

The Impact Of Digital Marketing Communication On Consumer Purchase Decision Among Youths In Cameroon

By

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Abstract

Digital marketing has become one of the most commonly used phrases these days. Although it's easily used in a sentence, quite often, it is not defined accurately. For some, it's a synonym for "Internet Marketing," while others describe it as marketing using electronic devices. Business conditions have changed due to the growth of digital media, and today's commercial market is undervalued. The world's digital era is at a turning point. All companies' goods benefit from the use of digital platforms to increase revenue. Companies can quickly accept more customers, especially youths, and customers have various options when making buying decisions. Today's consumers consider purchasing potential repeat purchases based on their online success, mainly to attract consumers through digital marketing. They also rely on the company's ongoing digital presence and how it handles them (consumers). Younger consumers' purchasing habits are shifting at a faster pace in a consumer-driven business setting.

As a result, marketers spend a lot of money and a lot of time each year conducting market research to understand and predict changes in young consumers. Marketers need to introduce innovative sales methods to squeeze the buying behavior of the younger generation. Purchase behavior and adolescent behavior patterns have a significant impact on the decision-making process. The main focus of this study was to look at the implications of digital marketing in buying decisions to ensure that buyers perceive the impact of digital marketing and purchasing decisions.

Keywords: Digital Marketing, Youth Purchasing Behavior, Marketing Communication, Social Media Marketing

Introduction

Technological development has made our world dynamic faster than ever before. The influence on business, especially on marketing techniques, is significant. From old marketing techniques to new approaches in which digital channels currently play an essential role, trends are dynamic. There has also been a substantial shift from outbound marketing strategies to inbound marketing methods. Digital marketing is a revolutionary form of marketing that offered companies new ideas for their business. Marketing activities conducted through digital channels allowed marketers to communicate directly with potential customers, regardless of their geographical location. Understanding the use of digital media, such as the web, email, mobile phones, and digital television in advertising, has gone into overdrive, and marketers are currently using these channels for various functions. For instance, some use them to attract new customers, while others specialize in serving customers better. Digital marketing communications generally involve information about merchandise, online advertising, and marketing via email and mobile. It seems that digital marketing channels and ideas are used individually and operationally while recognizing the impact of different digital media on customer buying decisions is still developing.

Email is still a good marketing strategy. Email creates \$38 for every \$1 spent, and that's an incredible 3,800% return on investment, making it one of the most widely effective choices. It is foreseeable that the number of active email accounts will reach 5.6 billion in 2019 (Statista, 2018). It is estimated that the US will spend more than \$350 million on email marketing in 2019 (Statista, 2019). More than 50% of US respondents check their private email account relatively ten times a day, and it is undoubtedly the most popular way to receive updates from brands (Campaign Monitor, 2017). 99% of customers check their emails daily. (DMA Insights, 2017).

Once buying a commodity, the buyer often goes through five different stages; problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. However, it's clear that the shopping for methods starts long before acquiring the product and

determines effects long once. For this reason, marketers are compelled to study and understand all buying process steps.

This paper examines how marketers can use digital marketing channels (email marketing, mobile marketing, and retargeting) to affect consumer buying decision-making stages.

Statement of the problem

The consumer preference of youths in Cameroon is changing faster. Marketers know that it is challenging to keep up with changing consumer needs. With the participation of social networks, human interaction has changed dramatically. The rapid growth of online platforms has facilitated changes in activities and behaviors associated with habitat interactions. As consumer behavior changes require organizations to re-engineer strategies for digital space marketing campaigns, organizations should understand how digital and social media marketing affect consumer relationships.

The objective of the study

- To supplement the extensive international research done on digital marketing
- To evaluate the impact of digital marketing in the purchase decision of youth consumers
- To analyze the effect of digital marketing in the purchase decision of youth consumers

Literature Review

Digital Marketing

Various definitions are identified in previous studies with regards to digital marketing. One explanation is that marketing utilizes electronic devices like personal computers, smartphones, cell phones, and game consoles to involve the stakeholders to be a part of the procedure. Digital marketing techniques have the power to repeat several marketing communications aspects and ancient media channels, and in therefore doing, they can extend the marketing mix. Digital campaigns are specific and are part of the marketing communication mix. However, the boundaries are blurred since digital technology is not just how to communicate yet; it is also a distribution method (Jobber and Ellis-Chadwick, 2013).

Studies show that online buying not just effecting easy use and pleasure. Additionally, however, there are different factors such as the appearance of the product, characteristics, and confidence in online marketing. In line with the researcher, e-marketing has started in the nineteenth century; e-marketing involves delivering goods and services from the supplier to the consumer via digital media in totally different ways. It surpasses TV, radio sets, and newspaper advertisements. Net advertisement and various American business journals are faster than traditional advertising (Howard, 2011). With the spectacular increase in online advertising, organizations started to spend more on e-marketing as an alternative to the classical one (Bakshi and Surender Kumar Gupta, 2015). The concepts of e-marketing have transformed consumers, society, and the business sector into data, social networking, and the education division (Krishnamurthy and Sin, 2014). Social networking sites have a vast target marketplace and audiences. They mainly get information about products and services promoted through various social networking sites like Twitter, YouTube, and Facebook (Elisabeta Ioanas, 2014).

Email Marketing

Email marketing is one of the digital marketing techniques initially used, and it involves providing customized or targeted messages to specific individuals at the proper time. With the emails, businesses can send emails that meet the user's needs (Scharl, Dickinger, and Murphy, 2005).

Besides, Email marketing is a kind of direct marketing that utilizes email to communicate or fund-promoting messages to link the viewers. In its broadest logic, email marketing can be taken into account for every single email sent to a probable or existing customer. Nevertheless, the term is often used to refer to.

- 1) the transmission of email messages aimed at improving the link with a business person with his or her current or previous clients, promoting customer loyalty and the replication industry.
- 2) causation Emails to get new clients or influential current customers to buy something right away.
- 3) adding advertisements to emails sent through various companies to their consumers (Van Boskrik, Overby & Takvorian, 2011)

Email marketing has many advantages like; that you can adjust messages for diverse clients and offer promotions that are steady with their profile (Jenkins, 2009); you can simply measure the quantity of sent Email messages, signed Emails, as seen. The figure of people is not registered. Email marketing is understood as marketing authorization. One of its features is that it allows consumers to decide whether they would like to be reached by email. (Davis 2010).

On the other hand, Email marketing has some disadvantages as currently, several ISPs utilize complicated junk-mail strainers. Therefore, there's no promise that your Emails will get into your addressee's inbox. As well, the addressee may delete association Email if they don't know the sender. This can progressively become a shortcoming of email marketing (Fusion, 2011); after an Email pass to the consumer, many Emails have to be revised. Generally, it is challenging for a person to differentiate between invited and uninvited emails, in addition to the time it takes to search via email. One more shortcoming of Email marketing is the spread of many software viruses, making customers distrustful even to the trusty channels and markets (Davis, 2010).

The Mobile Marketing

Although mobile phones are commercially on the marketplace for three decades, nobody will argue that we've learned to utilize these devices now over ever before. Over the last ten years, the exponential evolution of electronic technology has given us smartphones, which have not been converted uniquely since we still use mobile devices. Still, within the same sense, they furnish businesses the power to talk directly with customers, despite the time or space barriers (Haghirian, Madlberger & Tanuskova, 2005).

Ververidis and Polyzos (2002) described mobile marketing as "all the activities, necessary interact with the consumer through use of mobile devices to facilitate the selling products or services and distribution of information on those products and services." Dickinger, Haghirian, Murphy, and Scharl (2004) describe a different earlier concept, defining mobile marketing as "the use of interactive digital media to provide consumers with time- and location-sensitive, customized information that promotes products, services, and ideas, thereby creating value to all stakeholders." Kaplan (2012) makes the concept simpler by stating that mobile marketing is "any marketing operation carried out through a ubiquitous network to which customers are consistently linked through their mobile device." We can notice that all the previous definitions are under the authorized definition granted from the umbrella organization of the industry, the Mobile Marketing

Association (2009): "Mobile marketing is a set of activities enabling organizations to communicate and engage with their audience members through and with any mobile device or network in an interactive and relevant manner." Technology plays an enormous role in mobile marketing; as soon as the marketing platform includes mobile devices, the appliance itself is not the main marketing element. The system of specific application technology is regulated to be described as unique marketing tools (Tode, 2013). Marketers have to be compelled to gain additional information regarding mobile technology, particularly concerning different aspects of usability that necessary to customers (Haghirian, etc., 2005). Extraordinary attention has to be placed within the choice of the promotion method to consider the target demographic teams (Zabadi, etc., 2012).

Corporations need to have a diverse marketing strategy that is entirely different from digital marketing. Companies that sell generic goods or services must not focus exclusively on one kind of customer. They have to take into account many targets and embrace their message for every one of them. (García, Lizcano, Ramos & Matos, 2019)

Re-Targeting

First, we have to explain "recommendation algorithms," which is a significant feature of retargeting. Large-scale e-commerce, such as eBay and Amazon, utilizes suggestion algorithms to support customers' decision-making process and attract new customers. (Li, Xhang, and Wang, 2013). The congregation of buyer activity data from cookie-based browsing data and server log files data has enabled marketers to provide more specific and additional customized messages than ever before. (Trusov, Ma and Jamal, 2016). From the information provided, the recommendation algorithms will produce performance marketing that provides product recommendations to the customer after they have browsed or returned to the company's website (Lambrecht and Tucker, 2013).

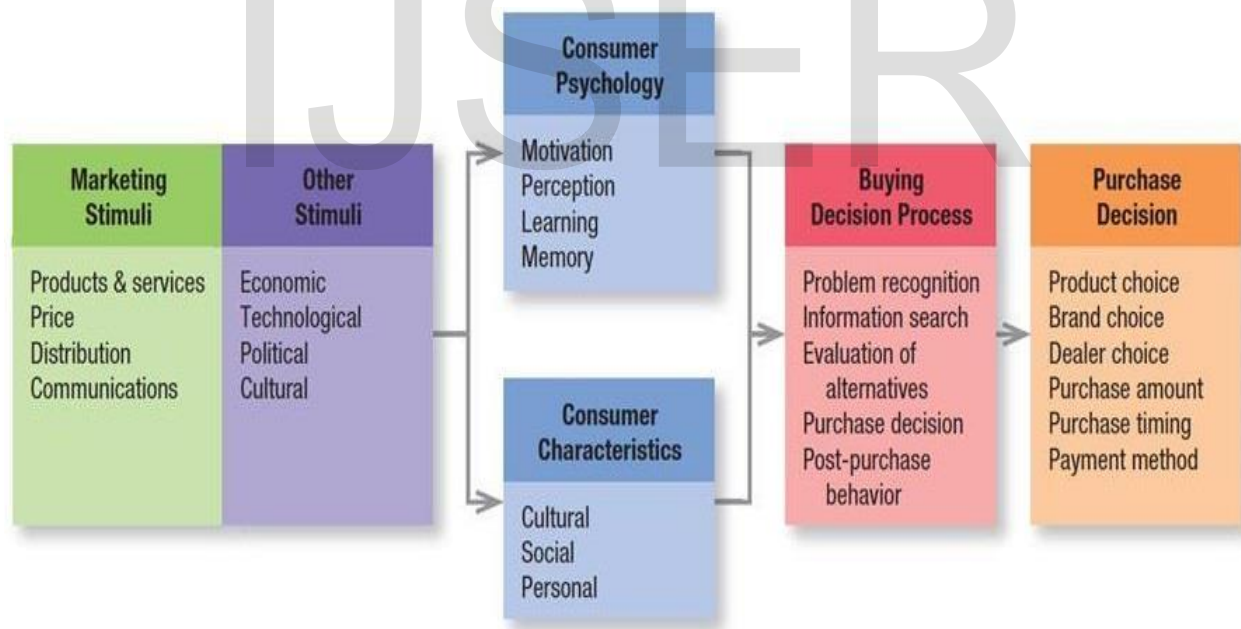
Edwards (2015) states that customers are presently turning into oriented with targeted advertisement and have a bearing on expecting to envision relevant promoting messages instead of nonspecific irrelevant ads. Likewise, the data concerning users which are accessible contains real-time, demographics, present location, practice attitude, browsing history, preferences, and kind of mobile appliance (Belch and Belch, 2012); this allows marketers to focus not only on sectors but also on individuals (Yaniv, 2008).

Retargeting is commonly referred to as remarketing, although both are considered to have completely different meanings to some degree. Remarketing could be many standard terms indicating to process wherever data gathered from a client is employed in promoting to them through mail message or email message.

Retargeting could be a new term for online marketing strategies, wherever the clients are labeled with cookies as soon as visiting a website. Then these cookies can be used for online advertising channels targeting the customer (Lambrecht and Tucker, 2013).

Factors influencing Consumer Behaviour of Youths

consumer behavior is the process of how human beings select, buy, use, and dispose of goods and services to satisfy their needs and wants. Thus, the buying behavior is influenced by specific characteristics of consumers made up of cultural, social, and personal factors, whereas cultural factors make the most profound influence. A Model of how consumers behave is illustrated in Figure 9. (Kotler & Keller, 2016, p. 179).



Cultural factors: Every individual's wants and behaviors are anchored in a specific culture. Through cultures, subcultures, and social classes, a human being identifies himself or herself differently and is exposed to particular values and beliefs that can differ in specific situations. Therefore, businesses must attend to cultural values to understand how to best market their brand and products. (Kotler & Keller, 2016)

Social factors: Social factors including reference groups, family, social roles, and status affect consumers' buying behavior. Reference groups, such as friends, neighbors, and religious and professional groups, directly or indirectly influence an individual's attitudes and behaviors. They do it by exposing a human being to new behaviors and lifestyles by creating pressures for confirmation. It can be said that family members are the most influential group simply because a person acquires an orientation toward religion, a sense of personal ambition, self-worth, and love. Social roles and status are closely related and define norms for specific behavior. A part consists of activities a person is expected to perform, and, in turn, each role connotes a status. It is a fact that people choose brands that reflect and communicate their role and position within society. (Kotler & Keller, 2016)

Personal factors: In addition to cultural and social factors, individual characteristics such as age, occupation, economic circumstances, and personality influence customer's decisions. The consumption of specific brands, services, and products is often related to the stage in a consumer's life cycle and personal needs. Adults choose other brands than teenagers because they experience certain transformations as they grow up. Occupation and economic circumstances also influence consumption patterns due to spendable income, savings, and attitudes toward spending and saving money in general. Personality is a set of human psychological traits such as self-confidence, dominance, and adaptability, leading to environmental changes. Therefore, consumers often choose and use brands with a brand personality that matches their own. (Kotler & Keller 2016)

Purchase Decision-Making Process

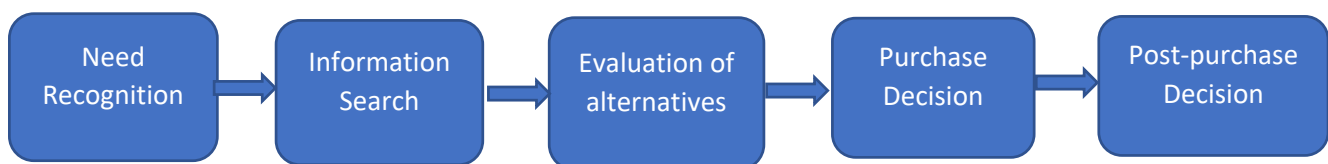
Consumers have evolved and no longer make purchasing decisions in a linear approach; they enter at various points, dependent on their first engagement with the brand, product research, or word of mouth from their social networks. Brands that adopt digital and social media build relationships with consumers and gain consumer loyalty to the brand. (Putter 2017). consumers constantly consider potential purchases and evaluate alternatives in the market. Research undertaken by (Rigney 2016) found that consumer expectations of interactive visual experiences such as moving images and clickable videos have increased, which allows the consumers to learn about products. Putter's 2017 research findings also indicate that consumers use social media to gather information about potential purchases, introduce them to new products, and cause them to have a mindset

change about a brand. Due to digital connectivity and the time spent online by consumers, they now view shopping as an everyday activity.

Consumers are constantly evolving and can no longer straightforwardly make purchase decisions. Participate in all aspects of the brand based on research in the first batch of participating products or rumors in social networks. Brands that use digital and social media build relationships with consumers to gain consumer loyalty to their brand. (Michael Putter 2017). Consumers always consider potential purchases and evaluate alternatives in the market. Video and clickable video and interaction As consumers expect higher visual experiences, consumers can understand the product. According to Michael Putter's 2017 survey, consumers also use social media to gather information about their buying potential and introduce them to new products. During digital connections and online consumer spending, they now view shopping as a daily activity (Meera and Gayathiri 2015).

The consumer's decision-making process determines the consumer's needs, gathers information, evaluates alternatives, and makes purchasing decisions. Consumer behavior can be determined by economic and psychological factors and environmental factors such as social and cultural values. Consumer decision-making is a complex process involving everything from problem identification to post-purchase activities. Every consumer has different needs in their daily lives. These are the more requirements for making various decisions. It isn't easy to make decisions based on consumer opinions on specific products, and it is possible to compare, evaluate, select, and purchase various products. Therefore, marketers can understand and understand the fundamental issues of consumer decision-making processes that need to differentiate their products or services from other markets.

Merchants use the purchase behavior model to identify and track the customer's decision-making process from start to finish. This process is divided into five steps, which are described as follows.



Need recognition

It is the first stage of the consumer buying decision process. It is also known as "Problem recognition." It starts with basic needs like air, water, food, and shelter. It may also begin with a step ahead of basic necessity (Kotler & Keller 2016, p. 195; Kotler et al. 2017, p. 155-156.). The company should understand the consumer's needs and focus on satisfying them (Shma, 2012). The companies can determine the consumer's condition and create marketing strategies (Kotler & Keller 2016; Kotler et al. 2017). For instance, a person is hungry, then the food is its desire, but good food may satisfy it. So, the company should focus on to fulfill the need of consumers. After this stage, the next stage is information search.

The Information Search

It is the second stage of the consumer decision-making process. When a consumer goes to the market to buy goods or services, the consumer recalls his/her thinking towards the product. Consumers accept that product and search for information if the experience is positive or good and consumer satisfied. But the experience negative or not good, then the consumer begins the search for that product. The consumer also searches the product's statement when he/she wants to try a new product (Clow and Baack 2016). The consumer begins to search about the product in this stage through several sources. Kotler stated that consumers could obtain information from any of several sources. These include confidential sources (family, friends, neighbors, acquaintances), commercial sources (advertising, salespeople, dealer and manufacturer, web and mobile sites, packaging, displays), public sources (mass media, consumer rating organization, social media, online searchers and peer reviews) and experimental sources (examining and using the product)" (Kotler at el. 2017). For instance, if a person wants to buy a smartphone, the person gives more attention to the smartphone ads. He can get input from family or friends and gets information regularly regarding the smartphone.

Evaluation of alternatives

Evaluation of alternatives is the third stage of the consumer buying decision-making process. It comes after the information search, which is the second stage of buying decision-making process. When a consumer collects the information of a product or a brand, the consumer ranks the product or brand and then evaluates it. For example, a consumer wants to buy a car. He/she will collect information about the car brand after ordering the preferred brand, he/she will evaluate the alternative brands. It isn't easy to understand consumer behavior. Still, the marketers focus on some

steps such as first- Consumers want to fulfill their needs & wants, and second- Consumers want to benefit more from the particular brand. (Kotler & Keller 2016). If the companies understand the consumer evaluation process, the companies can benefit from the consumer evaluation of the alternatives process.

Purchase Decision

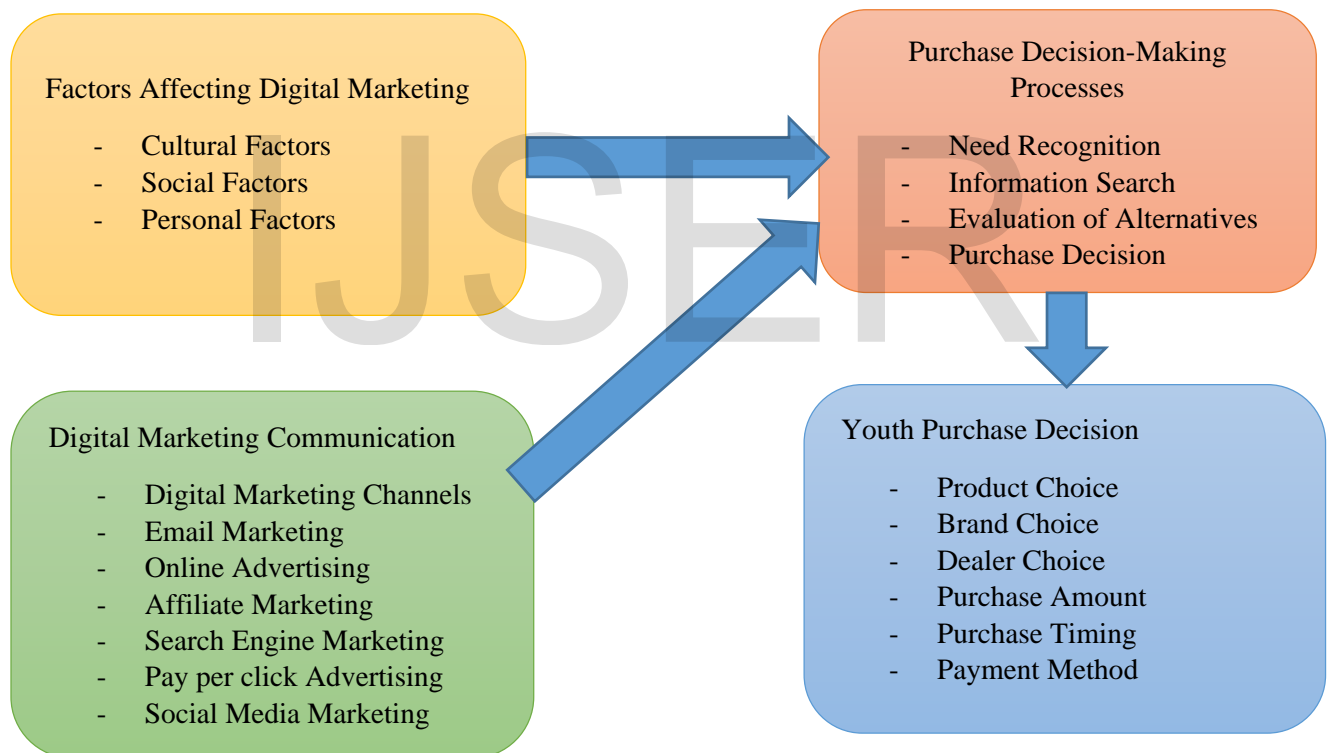
The penultimate stage is where the purchase takes place. Philip Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the input. For example, having gone through the previous three stages, a customer chooses to buy a new telescope. However, because his perfect friend, a keen astronomer, gives him negative feedback, he will then be bound to change his preference. Furthermore, the decision may be disrupted due to unforeseen situations such as a sudden job loss or relocation.

Post-purchase Decision

The post-purchase decision is the fifth and last stage of the consumer buying decision-making process. The companies work doesn't stop if the customer buys a product. The companies should know the behavior or view of the consumer towards the products. After the use of the product, the customer might be satisfied or dissatisfied. If the consumer is satisfied, then the chances of retention are more of the same effect, and happy Consumers can also influence other people to buy the product. The chances of increasing the loyalty of Consumers towards the product are maximum. If the consumer becomes loyal to the product, then the chances of retaining the product are top by the satisfied consumer. If the consumer maintains the product, then the sales of the product increase; if the sales of the product increase, then the overall aim of the company getting profit will achieve. If the consumer is not satisfied or dissatisfied with the company's product, then the problem arises. A consumer can be unhappy for several reasons. The consumer can be dissatisfied; if the company promises something and didn't deliver that, then the consumer can be disappointed. For instance, a car company promises to the customer for free services, but the dissatisfaction increased when the services company denied them. It is only a single example. The concept of satisfied or dissatisfied Consumers is all about consumer expectation and consumer perception. If the consumer expectation meets the product which he/she perceived, then the

consumer may satisfy. If consumer expectations do not meet the product which he/she perceived, then the consumer will dissatisfy. (Kotler et al., 2017).

Findings and Conclusion



Recommendations

The electronic market can increase market efficiency, benefit both buyers and sellers (Yannis Bakos 2019). Both manufacturers and consumers have reduced transaction costs and improved the situation for both parties. The price difference between online and offline is narrowed considerably. Some product categories (such as books and CDs) are becoming more price-dispersive than offline on the Internet (Venkatesh Shankar 2019). Consumers can pay a lower price for the product they want, but providers can differentiate their product offerings. Although the price may go down, the seller's profits may be compromised, but offset by the ability of the seller to compete with other manufacturers by producing differentiated products (Kennedy 2018). However, the further decline in price limits the ability to compete effectively due to additional constraints for the manufacturer's benefit. The rapid growth of online shopping can lower the buyer's search costs faster than the seller's ability to deliver differentiated products. Therefore, it affects the possibility that customers can make better quality decisions while sellers are shopping online.

Based on changes in consumer decision-making, marketing has a lot of impacts. Marketers need to find out how customers use their products in identity replay, self-branding, and social calling. As these roles become increasingly important, marketing and product development must increase the potential of products used in these roles. This also leaves room for the intelligent position of the product. If a customer uses the product for their branding, it is advisable to provide a lot of detail because it uses rational decision-making and side-by-side removal. Activate use in social currencies and remind potential customers. Another implication is that decision-making should be as easy as possible and can provide changes that outsource decisions by providing the most popular items, such as purchasers.

The process of purchasing various consumer goods varies but can be divided into critical steps and stages. They drive efficient and effective targeting and help our customers understand real customers. "Consumer decision-making is the process by which an individual chooses from a choice, product, brand, or idea." Some steps are always necessary, but at different levels, consumer involvement levels are different. Multiple steps may be omitted altogether. The behavior that a global or social marketer shows when a consumer investigates his or her potential and current customer's purchase choices depends on what, why, when, where, how, when, how, and after their

purchase, How it affects. This provides a significant competitive advantage, especially in the current competitive marketplace where the business life is short, and the product life cycle is short.

Purchases may be delayed for various reasons, such as the attitude of others or the risk perceived as a factor in unanticipated circumstances. Kolter and Keller (F2016) believe that "the merchant needs to understand the factors that give consumers a sense of danger and provide information and support to reduce perceived risks." Model to use for marketing campaigns. It may give us the power to win loyal customers of success in the market. Today's people need more and more individuals, and it helps to find correlations with shared traits. Also significant is the difference between generations. How do they respond to marketing campaigns? At least two generations are presented like this century. Globalization also makes cultural differences stronger or less depending on the context. But, as previous studies have shown, the behavior of consumers by country is different. This means that not all successful marketing products in Europe are as rewarding in Asia. Because control enhancement leads to performance improvement, research is beginning to understand the role of controlling consumer decision-making information flow.

This new insight is critical in a new online environment where controlling the flow of information can affect consumer decisions, memories, knowledge, and quality. Studies of information structures (centralized sets of data) are often associated with new electronic markets where consumers face information overload when making decisions. The company needs to convey a positive image through the process. This is because brand awareness is essential before a product's personal experience or rumor advertising can significantly change consumers' attitudes before making a purchase decision. As the number of online review site access increases, retailers increase their perception of risk. Still, positive ratings are also helpful because 71% of consumers think reviews are more comfortable buying the right product. (Pentz & Preez, 2018)

In summary, we believe that our text's simple consumer decision model provides a robust and comprehensive framework for merchants to outline customer research. Any weakness of the model must be overcome as the merchant evaluates the actual process of the consumer. This model is not a universal answer, but ultimately the consumer must apply his/her situation to the client because he or she can freely make the decision-making process as needed. I believe this will give me an excellent chance to be a trader. Understand the various external and internal influences of consumers to understand how they interact with consumers at different stages of the buying

decision process. Through careful communication, consumer responses can be manipulated to benefit the organization or brand they offer (and ultimately purchase). You should also monitor and support the consumer experience by appropriately enhancing these purchases to encourage repeat purchases of current and new users.

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