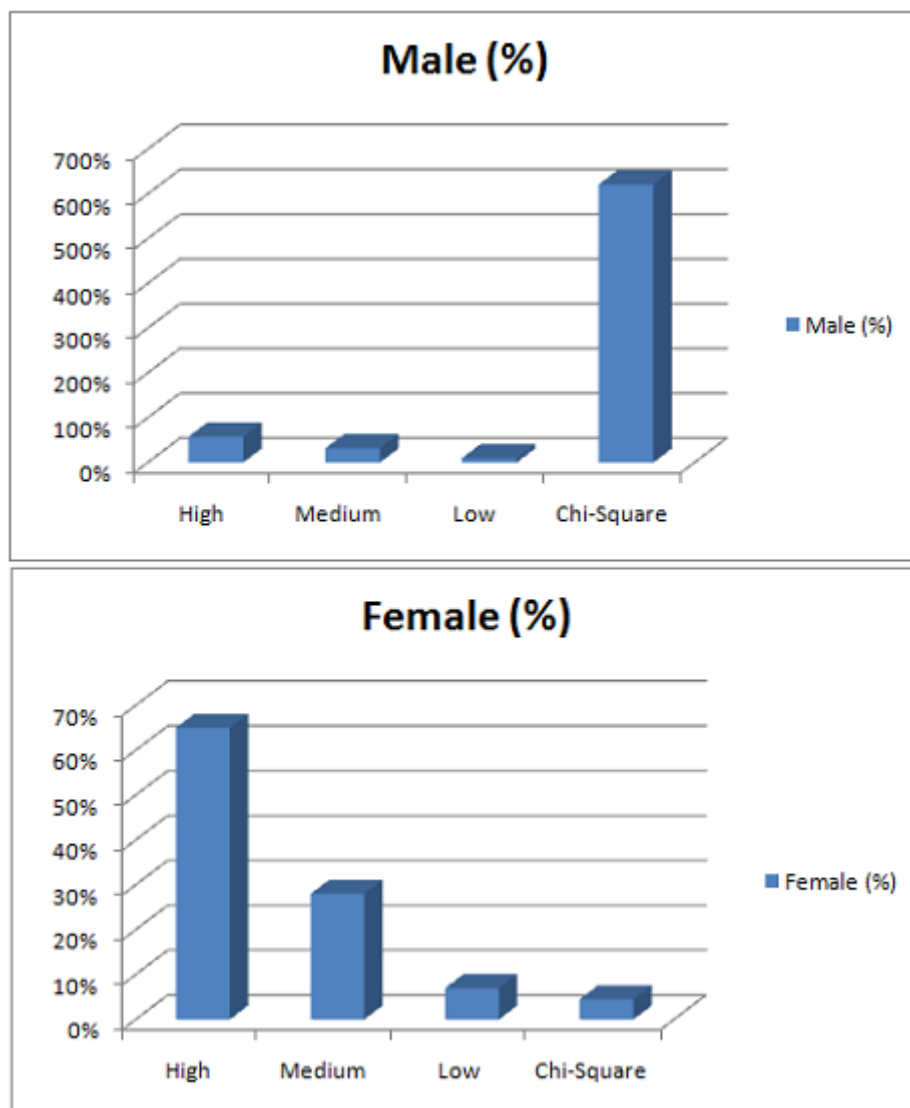
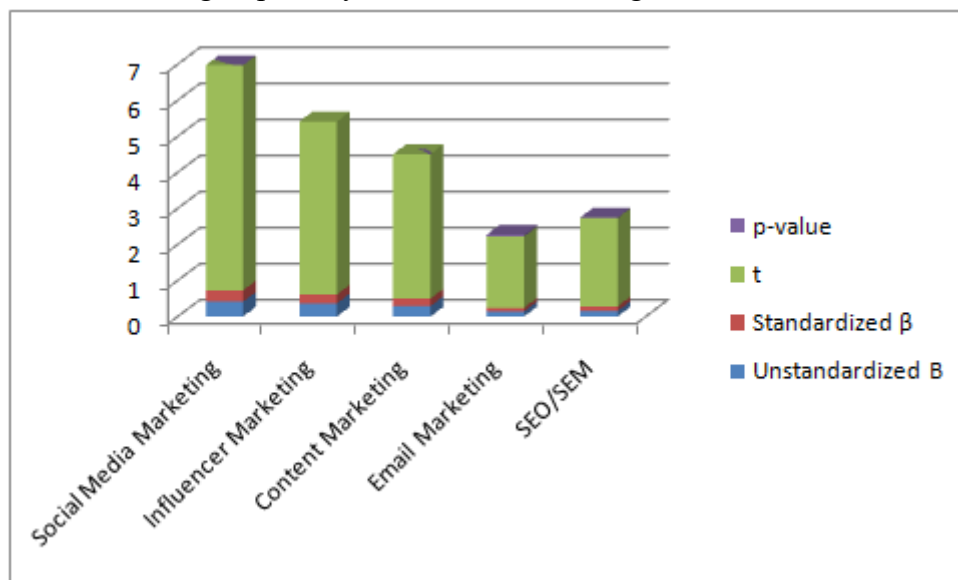


Table 5 Multiple Regression for Predictors of Purchase Intent - Regression Coefficients

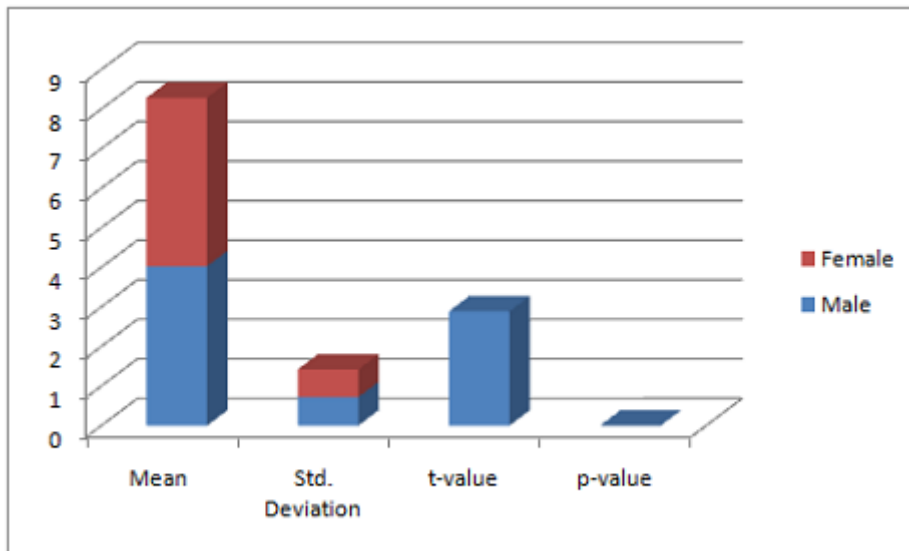
Predictor	Unstandardized B	Standardized β	t	p-value
Social Media Marketing	0.415	0.31	6.25	0.000**
Influencer Marketing	0.362	0.25	4.80	0.000**
Content Marketing	0.288	0.21	4.01	0.000**
Email Marketing	0.142	0.10	1.98	0.049*
SEO/SEM	0.155	0.13	2.45	0.015*

It is inferred from the above table result shows that the 58% of the variance in consumer purchase intent is explained by the five digital marketing strategies. Social media marketing has the strongest influence ($\beta = 0.31$), meaning it's the most impactful in driving consumer buying decisions. Content and influencer marketing also significantly contribute. Email and SEO/SEM are weaker predictors but still statistically significant, suggesting they support decision-making, especially at the conversion stage.

**Table showing means, S.D and t-value respondents level of Perceived Brand Loyalty based gender**

Gender	Mean	Std. Deviation	t-value	p-value
Male	4.03	0.72	2.89	0.004**
Female	4.26	0.70		

It is inferred from the above table reveals shows that the Female respondents have a significantly higher average brand loyalty score compared to males. This implies that female consumers may respond more emotionally or consistently to digital marketing efforts, making them a strategically important segment for loyalty-building campaigns.



Findings

Based on the statistical analyses conducted descriptive, correlation, regression, ANOVA, and cross-tabulation the following key findings emerged:

- The result shows that the social media marketing was identified as the strongest predictor of consumer purchase intent ($\beta = 0.31$, $p < 0.001$), followed by influencer marketing and content marketing.
- All five strategies (including email marketing and SEO/SEM) had statistically significant positive effects on purchase intent ($R^2 = 0.58$). Consumers who interact with brands through engaging digital channels are more likely to make a purchase.
- Content marketing had the strongest impact on brand loyalty ($\beta = 0.29$, $p < 0.001$), suggesting that valuable and relevant content plays a crucial role in building long-term relationships.
- Social media and influencer marketing also showed strong effects, reinforcing their role in ongoing engagement. The regression model explained 55% of the variance in brand loyalty ($R^2 = 0.55$), indicating a strong overall influence of digital marketing efforts.

Conclusion

The purpose of this study was to look at how customer purchase intent and brand loyalty are affected by digital marketing tactics. Understanding how internet marketing tools affect customer behaviour and long-term brand connections is crucial for businesses due to the marketplace's fast digital development. The study discovered that digital marketing tactics, namely influencer relationships, social media marketing, content marketing, and customised email campaigns, had a statistically significant impact on customer purchase intent based on the data gathered and examined. These tactics successfully boost engagement, perceived value, and product awareness, which in turn motivates customers to make purchases. Additionally, the results corroborate the idea that brand loyalty is significantly shaped by digital marketing. Digital interactions that are value-driven, personalised, and consistent have been demonstrated to increase customer trust, brand attachment, and repeat purchase behaviour. In particular, loyalty indicators like customer retention and brand advocacy were most strongly correlated with social media involvement and email personalisation. This study adds to the body of

knowledge by demonstrating that digital marketing plays a crucial role in fostering enduring client connections and loyalty in addition to being a tool for attracting new clients. It emphasises how important it is for companies to create their digital marketing campaigns using a data-driven and customer-centric approach.

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