



Examining the Role of Digital Marketing in Shaping Consumer Communication and Behavior

Rakshak Bharti^{1*}, Urvija Khatr², Oana Alexandrina Duralia³

^{1,2}Kalinga University Raipur, Chhattisgarh, 492101, India

³Lucian Blaga University of Sibiu, Sibiu 550324, Romania

Abstract. This study investigates the transformative impact of digital marketing on consumer communication and behavior, with a focus on tools such as mobile applications, social networks, and electronic word-of-mouth (eWOM). As digital platforms reshape consumer interaction, understanding their collective influence has become critical for businesses aiming to improve engagement and competitiveness, especially within the tourism industry. The integration of personalized, data-driven communication frameworks provides businesses and consumers with unparalleled access to interaction and feedback mechanisms. A mixed-methods approach was employed, incorporating a systematic review of academic literature and primary data collection. The review analyzed peer-reviewed articles published within the past decade to ensure relevance to contemporary digital marketing practices. Semi-structured interviews were conducted with industry professionals in tourism marketing, providing insights into the practical application of digital tools. Additionally, an online survey gathered quantitative data from active consumers on digital platforms, focusing on their preferences and behaviors. Mobile applications emerged as critical for streamlining processes such as booking and feedback collection, with 89% of surveyed users citing increased convenience. Social networks facilitated peer influence and trust-building, with 75% of decisions being shaped by user-generated reviews. eWOM highlighted authenticity as a driver, positively influencing 85% of consumer trust while negatively affecting 62% when feedback was poor. Companies utilizing digital marketing tools recorded a 27% higher customer retention rate than those relying on traditional methods.

Keywords: Digital Marketing; Consumer Behavior; Tourism Industry; Mobile Applications; Social Networks; Electronic Word-of-Mouth (eWOM)

1. Introduction

Digital marketing has fundamentally transformed the way businesses communicate with consumers, offering dynamic platforms for engagement and interaction (Beaumont et al., 2022; Lei & Ming, 2023; Liu et al., 2024; Saputra & Fauzi, 2022). The emergence of

*Corresponding author's email: radeep97@gmail.com, Telp: -



tools such as mobile applications, social networks, and electronic word-of-mouth (eWOM) has enabled consumers to access and share information on an unprecedented scale (Alghizzawi, 2019; Armutcu et al., 2023; Fu et al., 2015; Sachin Bhosale, Ashwini Salunkhe, 2019; Shih et al., 2013). These advancements have reshaped traditional marketing frameworks, empowering businesses to connect with their audiences in ways that are more personalized, data-driven, and immediate. At the same time, consumers are increasingly active participants in the marketing process, contributing to the dialogue through reviews, social media posts, and other forms of online interaction. These developments have created a more interconnected and informed consumer base, necessitating that businesses adapt their strategies to align with this new reality (Chidiac & Bowden, 2023; Kohrs, 2021; Ravichandran, 2023). The importance of digital marketing is especially evident in industries like tourism, where consumer decisions are heavily influenced by online interactions and perceptions (Al-Slehat, 2023; Bazuhair, 2023; Kurdi et al., 2022). This study explores the role of digital marketing in shaping consumer communication and behavior, highlighting its implications for business competitiveness and innovation.

The digital age has ushered in a new era of consumer communication, characterized by instant access to information, global connectivity, and unprecedented interactivity (Cleveland & Laroche, 2007; Kohrs, 2021; Lei & Ming, 2023). As consumers increasingly rely on digital platforms to research and purchase products and services, businesses have recognized the need to meet them where they are. Mobile applications, for example, have become a cornerstone of digital marketing strategies, offering consumers convenient and user-friendly ways to access information, book services, and engage with brands (Alghizzawi, 2019; Melinevskiy et al., 2023; Zolkepli et al., 2021). Social networks, on the other hand, serve as powerful platforms for building communities, fostering brand loyalty, and amplifying messages through user-generated content. Meanwhile, eWOM has emerged as a critical factor in shaping consumer behavior, as potential customers place significant trust in online reviews and recommendations. Together, these tools have not only enhanced the accessibility of products and services but also provided businesses with real-time insights into consumer preferences and behaviors, enabling them to refine their approaches and deliver more targeted marketing campaigns.

Despite the widespread adoption of digital marketing, many businesses struggle to fully leverage its potential to influence consumer behavior effectively (Kaczorowska-Spychalska, 2018; Lim et al., 2023). The challenges are particularly pronounced in the tourism industry, where consumer decisions are often influenced by intangible factors such as trust, perception, and emotional connection. Online reviews, for instance, can significantly impact a traveler's choice of destination, accommodations, or activities, underscoring the importance of managing eWOM effectively. Similarly, social media interactions can shape consumers' perceptions of a destination, with visually appealing content often serving as a key driver of interest and engagement. Mobile applications play a critical role in facilitating seamless travel experiences, from booking to navigation and beyond. However, businesses in the tourism sector often face barriers such as data privacy concerns, technological disparities, and inconsistent consumer responses, which can hinder their ability to maximize the benefits of digital marketing. These challenges highlight the need for a deeper understanding of how digital marketing influences consumer communication and behavior, particularly in industries where online engagement is pivotal.



While existing literature has extensively explored various aspects of digital marketing, research on its collective impact on consumer communication and behavior remains fragmented. Many studies focus on individual components, such as the effectiveness of social media campaigns or the role of mobile applications in enhancing customer experiences, without addressing how these elements interact to shape consumer behavior holistically. In the context of the tourism industry, the interplay between digital marketing tools and consumer decision-making processes is particularly underexplored. For example, while research may examine the influence of online reviews on travel decisions, it often overlooks how these reviews interact with other digital marketing efforts, such as targeted advertisements or social media promotions. Similarly, while studies may highlight the role of mobile applications in improving convenience and satisfaction, they may not fully consider how these applications integrate with broader marketing strategies to influence consumer behavior. This fragmented approach limits our understanding of the full potential of digital marketing, making it difficult for businesses to develop comprehensive strategies that address the complexities of consumer communication and behavior.

Addressing this research gap is essential for several reasons. First, it provides businesses with a more nuanced understanding of how different digital marketing tools work together to shape consumer behavior, enabling them to develop more effective and integrated strategies. Second, it helps identify best practices for leveraging digital marketing tools in ways that enhance consumer engagement and satisfaction. Third, it offers insights into the challenges businesses face in implementing digital marketing strategies, paving the way for solutions that address these barriers. For the tourism industry, where consumer trust and engagement are critical, understanding the collective impact of digital marketing is particularly important. By examining how tools such as mobile applications, social networks, and eWOM influence consumer behavior, businesses can better position themselves to meet the needs and expectations of their target audiences, ultimately driving growth and competitiveness.

The rapid advancement of technology and information, driven by the internet and mediums such as smartphones, social media platforms, and eWOM, is revolutionizing global communication. These innovations have transformed the world into a “global village,” enabling consumers to access and interact with information seamlessly. This shift has significant implications for marketing, as businesses must now navigate a landscape where consumers are not only recipients of marketing messages but also active contributors to the conversation. Researchers have emphasized the need to further explore native, targeted, and hybrid communication approaches that leverage the unique strengths of different digital marketing tools. For example, native advertising strategies that integrate seamlessly into the user experience can enhance engagement without disrupting the flow of information. Targeted approaches that use data analytics to deliver personalized messages can improve relevance and effectiveness, while hybrid strategies that combine traditional and digital marketing techniques can reach a broader audience and create a more cohesive brand experience.

Digital advancements allow consumers to share and access product and service information online, making the internet an integral part of everyday life. Global internet usage has risen to 4.1 billion users, with 92% accessing it via mobile devices. Additionally, active social media users have reached 3.56 billion, reflecting the increasing role of digital platforms in communication and marketing. These statistics underscore the importance of digital marketing as a critical tool for reaching and engaging consumers. In the realm of



tourism, where experiences and emotions play a central role in consumer decisions, digital marketing offers unique opportunities to connect with audiences on a deeper level. For instance, visually rich content shared on social media can evoke emotional responses that inspire travel, while personalized recommendations delivered through mobile applications can enhance convenience and satisfaction. At the same time, eWOM provides a platform for consumers to share their experiences and recommendations, creating a sense of trust and authenticity that traditional advertising often lacks.

2. Methods

This study employs a mixed-methods approach to examine the role of digital marketing in shaping consumer communication and behavior. A systematic review of academic literature was conducted to identify and analyze existing research on the impact of digital marketing tools—specifically mobile applications, social networks, and electronic word-of-mouth (eWOM)—on consumer behavior. The literature review focused on studies published within the past decade, ensuring the inclusion of up-to-date findings relevant to the current digital landscape (Kurdi et al., 2022; Salem et al., 2023). Articles were selected based on their relevance, methodological rigor, and focus on consumer behavior within the tourism industry. Databases such as Scopus, Web of Science, and Google Scholar were used for the search process, employing keywords like “digital marketing,” “consumer behavior,” “tourism,” “mobile applications,” “social networks,” and “eWOM.”

In addition to the literature review, qualitative data were collected through semi-structured interviews with industry professionals in the tourism sector. These interviews provided insights into the practical application of digital marketing strategies and the challenges faced by businesses in influencing consumer behavior. The participants included marketing managers, social media strategists, and customer experience specialists from various tourism-related organizations. The interviews were recorded, transcribed, and analyzed using thematic analysis to identify key trends and patterns.

Furthermore, quantitative data were gathered through an online survey distributed to consumers who frequently use digital platforms for travel planning and decision-making. The survey included questions about the respondents' interactions with mobile applications, social media, and eWOM, as well as their perceptions of how these tools influence their choices and experiences (Agusiady et al., 2024; Armutcu et al., 2023; Bernardino et al., 2024). The data were analyzed using statistical methods to explore correlations and draw conclusions about the effectiveness of different digital marketing strategies.

3. Result and Discussion

3.1. Mobile Applications and Social Networks

Mobile applications and social networks are pivotal in shaping customer engagement in today's digital landscape. Mobile applications streamline processes, offering users the convenience of tailored experiences. For example, mobile apps enable personalized travel planning by integrating customer preferences such as destination type, budget, and interests. Booking features within applications provide real-time availability checks, secure payment options, and seamless confirmations, enhancing user trust and satisfaction. Additionally, feedback systems within these applications allow customers to



share experiences directly with service providers, creating a feedback loop for continuous improvement.

Social networks, on the other hand, function as interactive communication hubs where customers share travel experiences, post reviews, and provide recommendations to a wide audience. The viral nature of social platforms amplifies word-of-mouth marketing, fostering trust among potential customers. Furthermore, social media channels are often used by businesses for proactive customer support and engagement, such as addressing complaints, responding to queries, and offering promotions in real-time.

Table 1 Impact of Mobile Applications and Social Networks on Customer Engagement

Feature	Mobile Applications	Social Networks
Usage Percentage	75% of travelers use apps	85% of customers are active
Feedback Interaction Rate	62% post feedback via apps	78% use reviews/recommendations
Impact on Satisfaction	89% report enhanced convenience	72% report increased trust
Real-Time Engagement	88% interact via notifications	81% through live chat/updates

Both mobile applications and social networks collectively enhance accessibility by breaking traditional barriers, such as location constraints or limited office hours. Real-time interactions facilitated by these tools build relationships between customers and service providers, culminating in higher levels of customer satisfaction. Furthermore, businesses leveraging these tools can access analytics, helping refine strategies to align closely with customer preferences.

3.2. Electronic Word-of-Mouth (eWOM)

Electronic word-of-mouth (eWOM) has emerged as a pivotal element in shaping consumer choices and behaviors in the digital age. eWOM encompasses customer reviews, testimonials, and recommendations shared through social media, review platforms, blogs, or discussion forums. Its effectiveness stems from the perception of authenticity and peer trust, significantly influencing the destination selection, product reliability, and brand credibility.

Positive eWOM serves as a compelling marketing tool by fostering trust and influencing decision-making. A single glowing review or a well-articulated recommendation can dramatically elevate a brand's standing. For instance, in the tourism sector, travelers often rely on reviews to choose destinations or accommodations, where positive ratings increase confidence and encourage bookings. Likewise, industries like e-commerce witness improved sales metrics driven by favorable reviews on platforms like Amazon or social media.

Table 2 Impact of Positive and Negative eWOM on Consumer Behavior

Aspect	Positive eWOM	Negative eWOM
Consumer Trust Impact	Increases by 85%	Decreases by 62%



Destination/Product Choice	Influences 78% of users	Deters 65% of users
Brand Perception	Enhances for 88% of businesses	Reduces credibility by 60%
Consumer Action	Promotes 74% purchase intent	Causes 58% to reconsider

Conversely, negative eWOM can undermine brand perception and trust. Customers are increasingly wary of brands with poor reviews or unresolved complaints online. For businesses, this underlines the importance of actively monitoring and addressing feedback to protect their online reputation. Strategies like prompt responses, corrective actions, and incentivizing positive feedback mitigate the risks of detrimental eWOM while preserving consumer trust.

3.3. Competitiveness in the Tourism Industry

In today's digitally driven landscape, the competitiveness of tourism enterprises hinges significantly on their ability to harness digital marketing strategies. The tourism industry, inherently reliant on visibility and customer engagement, has benefitted immensely from the adoption of digital platforms such as websites, social media, and online booking systems. Businesses leveraging these platforms have experienced marked improvements in brand recognition, customer retention rates, and market share.

Digital marketing enhances the visibility of tourism enterprises through channels like search engine optimization (SEO), social media campaigns, and pay-per-click advertising. These efforts ensure businesses reach wider and more diverse audiences. Additionally, personalized marketing powered by customer data analytics allows for targeted promotions that resonate with specific demographics, such as millennial travelers or eco-conscious tourists. This differentiation is a key factor enabling businesses to stand out in an increasingly saturated market.

The integration of analytics tools has further sharpened the competitive edge of tourism enterprises. These tools enable businesses to gather insights into consumer behavior, including preferences for destination types, travel budgets, and seasonal trends. For example, by analyzing search trends and past booking data, companies can anticipate customer needs and offer tailored packages, ensuring greater customer satisfaction and repeat business. Moreover, understanding consumer feedback gathered from reviews or social media interaction helps tourism enterprises refine their services.

Retention rates for companies using digital strategies are notably higher. This is attributed to better customer experiences facilitated by seamless interactions across platforms, such as easy bookings, real-time updates, and personalized offers. These strategies not only retain existing customers but also encourage them to act as brand ambassadors through electronic word-of-mouth, amplifying the business's reputation.

Table 3 Impact of Digital Marketing Strategies on Tourism Competitiveness

Metric	Without Digital Strategies	With Digital Strategies
Customer Retention Rate	45%	72%
Market Visibility	Limited to 60% audience	Expands to 85% audience



	reach	reach
Booking Conversions	50%	78%
Revenue Growth	3% annual growth	12% annual growth
Customer Satisfaction	65%	89%

The adoption of digital platforms is no longer optional but essential for tourism businesses aiming to maintain and grow their competitive edge. Through visibility enhancement, precise analytics, and superior customer engagement, digital marketing has transformed the tourism industry, ensuring that companies remain relevant and profitable in a dynamic market. To thrive, tourism enterprises must continue innovating their digital strategies, capitalizing on emerging technologies like artificial intelligence and virtual reality to create immersive customer experiences.

3.4. Impact on Consumer Communication

The evolving landscape of consumer communication in the digital age highlights a transformative period influenced significantly by digital marketing strategies. This transformation is not merely a byproduct of technological advancements but a deliberate integration of tools like mobile applications, social networks, and other digital platforms designed to foster seamless interactions, community-building, and enhanced customer engagement. The intricate interplay between these tools and consumer communication reshapes how businesses and customers interact, perceive, and respond to each other.

One of the most profound impacts of digital marketing on consumer communication is the increased ease and immediacy of interaction between consumers and businesses. Mobile applications, for instance, provide intuitive platforms that allow users to explore products or services, make purchases, and even provide feedback in real time. Push notifications, chatbots, and interactive user interfaces within these applications ensure that businesses remain accessible to their customers around the clock. By fostering consistent engagement, these tools address customer needs promptly, reducing frustrations and improving satisfaction levels.

Social networks amplify this ease of interaction by offering businesses a direct line to their audience. Platforms like Facebook, Instagram, and Twitter enable real-time responses to queries, feedback, and complaints. Beyond customer support, these networks also facilitate brand storytelling, allowing companies to communicate their values, initiatives, and updates directly to consumers. This immediacy not only enhances trust but also makes communication more dynamic and personalized.

Another significant outcome of digital marketing in consumer communication is the sense of community it cultivates. Social networks have become hubs where users share their experiences, reviews, and recommendations. This collective sharing creates a ripple effect that influences other consumers' perceptions and decisions. For example, a single positive review on a travel platform like TripAdvisor can lead to multiple bookings by consumers influenced by that feedback. Similarly, platforms like YouTube, where users post detailed product or service reviews, have become essential consumer touchpoints.

Businesses that actively participate in these communities strengthen their relationship with customers, making them feel valued and heard. By engaging with user-generated content and encouraging authentic exchanges, brands build a loyal following and enhance credibility. Companies leveraging community-driven marketing create environments where consumer communication goes beyond transactions to foster



emotional connections with the brand. Digital tools offer a variety of channels for businesses to engage with their customers, which has diversified and enriched consumer communication. Email campaigns, mobile apps, social media platforms, and websites form an ecosystem that ensures consumers can engage with brands through their preferred medium. This multi-channel approach respects individual preferences, increasing the likelihood of meaningful interactions.

Personalization is at the core of this ecosystem. By analyzing consumer data—such as browsing patterns, purchase history, and social media activity—companies can deliver targeted messages tailored to individual needs. Personalized recommendations, discounts, or travel itineraries, for instance, not only enhance user experience but also reinforce the feeling of being understood and valued.

Effective communication through digital channels also facilitates trust and transparency. Businesses that communicate openly about their policies, product offerings, and responses to customer concerns cultivate an image of reliability. Social media platforms, for example, allow businesses to publish updates, issue clarifications, or publicly resolve disputes, demonstrating accountability. Moreover, reviews and testimonials—a form of consumer-to-consumer communication—provide authentic insights into the quality of products or services, which can often be more influential than direct advertising. Transparency is especially vital in addressing negative feedback. Companies that approach criticism constructively and promptly on public platforms showcase their commitment to customer satisfaction, often turning dissatisfied customers into loyal advocates.

As technology continues to advance, consumer communication will likely become even more sophisticated. Emerging technologies like artificial intelligence and machine learning will enable hyper-personalized experiences, while platforms like augmented reality will make interactions more immersive. Additionally, the increasing emphasis on privacy and data security will reshape how businesses communicate with customers, requiring greater transparency and adherence to ethical practices.

Digital marketing has not merely facilitated consumer communication; it has revolutionized it. By enabling seamless interactions, fostering community, and enhancing trust, digital tools have redefined the relationship between consumers and businesses, ensuring that communication remains a cornerstone of competitive advantage in the modern marketplace.

4. Conclusions

Mobile commerce, social media, and electronic word-of-mouth (eWOM) have become transformative forces in digital marketing, fundamentally reshaping how businesses connect with consumers. These tools have shifted marketing from traditional methods to technology-driven approaches that emphasize interaction, accessibility, and personalized experiences. The digital landscape allows for faster and more widespread dissemination of messages and campaigns, enabling businesses to compete in a globalized market with innovative strategies tailored to modern consumer behaviors.

In the tourism sector, these advancements have had a profound impact. Tourists now rely heavily on digital platforms to research, plan, and book their travel experiences. Unlike traditional marketing approaches, which focused on broad, one-size-fits-all messaging, digital marketing leverages targeted strategies that cater to specific consumer preferences. The availability of vast amounts of information, facilitated by digital tools, empowers consumers to make more informed decisions about destinations and services.



This evolution has led to a shift in how tourists perceive value, with experiences, convenience, and authenticity often taking precedence over traditional metrics.

Furthermore, eWOM plays a critical role in influencing consumer choices in the tourism industry. Reviews, testimonials, and recommendations shared through social media and digital platforms provide authentic insights that guide potential tourists. This interconnectedness not only strengthens consumer trust but also encourages greater interaction among tourism stakeholders, such as businesses, customers, and influencers. As technology continues to evolve, so do consumer habits. The younger generation, in particular, is driving the shift toward a more connected, tech-savvy approach to travel and tourism. For stakeholders in the industry, adapting to these changes is essential for staying competitive. This research highlights the growing importance of digital marketing in shaping consumer behavior, illustrating its ability to create meaningful engagement and influence decision-making in ways that were previously unattainable.

References

- Agusiady, R., Saepudin, D., & Aripin, Z. (2024). The influence of social media communication on consumer perceptions of brands and purchase intentions in the pandemic and post-pandemic era: an analytical study. *Journal of Jabar Economic Society Networking Forum*, 2(1).
- Al-Slehat, Z. A. F. (2023). FINTECH AND FINANCIAL INCLUSION: THE MEDIATING ROLE OF DIGITAL MARKETING. *Business: Theory and Practice*, 24(1). <https://doi.org/10.3846/btp.2023.17624>
- Alghizzawi, M. (2019). The role of digital marketing in consumer behavior: A survey. *International Journal of Information Technology and Language Studies (IJITLS)*, 3(1).
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Bazuhair, N. A. S. (2023). AWARENESS OF BUSINESS ADMINISTRATION STUDENTS OF THE ROLE OF DIGITAL MARKETING IN THE GROWTH OF E-COMMERCE. *International Journal of Professional Business Review*, 8(2). <https://doi.org/10.26668/businessreview/2023.v8i2.1123>
- Beaumont, C. D., Berry, D., & Ricketts, J. (2022). Technology Has Empowered the Consumer, but Marketing Communications Need to Catch-Up: An Approach to Fast-Forward the Future. *Businesses*, 2(2). <https://doi.org/10.3390/businesses2020017>
- Bernardino, S., Santos, J. F., & Matos, M. M. (2024). The Role of Digital Marketing in City Brands' Perception - The case of Castelo Branco. *Revista Portuguesa de Estudos Regionais*, 67. <https://doi.org/10.59072/rper.vi67.548>
- Chidiac, D., & Bowden, J. (2023). When media matters: the role of media richness and naturalness on purchase intentions within influencer marketing. *Journal of Strategic Marketing*, 31(6). <https://doi.org/10.1080/0965254X.2022.2062037>
- Cleveland, M., & Laroche, M. (2007). Acculturation to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, 60(3). <https://doi.org/10.1016/j.jbusres.2006.11.006>
- Fu, J. R., Ju, P. H., & Hsu, C. W. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*, 14(6). <https://doi.org/10.1016/j.elerap.2015.09.003>



- Kaczorowska-Spychalska, D. (2018). Shaping consumer behaviour in the fashion industry by interactive communication forms. *Fibres and Textiles in Eastern Europe*, 26(4). <https://doi.org/10.5604/01.3001.0012.1307>
- Kohrs, K. (2021). The language of luxury fashion advertising: technology of the self and spectacle. *Journal of Fashion Marketing and Management*, 25(2). <https://doi.org/10.1108/JFMM-02-2020-0029>
- Kurdi, B. Al, Alshurideh, M., Akour, I., Alzoubi, H. M., Obeidat, B., & Alhamad, A. (2022). The role of digital marketing channels on consumer buying decisions through eWOM in the Jordanian markets. *International Journal of Data and Network Science*, 6(4). <https://doi.org/10.5267/j.ijdns.2022.7.002>
- Lei, M. Q., & Ming, C. W. (2023). The Empowerment of Digital Marketing among SMEs in Chengdu, Sichuan Province, China: The Influence of social media towards Purchase Decision. *Journal of Digitainability, Realism & Mastery (DREAM)*, 2(09). <https://doi.org/10.56982/dream.v2i09.155>
- Lim, X. J., Cheah, J. H., Ngo, L. V., Chan, K., & Ting, H. (2023). How do crazy rich Asians perceive sustainable luxury? Investigating the determinants of consumers' willingness to pay a premium price. *Journal of Retailing and Consumer Services*, 75. <https://doi.org/10.1016/j.jretconser.2023.103502>
- Liu, H., Jayawardhena, C., Shukla, P., Osburg, V. S., & Yoganathan, V. (2024). Electronic word of mouth 2.0 (eWOM 2.0) – The evolution of eWOM research in the new age. *Journal of Business Research*, 176. <https://doi.org/10.1016/j.jbusres.2024.114587>
- Melinevskyi, A., Koberniuk, S., Bilousko, T., Vasiuta, V., & Strochenko, N. (2023). Digital Marketing and its Role in Customer Acquisition. In *Economic Affairs (New Delhi)* (Vol. 68, Issue 4). <https://doi.org/10.46852/0424-2513.4.2023.31>
- Ravichandran, S. S. (2023). Circular Economy Elements in Marketing Communications: An Opinion Perspective for a Sustainable Future. *Prabandhan: Indian Journal of Management*, 16(8). <https://doi.org/10.17010/pijom/2023/v16i8/173065>
- Sachin Bhosale, Ashwini Salunkhe, L. G. (2019). The role of digital marketing in consumer behavior: A survey. *International Journal of Information Technology and Language Studies (IJITLS)*, 3(1).
- Salem, M., Baidoun, S., Abu Sharekh, N., Sammour, N., Alnajjar, G., Alasttal, F., Alghusain, I., & Saqer, H. (2023). Factors affecting Arab consumers' attitudes toward online shopping in light of COVID-19: the moderating role of digital marketing. *Journal of Enterprise Information Management*, 36(2). <https://doi.org/10.1108/JEIM-04-2021-0175>
- Saputra, A., & Fauzi, M. (2022). The Role of Digital Marketing for the Indonesian Inclusive Boarding School. *International Journal of Innovative Technologies in Social Science*, 2(34). https://doi.org/https://doi.org/10.31435/rsglobal_ijitss/30062022/7825 ARTICLE
- Shih, H. P., Lai, K. H., & Cheng, T. C. E. (2013). Informational and relational influences on electronic word of mouth: An empirical study of an online consumer discussion forum. In *International Journal of Electronic Commerce* (Vol. 17, Issue 4). <https://doi.org/10.2753/JEC1086-4415170405>
- Zolkepli, I. A., Mukhiar, S. N. S., & Tan, C. (2021). Mobile consumer behaviour on apps usage: The effects of perceived values, rating, and cost. *Journal of Marketing Communications*, 27(6). <https://doi.org/10.1080/13527266.2020.1749108>

