Impact of digital marketing on consumers buying behaviours and satisfaction
## Abstract

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**Title of the thesis**

**Impact OF digital marketing on consumers buying behaviors and satisfaction**

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## Abstract

The trends of traditional marketing are evolving with the growing boom of technology. Digital marketing practices are becoming familiar to brands and businesses that are aiming to promote their products by applying digital marketing practices (Tiago & Veríssimo, 2014, 4). This impacts directly the consumer purchasing decisions and determines the level of satisfaction of the customers.

The goal is to enhance the outreach of the brands to the customers and help them maintain a communication process with the customers (Nisar & Prabhakar, 2017, 12). The customers get an opportunity to conduct online research on the products and make informed decisions. The decisions of the customers help them gain satisfaction through their purchase decisions (Qazi, Tamjidyamcholo, Raj, Hardaker & Standing, 2017, 1). Word-of-mouth marketing helps customers confidently make purchases and choose from the best options that are available in the market.

Many distinct forms of digital marketing include search engine optimization, content marketing, social media marketing, pay-per-click, affiliate marketing, and marketing automation that assists customers in making their purchase decision (Elbeltagi & Agag, 2016, 7). Using digital marketing can allow the brand to reap benefits and attract customers to make impulsive purchases that are not possible with traditional marketing practices.

The research supports the evaluation of hundred responses from the respondents that assist in analysing the data and understanding the impact of digital marketing on consumer buying decisions (Bai, Yao & Dou, 2015, 16). The satisfaction of the customers is also evaluated through this practice by analysing the responses gathered from Finland.

## Keywords

Digital; Marketing; social media; Consumers Behaviour; Satisfaction
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1 Introduction

The focus of this research is evaluating the significance of digital marketing on consumer buying behaviours and assessing the trends that are developed for the satisfaction of the customers. This research assesses the impact of digital marketing on realizing the trends that are established to alter the shopping experiences of customers (Gao & Bai, 2014, 3). Consumer purchases are becoming spontaneous when the customers realize their need for a product and immediately decide to purchase it. The evolution of shopping trends makes it easier for customers to discuss product features with the stores and make a purchasing decision immediately (Voramontri & Klieb, 2019, 15). Technology is evolving shopping trends and ultimately altering the behaviour of customers.

1.1 Background

Digital marketing is defined as an extension or branch of marketing where digital channels are used for marketing products and services. The approach established aims to reach customers at distant locations and make the products accessible (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014, 19). The channels that are used for marketing are websites, applications, and social media platforms to land customers and promote the products. Digital marketing gained popularity in 1990 with the evolution of the internet which used methods that were distinguished from traditional marketing trends (Chen, Yan, Fan & Gordon, 2015, 5). The businesses were able to target distantly located customers providing them with a virtual shopping experience. The businesses used digital marketing methods in combination with traditional marketing techniques to expand customer outreach and promote the businesses (Hsu & Chen, 2018, 2).

The evolution of technology trends and the introduction of digital marketing allowed businesses to expand their customer base and market products to distantly located customers. This expanded the boundaries of the businesses and enabled expansion on a global level (Cummins, Peltier, Schibrowsky & Nill, 2014, 4). Business patterns have evolved rapidly through digital marketing making products and services for a wider outreach of customers. The world is becoming a global village due to increased connectivity that establishes a strong relationship with customers (Melović, Šehović, Karadžić, Dabić & Ćirović, 2021, 9). The internet has made a significant change in lives of the human beings that allows forming connections easily and fast. The tools that have assisted in the expansion of digital marketing trends are social media connections that enhance the outreach of the products and services (Rahman, Islam, Esha, Sultana & Chakravorty, 2018, 13).
Social media actively connects brands with customers through Facebook, Twitter, LinkedIn, WhatsApp, and YouTube. These platforms are used actively for sharing information and engaging with customers (Chang, 2014, 2). The customers are capable of engaging easily with the businesses evolving the purchasing behaviour and patterns of the people. Customer satisfaction also increases as digital marketing saves time and makes products and services approachable (Rita, Oliveira & Farisa, 2019, 23). Social media is supporting accessibility heavily for customers by making products and services available at the convenience of the customer’s homes. The selection process is becoming easier and better deals can be fetched on the internet by assessing the trends in the market (Huete-Alcocer, 2017, 21). The brands have realized the potential of social media and established their pages where they share information with the customers and interact with them.

The customer’s feedback is a source of awareness for the customers that enables them to access the product features and seller attributes. The levels of services can be easily reviewed by promoting sales patterns and creating digital experiences (Durmaz, 2014, 11). Digital marketing is becoming a source of inspiration for consumers impacting their buying behaviour. The convenience of purchasing on the go based on available times increases customer satisfaction (Pham & Ahammad, 2017, 17). The transparency that is created in the markets allows businesses to segmentize their target audience and share relevant information with the customers. Globalization has become possible through digital marketing enabling the enormous flow of information to be shared with customers (Balakrishnan, Dahnil & Yi, 2014, 10). The trends of communication are growing increasing economic activities and amalgamating culture towards enhanced outreach of the businesses.

1.2 Statement of the Problem

Digital marketing trends and patterns are playing an active role in the lives of people. The evolution of marketing trends is enabling businesses to share knowledge with customers and share information about ideas that are available in the markets (Cohen, Prayag & Moital, 2014, 3). Social media supports digital marketing as it is not only a source of communication rather it is a medium of building relationships. Social media is used as a tool for marketing products and sharing their features with customers (Xu, Wu & Li, 2020, 6). The patterns of marketing have evolved with the application of advanced artificial intelligence tools that enhance the predictability of customer preferences. This allows the brand to recommend certain products to the customers that match their individual interests and choices (Eger, Komárková, Egerová & Mičík, 2021, 24). The concept of digital marketing is evolving rapidly through increasing tools in this business segment.
Digital marketing allows using social media, websites, and online sales mediums to increase brand accessibility. These increased venues of marketing support the growth of the businesses and make the products approachable (Sharma & Lijuan, 2015, 1). The profitability of the businesses and competition amongst the businesses is also increasingly changing the patterns of business promotions. Customers look at a product on the internet and search for its availability in stores (Dastane, 2020, 18). This shares the ideas of the latest trends with the customers and signifies the role of digital marketing in promoting the brands to the customers. Consumer buying behaviours becomes subjective to the digital outreach of the brands and the accessibility that is awarded to the customers increasing their levels of satisfaction (Chen & Lin, 2019, 11).

1.3 Scope of the Study

The development of digital marketing trends over the years has amplified the outreach of businesses. The marketing of products and services has become easier for the brands giving the businesses a chance to approach global customers (Nguyen, de Leeuw & Dullaert, 2018, 41). The change in trends has impacted the decision-making capacities of the customers providing them with multiple options to choose their desired outcomes. Digitization has made it possible for customers to communicate with businesses and share their queries hindering their decision-making (Duarte, e Silva & Ferreira, 2018, 25). Digital marketing is influencing consumer purchasing behaviours creating an interactive environment for the customers. The customers get the convenience of choosing from a variety of options that gives them time to explore and research the product in alternate stores (Sharifi & Esfidani, 2014, 3). This comparison of the brands raises the bar of customer satisfaction for the businesses as they need to target the customers and make sure that the purchase decision keeps them satisfied to shop more in the future.

The customers research extensively before making their decision and choose to shop through stores they have trust in. This overload of information and options available in the market requires businesses to compare with the brands and fit the purchases as per the mindset of their customers (Yamin, 2017, 8). The relationship-building process has become easier for the customers but challenging for the brands. Minor mistakes can cost them their business and benefit their competitors (Richard & Chebat, 2016, 14). The online presence of the brands and their connectivity with the customers decide on the buying decisions of the customers and whether they will or will not get successful sales. The information that is placed online by the brands helps the customers decide whether they will opt for the purchase or not (Grewal, Ahlbom, Beitelispacher, Noble & Nordfält, 2018, 10). This changing
pattern of businesses through digital marketing is increasing competition and business measures to lure customers to make purchases.

The scope of analysis about the impact of digital marketing on consumer buying behaviour and satisfaction is the critical goal of the brands. The level of satisfaction of the customers determines the brand visibility in the digital market resulting in the sales process (Chung, Song & Lee, 2017, 16). The analysis of buying behaviour and satisfaction of the customers is important to realize the significance of digital marketing. These help the brands and businesses to establish policies that attract the customers dominating their purchase decisions (De Mooij, 2019, 27). The scope of the study provides an analysis of the impact of digital marketing on the buying preferences of the customers and the initiatives that must be taken for satisfying the customers and retaining them for a longer time.

1.4 Significance of the Study

The analysis of consumer buying behaviour and satisfaction levels through ease of digital marketing shows the increasing accessibility of the brands. Customers can access businesses through digital platforms and make their purchase decisions (Pappas, 2016, 42). Much research has been developed for analysing the importance of digital marketing. This study will allow exploring the marketing strategies that can be used for influencing customers and retaining them with the business for a longer time (Tiago & Veríssimo, 2014, 23). The decisions that are made for influencing consumer decisions, changing buying behavior, suggesting preferred brands, and analysing customer satisfaction are critical digital marketing strategies. Digital marketing is becoming an effective tool for selling that assists in maximizing the profitability of businesses (Nisar & Prabhakar, 2017, 13). Digital marketing is an effective tool that creates a significant impact on business promotion and enhances business outreach.

This research is significant for assessment as digital marketing trends evolve rapidly with time. The consumer's decisions are dependent on the digital marketing strategies adopted by the businesses that make them accessible and allow understanding the customer trends and preferences (Qazi, Tamjidyamcholo, Raj, Hardaker & Standing, 2017, 6). This analysis allows evaluating the behaviour of the customers aiming to judge the online presence and communicate business information to the desired target audiences. This analysis shall evaluate the market dynamics and trends adopted with digital marketing in recent times to focus on consumer preferences (Elbeltagi & Agag, 2016, 3). Attaining customer satisfaction is the primary goal and objective that can only be understood through analysing digital marketing trends and patterns.
1.5 Objective of the Study

The critical aim of the study is to understand the impact of digital marketing trends on consumer buying behaviour. The change in trends in marketing also impacts the satisfaction levels of the customers changing the patterns adopted in the industry (Bai, Yao & Dou, 2015, 11). The objective linked with the analysis are the following:

- to analyse and explore the socioeconomic conditions of the consumers that change their approach to purchasing products through digital marketing platforms
- to analyse the impact of digital marketing trends and assess the factors that impact on consumer buying behaviour
- Analyse the lifestyle patterns and trends of the customers to understand the digital marketing strategies that are effective for the customers.

1.6 Research Questions

The research study will focus on the following research questions.

- What is the role and impact of social media in marketing on consumers buying behaviours among people of Finland?
- What is the role of digital marketing on customer satisfaction among the people of Finland?

The research aims at evaluating the role of digital marketing on the consumer buying behaviour of the people of Finland. The objective is to evaluate the market dynamics and assess whether the relevance of digital marketing is accurate with the research findings (Jisana, 2014, 19). The goal is to analyse the market behaviour and relate customers buying behaviour with their satisfaction levels.

1.7 Hypothesis

The hypotheses of the research study will be as follows.

- Ha1: There is a significant relationship between digital marketing, socioeconomic conditions and consumers’ buying behaviour.
- Ha2: There is a significant relationship between digital marketing and consumer behaviour regarding brand preference.
1.7.1 Independent Variable

The independent variable of the present research study is digital marketing. Digital marketing is independent variable as digital marketing trends influence the buying behaviour of the customers and results in customer satisfaction.

1.7.2 Dependent Variable

The dependent variable of the research study is consumer preference, satisfaction, and product preference. The variables are dependent on the digital marketing trends and practices that are adopted by the businesses.
2 Knowledge Base / Theory

Digital marketing trends are acquiring the scope of marketing as the technology is evolving and businesses are actively adopting digital marketing trends for promoting businesses. Digital marketing is all about using electronic devices that can be used by marketing specialists to convey promotional messages to customers (İstanbullıoğlu, 2017, 20). The customers are impacted by these trends as it makes their journey easier and allows them to understand the purpose of the brands. The marketing campaigns that appear on computers, phones, tablets, and other devices allow the customers to connect with the brands and understand the products and services that are being offered to them (Kircova & Esen, 2018, 3). Digital marketing takes many forms and patterns that include sharing online videos, display ads, and marketing through search engine optimization. Paid ads and social media posts are used actively for creating a comparison between the modern and traditional forms of marketing. The accessibility of customers has increased rapidly through digital marketing which was not possible with traditional marketing patterns (Carlson, Rahman, Taylor & Voola, 2019, 4). The customers are offered personalized ads based on their preferences which makes digital marketing extremely lucrative for customers.

2.1 Introduction

Traditionally marketing and its scope were limited to display ads, billboards, and advertising in print media. This limited the approach of the brands and was capable of marketing to a limited audience (Sudha & Sheena, 2017, 5). The scope of marketing was amplified with the introduction of digital marketing which allowed businesses to approach a diverse segment of customers directly and target them based on their likes and dislikes. Customers have started realizing that through digital marketing they can shop on the go and are no longer required to physically visit the stores to analyse the features of the products (Delafrooz, Taleghani & Nouri, 2014, 8). Digital marketing makes the products accessible immediately allowing the customers to assess the product attributes and compare the pricing of their preferable products (Aragoncillo & Orus, 2018, 16). The innovative popularity of smartphones is connecting internet users with brands enabling them to assess the features of products to their liking.

Marketers are taking advantage of the digital world by using online advertising to promote their products and make customers realize their presence in the respective markets. The boundaries of the businesses have been minimized providing customers with a great sense of evolution and accessibility (Al-Ekam, 2016, 12). Digital marketers are constantly coming up with new strategies to attract customers and expand their market outreach. This helps
in generating new business and limits the physical boundaries of a business (Cao, Ajjan & Hong, 2018, 11). Through digital marketing, businesses leverage digital channels such as social media, pay-per-click, search engine optimization, and email marketing. This allows a business to connect with existing customers and approach individual customers that are interested in specific products and services (Pereira, de Fátima Salgueiro & Rita, 2016, 17). The concept of brand accessibility is increasing dynamically enabling brands to derive great customer experiences.

2.1.1 Online Marketing

Digital marketing is also referred to as online marketing which allows brands to connect with potential customers and establish digital communication with them. The mediums of digital marketing include emails, social media, and web-based advertising use of text and multimedia messages to establish a new form of approaching customers using the digital marketing channel (Vasić, Kilibarda & Kaurin, 2019, 25). The new definition of marketing using digital communication methods is referred to as digital marketing. There are classifications of marketing trends that includes inbound marketing in collaboration with digital marketing patterns (Yasmin, Tasneem & Fatema, 2015, 5). Inbound marketing and digital marketing use the same tools but have different objectives that require sharing emails and online content with the users. Digital marketing is distinguished from digital channels as it allows converting prospects into customers (Punyatoya, 2018, 7). The digital marketing strategy allows the brand to use multiple platforms or focus on one medium that best approaches the customers (De Pelsmacker, Van Tilburg & Holthof, 2018, 27). The strategy of the brands varies with their goals and their target market segments which requires focusing on a specific segment of digital marketing.

2.1.2 Inbound Marketing

Inbound marketing is a holistic concept of marketing that considers the goal first and then establishes strategies for using the mediums or platforms that are most effective. The target market selection and moulding of the strategy to approach the customers at different sales funnels are critical for boosting website traffic (Hamilton, Kaltcheva & Rohm, 2016, 5). This helps in generating distinct prospects and leads that make digital marketing more effective in comparison to traditional marketing practices. The strategy of the brands can be altered based on the goals of the brands (Moreno, Lafuente, Carreón & Moreno, 2017, 4). A brand can focus more on website promotion if they aim to promote online sales or they can market their brand to spread awareness and attract customers to their physical stores. A strategic approach established through content marketing allows brands to optimize the content
through blogs, landing pages, and more to promote the websites and generate online sales (Bala & Verma, 2018, 9).

The inbound marketing and digital marketing patterns work collaboratively with the brand ideology and must be applied to the marketing tactics simultaneously. The structure and purpose for effective digital marketing are adopted using digital marketing channels that are aligned with the goals of the brand (Bleier & Eisenbeiss, 2015, 25). Digital marketing is growing in popularity with time as businesses are striving for attention. Competitive businesses require digital channels to keep their brands highlighted to compete with competitors and maintain market significance (Moreno, Lafuente, Carreón & Moreno, 2017, 32). The use of all marketing trends is to gain traction for businesses and brands with a variety of induction of digital marketing trends. Digital methods of communication allow the brands to establish a connection with the customers and minimize costs making the product preferable to the customers (Patrutiu-Baltes, 2016, 17).

2.1.3 B2B and B2C Digital Marketing

Digital marketing strategies can be applied in B2B and B2C business models. B2B businesses focus on businesses whereas B2C focuses directly on the customers. The techniques and tools that are used for marketing differ based on customer preferences (Charlesworth, 2014, 9). The strategic application of digital marketing trends for both B2B and B2C varies due to variations in the customers. The decision-making process of the B2B clients is longer in the sales funnel and requires establishing relationships that work better with the clients (Yasmin, Tasneem & Fatema, 2015, 19). The short-term offers and messages connect the customers and keep them in the loop with the organizations. The B2B transactions are based on logic and evidence that requires skilled digital marketers to remain emotionally connected (Celebi, 2015, 27). The customers need to feel good about the purchases and the establishment formed in B2B is more dynamic in connecting with the brands. In approaching B2C customers it is important to establish a connection with the individual customers. The decision-making time required is smaller and maintaining a connection with the customers is easier (Pappas, 2016, 42). The approaches and the marketing campaigns need to be derived based on the approach of the brand to the customers. The role of the audience and the target customers is integral while preparing the strategy which requires establishing a marketing campaign that is effective and captures the attention of the potential customers (Chaffey & Smith, 2017, 18).
2.2 Literature Review

There are many distinguished types of digital marketing strategies that are used for interacting with customers using digital media (Kingsnorth, 2022, 13). The various types of digital media search engine optimization, content marketing, social media marketing, marketing automation, and email marketing are used for promoting products and services. The elaboration of these tactics shows the trends that are adopted in the market and the convenience that has been established with the use of digital marketing tools (Lim, Osman, Saladuddin, Romle & Abdullah, 2016, 10). The analysis will evaluate the use of specific tools enhancing the approach of digital marketing and the benefits they endure on the brands.

2.2.1 Search Engine Optimization

Search Engine Optimization (SEO) is a tool actively used for marketing and listing the website of a company. The internet is expansive with many brands across the globe aiming to attract their desired target markets (Goldfarb, 2014, 16). The strategy applied through SEO aims at marketing the products listed on a website and making it rank on the search engines. SEO is the science of marketing where research is used to enhance the popularity of a brand and make it accessible to the desired target market audience (Kannan, 2017, 19). Ranking the websites and making them appear on the search engines require optimizing the web page through sharing the quality content, engaging the users, targeting mobile friendliness, and focusing on inbound links (Shanthi & Desti, 2015, 38). SEO allows businesses to optimize their website components and navigate the customers to the websites.

The strategy used for SEO is unpredictable as it requires establishing channels that attract customers to the websites. The goal is to rank the websites and make them appear to the customers ensuring search-specific queries (Wang, Malthouse & Krishnamurthi, 2015, 8). There are many search engines on the web and professionals focus on ranking google as a priority as it is actively used by the audience. SEO and its strategies cannot be quantified through the results (Taiminen & Karjaluoto, 2015, 11). The strategy follows one motive of making websites rank and making the popular on search engines. The change in the algorithms is rapid to keep the ranking of the website and make exact predictions (Chester & Montgomery, 2017, 18). The page performance must be monitored constantly to ensure that strategies are accurately aligning in making the products and services popular.
2.2.2 Content Marketing

Content marketing is an essential part of digital marketing that generates dynamic SEO results for the website. The quality of the content that is shared on the website and the strategy to attract the target audience is easily accomplished through using an established content marketing strategy (Bleier & Eisenbeiss, 2015, 2). The marketing strategy and the goal of content marketing are to attract leads that convert into customers and can be easily distinguished from traditional advertising trends. The prospective customers generate potential value for the products and services offered through written materials marketed using blogs, e-books, newsletters, videos, whitepapers, and info graphics (Mothersbaugh, Hawkins, Kleiser, Mothersbaugh & Watson, 2020, 7). The content marketing strategy is the most established technique of marketing that determine the true meaning of digital marketing. The content experience is entertaining and informative for the customers helping the brands rank easily on the search engines (Rehman, Ilyas, Nawaz & Hyder, 2014, 23). The relevance of the content is important as it allows for building a strong relationship with the customers that is relevant and engaging.

Considering the audience is important for the business to analyse the efforts required for grasping the attention of the audience. The type of content that is being created is critical for marketing that includes the selection of videos, blog posts, printable worksheets, etc. attracting customers (Wolny & Charoensuksai, 2014, 26). The momentum of marketing techniques requires to be consistency with a minimum margin of error aiming to keep the audience interested. The content must be easy to understand, relevant, and interesting (Chaffey & Ellis-Chadwick, 2019, 6). This assists in preparing the sales funnel and identification of potential customers from the prospects.

2.2.3 Social Media Marketing

Social Media Marketing has gained dynamic popularity over the years with the progressive enhancement of social media mediums. The business uses social media for driving traffic and increasing the brand awareness of the customers (De Pelsmacker, Van Tilburg & Holt-hof, 2018, 21). This is crucial for engaging people in discussions online and promoting the business. Social media marketing enables brands to highlight their products and services by understanding the culture of the region (Schumann, Von Wangenheim & Groene, 2014, 10-11). This allows people to engage with social media platforms and focus on social media platforms. The most popular and actively used social media platforms are Facebook, Twitter, Instagram, YouTube, and LinkedIn. The social media strategy is used for aligning the target audience with the products and services (Cummins, Peltier, Schibrowsky & Nill, 2014,
The critical industry players are active on these platforms and use these social media channels for posting ads and promoting the brands actively to the customers (Boerman, Kruikemeier & Zuiderveen Borgesius, 2017, 14). The potential and prospective customers are easily targeted through social media allowing the promotion of channelized businesses. The allocation of demographics and the target audience is easier through social media which allows excessive audience participation. This is a popular way of connecting with the audience and getting attention from the customers about the relevance of the brands (McStay, 2017, 18). Content marketing tactics can be actively linked with social media platforms that allow the customers to reach the audience and decide upon the type of communication that needs to be established. The total clicks on the website are amplified through the use of social media that allows the customers to review the business increasing the scope of enhanced prospects (Govender & Govender, 2016, 15). Direct purchases are not the goal of the social media strategy but through channelizing the website and social media it becomes easy and convenient to share the information with the audience. The social media marketing goal is to keep connected with the audience and make sure that the customers and the brand can maintain their connection (Chen & Stallaert, 2014, 18). The best practices that must be used for social media marketing are through crafting high-quality engaging content, engaging with the customers, posting relevant postings, maintaining a timeframe for the posts, and being aware of the needs of the audience.

2.2.4 Pay-Per-Click Marketing

Pay-per-click marketing is the most accredited form of digital marketing where a fee is paid against the clicks on the digital ads. The payment is made for running the targeted ads allowing the people selected as the target audience to view the ad (Sudha & Sheena, 2017, 22). The most common and adaptable form of pay-per-click is search engine advertising that associates with google and other relevant search engines. The algorithm allows setting the ad as a priority and establishing a connection with the customers on various factors such as the quality of the ad, keywords, landing page quality, and bid amount (Solomon, White, Dahl, Zaichkowsky & Polegato, 2017, 38). This increases the search engine results for the ads making it easier for the customers to connect with the brands.

2.2.5 Affiliate Marketing and Influencer Marketing

One of the prominent digital marketing tactics of recent times is affiliate marketing and influencer marketing. Businesses need to promote their products to customers and target a specific audience for this purpose (Ioanas, 2020, 23). The goal is to get a commission against the purchases and pay the affiliates against the sales. The revenue-sharing model
is popular in the e-commerce market segments where the products are marketed by someone as an affiliate and attract the customers to the relevant landing pages (Fierro, Arbelaez & Gavilanez, 2017, 15). The recommendations that are generated through affiliate marketing are easy to track for the customers and attract new customers towards the products and services.

Influencer marketing is similar to affiliate marketing with a little distinction. The influencers are individuals with a large audience and followers maintained on social media platforms (Gao & Bai, 2014, 2). The influencers are focused on a specific product or domain and the products that they use allow for gaining larger traction with the customers. The influencers endorse the products of the brands making them acceptable to the customers (Voramonti & Klieb, 2019, 7). The endorsement establishes trust with the customers and enables them to purchase the product without hesitation. In some cases, the influencers also share a promo code with the customers for which they charge a commission from the brands (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014, 13). The momentum of sales generated through influencer marketing is significant as it allows the customers to purchase a product on the recommendation of their favourite influencer.

2.2.6 Marketing Automation

Marketing automation is the strategy where software is used for powering digital marketing campaigns. This is efficient for increasing the efficiency of the brands through advertising and realizing the relevance of the brands (Chen, Yan, Fan & Gordon, 2015, 16). Marketing automation is a time-consuming process in the beginning but it transforms into a convenient process with time. Marketing automation amplifies the process of customer engagement and establishes a strong connection with the audience (Hsu & Chen, 2018, 19). The major businesses personalize their brands through marketing automation that allows connecting with the customers and enable them to connect with the brand all the time. The marketing automation process enables assessing consumer information, designing a target market, and posting digital media messages automatically enhancing the outreach of the brands (Cummins, Peltier, Schibrowsky & Nill, 2014, 3). Prospect engagement is used by marketing automation tools that allow real-time customization and create a dynamic marketing strategy (Melović, Šehović, Karadžić, Dabić & Ćirović, 2021, 7). This is crucial for the brands as they can connect with the customers without investing real time in the communication process.
2.2.7 Email Marketing

The strategy of email marketing is simple and efficient where the promotional message is drafted and sent to a large number of prospect clicks. The execution of email marketing is complex as customers don’t prefer messages that block or spam their inboxes (Rahman, Islam, Esha, Sultana & Chakravorty, 2018, 5). The list that is associated with marketing needs to be refined and shared with the audience that is effective and generates the desired results. The content that is shared through emails needs to be individualized and personalized (Chang, 2014, 3). The message in the email needs to be accurate to integrate a transactional capacity with the customers. The campaign that is run through email marketing needs to be effective and efficient using the most accurate promotional tool (Rita, Oliveira & Farisa, 2019, 9). The email that is shared with the prospects must be professional and shall incorporate all the digital marketing techniques associated with marketing automation.

Email marketing allows a segment of a larger audience that can be easily converted into prospects. The list of potential customers can also be refined by adding mobile numbers that allow the customers to share messages on their mobile (Huete-Alcocer, 2017, 14). All these notifications on social media and messages to the customers make them aware and engaged with the products and services of the business (Durmaz, 2014, 17). These often raise queries for the businesses that allow generating a larger number of sales enabling the prospects to engage with the customers.

2.2.8 Benefits of Digital Marketing

Many crucial benefits of digital marketing reach out to a wider audience and connecting them with the brand. The value that the brand shares with the customer are associated with the satisfaction levels of the customers (Pham & Ahammad, 2017, 19). This generates sales and allows the brand to generate repeat customers in the future. The marketing efforts of the brand are promoted through digital marketing which requires assessing the benefits of digital marketing. The most prominent benefit of digital marketing is the enhanced geographic reach of the brands (Balakrishnan, Dahnil & Yi, 2014, 8). The posts that are shared online is capable of attracting large audience irrespective of the geographical limits associated with the brands. The business reach and approach enhance with digital marketing enabling the brands to share the message with a larger audience dynamically (Cohen, Prayag & Moital, 2014, 2). Different channels are used for marketing but digital marketing channels are highly cost-effective.

The cost benefits associated with digital marketing allow the brand to reach a larger audience with a limited amount of investment. This convenience of the brands is not possible to
be attained through traditional marketing channels (Xu, Wu & Li, 2020, 12). The overhead costs of running newspaper ads, television ads, and other traditional mediums are very high and cannot be compared with digital marketing. The other most important benefit of digital marketing is the control that the businesses get over the target audience by channelizing the ads for a specific customer segment (Eger, Komárková, Egerová & Mičík, 2021, 5). Simple initiatives of creating digital content can attract larger audiences to reach the website and target them into becoming prospective customers. Digital marketing is very flexible to traditional marketing trends and allows the business to set its own goals in marketing (Sharma & Lijuan, 2015, 45).

2.2.9 Quantifiable Results

The results that are generated through digital marketing are quantifiable and the results drawn from the strategy can be easily measured. The revenue that the business ultimately drives using the digital marketing strategy is not possible through using alternate mediums of marketing (Dastane, 2020, 4). The traditional option of approaching each customer separately has been replaced by digital marketing. The businesses create personalized strategies for marketing and approach the customers in bulk making the customers feel that they are being approached personally (Chen & Lin, 2019, 6). The outcomes that are generated through using the specific strategies are quantifiably allowing the brands to target the customers and analyse the responses (Nguyen, de Leeuw & Dullaert, 2018, 9). The strategy that is not working can be revamped and altered into something more accurate.

The most integral benefit of digital marketing is the personalization of messages that are structured for attracting customers. The approach goal is to gather customer data and channel the message in a manner that seems to be created only for the customers (Duarte, e Silva & Ferreira, 2018, 7). The information collected can be precise allowing the approach to the desired target market audience. The brands can set barriers of age and demographics to make sure that only the specific target market is being approached (Sharifi & Esfidi, 2014, 27). The information that the customers seek is at their fingertips and allows them to categorize all the information they need in very little time (Yamin, 2017, 16). The decisions of purchases made by internet users are more spontaneous and increase the possibility of generating successful sales.
2.2.10 Establish Connections with the Customers

The connections with the customers can be easily established through digital marketing. The most important aspect of digital marketing is that it enables the communication process with the customers using the social media strategy (Richard & Chebat, 2016, 11). The customers and the target audience reflect on the regular posting and skim out the information that is most relevant to them. They engage in the posts and share their views through comments. This spreads awareness to the customers about the relevant products and services and increases the visibility of the brand (Grewal, Ahlbom, Beitelspacher, Noble & Nordfält, 2018, 3). This benefits in creating interactivity for the brands and enhances the brand loyalty of the customers.

The conversion process becomes easy and convenient for the brands which is not possible through traditional marketing methods. The response is immediate and the communication process starts immediately (Chung, Song & Lee, 2017, 4). In traditional marketing, it is not possible to acquire these results as the customers are engaged in doing some different kinds of a chore. Digital marketing ensures that the audience has the full attention and can be added to the sales funnel immediately (De Mooij, 2019, 24). The purchase decision is spontaneous making the interaction process convenient and quick. The brands can create a digital marketing strategy by establishing SMART goals. This ensures that the customer is aware of the brand, capable of engaging with the ideology and generating immediate sales (Pappas, 2016, 19). The audience is converted into prospects immediately without putting the process of marketing into stagnant mode.

The brands need to identify their audience and establish a marketing campaign that is suitable for them. The outreach of the campaign is developed through attributes such as age, gender, demographics, and purchasing behaviour (Tiago & Veríssimo, 2014, 13). The realization of the target audience amplifies the sales and allows the brands to create a campaign that is effective for that specific target audience. A budget must be set for the campaign so that the digital marketing channels can be set with the campaign to use for the audience (Nisar & Prabhakar, 2017, 12). The digital marketing channels depend on the goals, audience, and budget that is required for the marketing. The marketing strategy needs to be refined and targeted as per the campaign to create an engagement with the customers (Qazi, Tamjidyamcholo, Raj, Hardaker & Standing, 2017, 5). The adequate use of technologies and tools is critical for preparing a centralized strategy that matches the exact needs and requirements of the customers.

The growth associated with digital marketing is the primary focus of marketing professionals. The business needs to focus on brand awareness and assess the consistency that can
be generated by targeting the customers (Elbeltagi & Agag, 2016, 7). The level of personal-
alization that is added to the marketing campaign makes adequate use of the digital data 
that enables the brands to embrace the possibilities of growth and channel it through adapt-
ing to the strategy (Bai, Yao & Dou, 2015, 12). These are critical for realizing the growth 
potential of the businesses and generating the desired amounts of results in the market.

2.3 Contextual Significance of Digital Marketing on Consumer Buying Behaviour

The trends of globalization are expanding rapidly and businesses cannot deny the im-
portance of marketing. Digital reforms are innovatively connecting people and bringing them 
together (Jisana, 2014, 11). Human development is amplified in this global village where 
the information shared with the customers is very important. The people are informed and 
they are aware of the things that are best for them (Istanbulluoglu, 2017, 13). The goal is to 
approach the socially deprived segments of society and make them aware of the reforms 
that are being supported through digital marketing trends. The interconnection of the cus-
tomers with the businesses supports globalization which makes the products available in 
different markets (Kircova & Esen, 2018, 8). People residing in different countries can ac-
cess certain products by connecting with social media and making social media interactions 
possible (Carlson, Rahman, Taylor & Voola, 2019, 12). The promotion of business becomes 
efficient through social media making it possible to develop a marketing strategy that incor-
porates a holistic strategy.

The buying behaviour of customers is evolving with time as they find product attributes on 
the internet and decide about the purchase decisions that they intend to make. This is a 
major factor that impacts the satisfaction levels of customers (Sudha & Sheena, 2017, 10). 
The customers become aware of the latest product trends and attributes and correlate with 
market optimization. The focus of businesses is on realizing the importance of digital mar-
eting trends and channelizing them to enhance the levels of customer satisfaction 
(Delafrooz, Taleghani & Nouri, 2014, 18). The brand presence is a combination of associa-
tions that derive value, products, and ideals associated with the brand. The interaction that 
is established with the business allows the brands to communicate directly with distant cus-
tomers (Aragoncillo & Orus, 2018, 20). This makes digital marketing more effective than 
traditional marketing methods and trends.

2.3.1 Criteria of Marketing

The most essential criteria of marketing are the digital word of mouth that the brands create 
through using digital marketing strategies. Communication with the customers through the 
posts and the feedback that they give about the products is the most effective word-of-
mouth marketing for the brands (Al-Ekam, 2016, 13). The strategy of the business is to limit the communication barrier and allow the customers to give their feedback about the products. The point of communication that a brand establishes with the customers generates the response of the brand (Cao, Ajjan & Hong, 2018, 5). The praise and criticism that are developed through digital platforms strengthen the digital presence of the brand. The sustainability of the brand depends on the feedback of the customers that ensures the customers are making the right decision (Pereira, de Fátima Salgueiro & Rita, 2016, 12).

Word-of-mouth marketing is associated with recommendations that connect through influencer marketing and using other strategies to reach out to the audience. Establishing trust with the customers is the most important goal that allows the brands to relate in a debatable method and associate with the recommendations (Vasić, Kilibarda & Kaurin, 2019, 10). The recommendations from the peers and the influencers are treated as endorsements that strengthen the outreach of the brands. Customer reviews, influencer marketing, testimonials, and comments are all forms of endorsements for the products and services of the brand (Yasmin, Tasneem & Fatema, 2015, 11). These establish a sense of satisfaction in the customers and make them focused on customer-centric goals. Businesses are maintaining a connection with the customers by using these channels that allow the brands to create a huge impact on the sales processes (Punyatoya, 2018, 6). Digital marketing has slowly and gradually provided businesses with a tool to control consumers and their preferences.

2.3.2 No Barriers to Location

The barriers of location are practically mitigated through the use of digital marketing. The challenge for the businesses associated with location arises in meeting the requirements of the customers (De Pelsmacker, Van Tilburg & Holthof, 2018, 6). Impulse buying of the customers makes the customers impatient and they want the product delivered immediately. This is possible for businesses that are located nearby but for businesses located in distant locations delivering quickly can become challenging (Hamilton, Kaltcheva & Rohm, 2016, 9). The customers compare the online shopping experience with the physical shopping experience where the products become available to them as soon as they step out of the stores (Moreno, Lafuente, Carreón & Moreno, 2017, 19). The barrier of location needs to be managed by the businesses to make sure that the customers don’t get dissatisfied while waiting for the products.

Customers need to understand that they are getting a customized shopping experience through digital marketing but they can’t expect immediate delivery of the products from the stores. Customers need to understand that instant gratification is being made possible for them but delivery from certain locations takes time (Bala & Verma, 2018, 1). The waiting
process needs to be made easier for the customers by keeping the customers in the loop about the sales delivery process. The prompts that are made to the customers and the status that is shared with the customers enable them to wait patiently for the products while it is being delivered (Bleier & Eisenbeiss, 2015, 13). The consumer demand for fast response and immediate delivery is not possible but through digital marketing and maintaining communication with the customers, the level of hastiness can be limited (Moreno, Lafuente, Carreón & Moreno, 2017, 7). The positive reviews that are shared on the web allow the customers to maintain their patience and assume through the comments and feedback that the product being delivered to them will be satisfactory. This trust of the customers must be maintained by the brands on delivery of the products (Patrutiu-Baltes, 2016, 6). Empowering the customers and tailoring the experiences is the success of the brands that can be possibly created through the application of accurate digital marketing tactics.

2.3.3 Gaining Loyalty of the Customers

Gaining the loyalty of the customers and making sure that the customer makes a purchase from them in the future can be challenging. Digitization is limiting customer loyalty and they opt for the best deals that are available in the market (Charlesworth, 2014, 9). Maintaining trust with the customers and ensuring that the brand remains the first choice of the customers requires constant reminders. Digital marketing trends have made this possible as it allows communicating with customers easy and flexible (Yasmin, Tasneem & Fatema, 2015, 8). The value derivation process and sharing the information with the customers has become possible through engaging with the customers constantly. Customers feel less hesitant when replacing the brands and want to shop from their trustworthy brands to ensure that they get the same level of satisfaction each time they make purchases (Celebi, 2015, 2). The customers are active researchers so directing the brand towards better deals enhances the popularity of the brand.

2.4 Theoretical Framework

Customers are impulsive with their purchases so ensuring that the customers get the best value from their purchases lies with the brand (Pappas, 2016, 5). The deals, discounts, and product attributes must all be listed in connection with the brands to make sure that the customers remain connected with the brands. This strategy enables the brands to entice customers to make purchases from their desired brands (Chaffey & Smith, 2017, 8). This is impossible in the traditional setting and requires aggressive marketing tactics by the brands.
Figure 1. (Pappas, 2016, 14)
3 Methodology

3.1 Overview of Research Methodology

The research implementation process is the main chapter of the research that provides a practical overview of the research conducted. The data gathered through responses are aligned systematically to ensure the accumulation of valid and reliable results (Pandey & Pandey, 2021, 4). The purpose of aligning data is to address the research aims and objectives. The data collected from primary and secondary sources give a structure to the research enabling it to draw relevant conclusions that justify the framework of the research (Mishra & Alok, 2022, 18). The adequate use of journal articles provides secondary information for the research whereas data gathered and analysed provides primary information and assessment of the research topic (Cr, 2020, 2). The methodological choice of the research is critical for preparing a design of the research and drawing findings that support the research.

3.2 Study Design

The impact of digital marketing on consumer buying behaviour is being evaluated in this research. The consumer satisfaction is dependent on the buying behaviour patterns of the customers. The qualitative and quantitative data are used for justifying the methodology applied for the research. The qualitative data provides a theoretical assessment of the findings whereas the quantitative data gives a numeric justification of the conclusions (Rinjit, 2020, 4). The theoretical information provides an overview of the topic and the numerical data provides validity of the aspects that are categorized through the research. Qualitative research is explorative and the quantitative data is used for providing a confirmatory role of research (Zangirolami-Raimundo, Echeimberg & Leone, 2018, 9). The relationship between the variables and the hypothesis is justified through qualitative analysis.

3.3 Approach of the Study

This research adopts the mixed method of research where qualitative and quantitative research methods are used for integrating the perspective of the area of research. This mixed method is used to align information acquired through qualitative and quantitative study. The primary and secondary sources will be used for the study that are gathered from multiple sources (Mishra & Alok, 2022, 14). The combination of primary and secondary data is crucial for the research to assess the preferences of the customers. This will allow developing the methodology based on researches conducted by other researchers and validating it through accommodating research findings. The role of digital marketing on the consumer
buying behaviour and satisfaction levels will be evaluated by combining qualitative and quantitative research methods (Pandey & Pandey, 2021, 5). The non-probability testing methods have been applied to the research using a mix of primary and secondary data.

3.4 Population of the Study

The population of data used for the analysis comprises of hundred respondents from Finland. The respondents have been selected randomly for the research using the convenience sampling method. The respondents were approached on the internet randomly to analyse the demographics and assess their buying behaviour patterns (Rinjit, 2020, 19). A structured close ended questionnaire was used for accumulating the responses and analysing it to evaluate the buying behaviour of the customers. The awareness of people about digital marketing and their views of the impact of digital marketing on consumer buying behaviour has been analysed (Mishra & Alok, 2022, 8). The satisfaction of the people generated through purchases made online has also been evaluated.

3.5 Sampling Technique and Sampling Size

The convenience sampling method has been used for data collection where a random sample was accumulated through gathering data from hundred respondents on the internet, (Zangirold-Raimundo, Echeimberg & Leone, 2018, 2). Online survey questionnaires will be distributed to the study participants through sharing questionnaires online via Yammer. There is a Yammer group for all LAB students. The random sampling method was applied using convenience sampling techniques conducted in Finland. The structure of the questionnaire was close-ended which applied Likert sampling for analysing the responses of the respondents (Cr, 2020, 2). The responses have been analysed using the worksheet analysis method where limited data has been analysed.

3.6 Methods of Data Collection

The primary data of the research has been gathered using a structured close-ended questionnaire. This method of data collection has been applied using the convenience sampling technique. The survey was conducted on the internet to generate results for the specific research questions (Rinjit, 2020, 6). The data is collected through the survey websites that focus specifically on people of Finland. This questionnaire will take almost five-ten minutes for the respondents. Each participant will be given 10 days approximately to fill out the online survey. So, the respondent can fill out the survey-based electronic questionnaire through google form on their availability during the time provided. And that participation of the respondents will be voluntary. Google Forms were used for accumulating the responses from
the respondents. The responses of the respondents were gathered using the Likert scale which allowed for accumulating information relevant to the research.

3.7 Methods of data analysis

The worksheet analysis method allows allocating the information and responses gathered from hundred respondents. The data has been aligned in the form of tabular and graphical representations to validate the responses of the respondents (Jisana, 2014, 12). The data accumulated classifies the usage patterns of the respondents towards digital marketing and their buying behaviour depending on digital marketing experiences. The satisfaction levels of the respondents are also categorized to validate the use of digital marketing (Kircova & Esen, 2018, 9). This allows allocating the responses through an online survey and assessing it using worksheet analysis techniques (Istanbulluoglu, 2017, 10). The selection of this method is done to justify the research aims and objectives and categorize the particular information gathered through research.
4 Research Implementation

The research techniques are applied and implemented in this area of research. The data accumulated has been analysed and justification has been provided for the outcomes. The data accumulated using a survey of hundred respondents has been evaluated using the worksheet analysis methods (Gao & Bai, 2014, 7). The responses have been presented in a tabular and graphical representation.

4.1 Description of The Implementation

The mixed method of research has been applied for this research that accumulates the primary and secondary data using qualitative and quantitative techniques. The primary data of research has been accumulated through a structured close-ended questionnaire that adopted the convenience sampling method (Voramontri & Klieb, 2019, 4). The secondary data of research has been gathered by reviewing journal articles and information available through multiple sources. The responses gathered through primary and secondary data will enable presenting findings and conclusions that depict relevance to the area of research (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014, 8). The impact of digital marketing on the buying behaviour and satisfaction level of people has been evaluated. The responses have been gathered from residents of Finland analysing their awareness and information about the presence of digital marketing (Chen, Yan, Fan & Gordon, 2015, 7). The research aims to provide a generalized approach to findings sharing the interests of the people and their awareness of digital marketing.

The research study aims to focus on the following research questions and address the findings based on these specific areas of research. The research questions that have been identified through the research are the following:

- What is the role and impact of social media in marketing on consumers buying behaviours among people of Finland?
- What is the role of digital marketing on customer satisfaction among the people of Finland?

The responses of hundred respondents have been gathered online to support the convenience sampling method of research. The responses of different people show their awareness of digital marketing trends and the impact it creates on the buying preferences of the people (Hsu & Chen, 2018, 3). The sample size is small in comparison to the vast population of Finland but the categorization of responses based on gender, age, and work experiences shall make the questionnaire approachable to a specific target audience that is aware of
the industry trends and practices. The objective is to evaluate a generalized response of the people of Finland and assess their acquaintance with social media and digital marketing trends. The market behaviour and the buying behaviour of the people can be analysed through this data providing an assessment of the satisfaction levels of the group at large (Cummins, Peltier, Schibrowsky & Nill, 2014, 12). This will allow for developing findings and conclusions that are accurate with the research outcomes.

4.2 Analysis of the Research Material

The research material that is being used for the research is gathered through an online survey accumulating the responses of hundred respondents. The independent variable of the present research study is digital marketing. The dependent variable of the research study is consumer preference, satisfaction, and product preference (Melović, Šehović, Karadžić, Dabić & Ćirović, 2021, 4).

The analysis of the data gathered through an online survey from hundred respondents is shown following:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22</td>
<td>78</td>
</tr>
</tbody>
</table>

Table 1. Gender

The accumulation of responses shows that the gender of the respondents is twenty-two male and seventy-eight women. This shows that a large number of populations of the sample are women respondents sharing their insight about digital marketing.
The age of the respondents shows that 61% are from an age bracket of 18-30 years and 36% are from an age bracket of 31-40 years. A large number of respondents are youth and so their awareness of digital marketing is significantly higher.

<table>
<thead>
<tr>
<th>Age</th>
<th>Less than one year</th>
<th>2-9 years</th>
<th>10-15 years</th>
<th>15+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-30</td>
<td>61</td>
<td>54</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>31-40</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41-50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51 and above</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2. Age

Table 3. Working years
The working experience of the respondents with an experience of less than one year is 35% and 2-9 years of experience is 54%. This shows that a large number of respondents are working professionals and are aware of the practices of the industry.

<table>
<thead>
<tr>
<th>Education</th>
<th>Bachelors</th>
<th>Masters</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>59</td>
<td>32</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 4. Education

Figure 4. Working years

Figure 5. Education
The qualification of the respondents having a bachelor's degree is 59% and a master's degree is 32%. The education of the respondents is high showing a higher level of understanding of digital marketing trends and practices.

<table>
<thead>
<tr>
<th>I like to use social networking sites to gain more knowledge about products, services and brands</th>
<th>Strongly Disagree</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Disagree</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>12</td>
</tr>
</tbody>
</table>

Table 5. Use social networking sites to gain more knowledge about products, services and brands

Figure 6. Use social networking sites to gain more knowledge about products, services and brands

The response “I like to use social networking sites to gain more knowledge about the products, services, and brands” shows that 74% of respondents agree and 12% strongly agree. The rate of agreement is higher in comparison to disagreement showing awareness of customers about digital marketing and consumer buying behaviour.
I am satisfied with the social network marketing of brands and influencers, I follow

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>5</td>
<td>5</td>
<td>16</td>
<td>66</td>
<td>8</td>
</tr>
</tbody>
</table>

Table 6. I am satisfied with the social network marketing of brands and influencers, I follow

The response “I am satisfied with the social network marketing of brands and influencers, I follow” shows that 66% of respondents agree and 8% strongly agree. The rate of agreement is higher in comparison to disagreement showing satisfaction towards marketing and influencers they follow.
Table 7. Contents shown on digital networking sites of brands are interesting

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
</tr>
<tr>
<td>Neutral</td>
<td>19</td>
</tr>
<tr>
<td>Agree</td>
<td>70</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>4</td>
</tr>
</tbody>
</table>

Figure 8. Contents shown on digital networking sites of brands are interesting

The response for “Contents shown on digital networking sites of brands are interesting” shows that 70% of respondents agree and 4% strongly agree. The rate of agreement is higher in comparison to disagreement showing that the people are satisfied with the content that is shown on the digital networking sites of brands.

Table 8. Digital media sites enable information sharing with other people

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
</tr>
<tr>
<td>Neutral</td>
<td>13</td>
</tr>
<tr>
<td>Agree</td>
<td>67</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>18</td>
</tr>
</tbody>
</table>
The response for “Digital media sites enable information sharing with other people” shows that 67% of respondents agree and 18% strongly agree. The rate of agreement is higher in comparison to disagreement showing that people can share information with others using digital media sites.

<table>
<thead>
<tr>
<th>It is easy to deliver my opinion about brands on digital networking sites</th>
<th>Strongly Disagree</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Disagree</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Agree</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>10</td>
</tr>
</tbody>
</table>

Table 9. It is easy to deliver my opinion about brands on digital networking sites
The response to “It is easy to deliver my opinion about brands on digital networking sites” shows that 65% of respondents agree and 10% strongly agree. The rate of agreement is higher in comparison to disagreement showing that the people are satisfied that they can share their opinion about brands on digital networking sites.

<table>
<thead>
<tr>
<th>I always buy in an irrational way when I see better offers than the one I am looking for</th>
<th>Strongly Disagree</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagree</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

Table 10. I always buy in an irrational way when I see better offers than the one I am looking for
The response “I always buy in an irrational way when I see better offers than the one I am looking for” shows that 59% of respondents agree and 9% strongly agree. The rate of agreement is higher in comparison to the disagreement of 19% showing that people make irrational purchase decisions when they see an offer rather than the one they are looking for.

<table>
<thead>
<tr>
<th>When among choices I always go for the bigger option even if it was more expensive</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>61</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 11. When among choices I always go for the bigger option even if it was more expensive
Figure 12. When among choices I always go for the bigger option even if it was more expensive

The response for “When among choices I always go for the bigger option even if it was more expensive” shows that 61% of respondents agree and 7% strongly agree. The rate of agreement is higher in comparison to the disagreement of 22% showing that people opt for bigger options when making choices irrespective of the fact that it is more expensive.

<table>
<thead>
<tr>
<th>I hate it when my favourite brand gives me more than one option of offers</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6</td>
<td>15</td>
<td>13</td>
<td>57</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 12. I hate it when my favourite brand gives me more than one option of offers
Figure 13. I hate it when my favourite brand gives me more than one option of offers

The response “I hate it when my favourite brand gives me more than one option of offers” shows that 57% of respondents agree and 9% strongly agree. The rate of agreement is higher in comparison to the disagreement of 21% showing that people don't like it when their favourite brands give more than one option for an offer.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I subscribe to all my brand’s pages so I can be always aware of new offers</td>
<td>10</td>
<td>16</td>
<td>4</td>
<td>64</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 13. I subscribe to all my brand’s pages so I can be always aware of new offers
Figure 14. I subscribe to all my brand's pages so I can be always aware of new offers

The response for “I subscribe to all my brand's pages so I can be always aware of new offers” shows that 64% of respondents agree and 6% strongly agree. The rate of agreement is higher in comparison to the disagreement of 26% showing that the people subscribe to pages of brands so that they remain updated about new offers.

<table>
<thead>
<tr>
<th>I intend to purchase the same brand that I have purchased before</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<tr>
<td></td>
<td>1</td>
<td>3</td>
<td>7</td>
<td>74</td>
<td>15</td>
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</tbody>
</table>

Table 14. I intend to purchase the same brand that I have purchased before
The response “I intend to purchase the same brand that I have purchased before” shows that 74% of respondents agree and 15% strongly agree. The rate of agreement is higher in comparison to the disagreement of 4% showing that the people purchase from the same brand they have purchased from earlier.

| Strongly Disagree | 3 |
| Disagree          | 7 |
| Neutral           | 11 |
| Agree             | 72 |
| Strongly Agree    | 7 |

Table 15. Interacting with brands' social media help me make decisions better before purchasing their product
The response for “Interacting with brands’ social media helps me make decisions better before purchasing their product” shows that 72% of respondents agree and 7% strongly agree. The rate of agreement is higher in comparison to the disagreement of 10% showing that the people interact on the social media pages of the brand aiming to make a better decision before making the purchase of their desired products.

<table>
<thead>
<tr>
<th>I would like to purchase again and again</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>9</td>
<td>7</td>
<td>20</td>
<td>55</td>
<td>9</td>
</tr>
</tbody>
</table>

Table 16. To purchase again and again
The response to “I would like to purchase again and again” shows that 55% of respondents agree, 9% strongly agree and 20% were neutral. The rate of agreement is higher in comparison to the disagreement of 16% showing that people like to purchase again and again from the brand they trust.

The analysis of the responses accumulated from the questionnaire shows that the buying behaviour and decision-making ability of the respondents depend on the digital marketing trends and practices that are being used by the brands (Rahman, Islam, Esha, Sultana & Chakravorty, 2018, 25). The customers follow the brands and their favourite influencers for making their purchase decisions. The satisfaction and loyalty of the customers are maintained with a positive experience where customers choose to make repeat purchases from the brands they have purchased earlier (Chang, 2014, 21). The satisfaction level of the customer from one purchase makes them shop again for the brand. The interaction of customers increases with the use of social media. Most customers prefer reviewing the feedback of the products on social media pages to make their purchase decisions (Rita, Oliveira & Farisa, 2019, 17). The brands which are promoted by influencers are also more acceptable for the customers as the customers establish trust in the judgment of the influencers.

4.3 Conclusion from the Research

The research shows that a large number of respondents are working women in Finland who are aware of digital marketing trends. The analysis shows that people actively use
social networking for gaining knowledge about the products and services of the brands (Huete-Alcocer, 2017, 9). The customers are satisfied with the social network marketing that keeps them connected with the brand and the influencers. The respondents think that the content shown on digital networking sites is interesting and enables them to share information with other people. People can share their opinions about products and services using social media platforms (Durmaz, 2014, 20). The consumption patterns of individuals are irrational based on the recommendation provided and choices are towards bigger products irrespective of their prices. The customers follow the pages of the brands and don’t prefer too many options that confuse them. The customers intend to purchase the same brands they have shopped from earlier and like interacting on the social media pages of the brands (Pham & Ahammad, 2017, 24). This connection impacts their purchasing decisions making them interested in shopping again.
5 Summary and Discussion

The consumer buying behaviour and satisfaction levels of the customers are directly linked and connected with digital marketing trends and patterns. Digital marketing has redefined traditional marketing as it allows customers to conduct online research before making purchases (Balakrishnan, Dahnil & Yi, 2014, 8). The customers have the ease of accessing the information and making informed choices that have been validated through research. The brands have realized this change and are opting for strategies that focus heavily on adapting digital marketing trends. This makes the shopping experience convenient and establishes a comparison before making the purchase decision (Cohen, Prayag & Moital, 2014, 14). Customer loyalty is enhanced using digital marketing trends that allow for building transparent relationships with customers. Digital marketing accumulates feedback from the customers and allows the brand to conduct word-of-mouth marketing that justifies the positioning of the brands (Xu, Wu & Li, 2020, 11). The shopping experience is curated using modern practices that often result in the impulse buying of the customers.

5.1 Objectives and Results

The assessment of the research and the results that have been accumulated show that consumers conduct online research for their purchases and make a decision when they are satisfied. The popularity of the brand increases once a customer has made a successful purchase as most customers prefer to shop from reliable stores and sources (Eger, Komárová, Egerová & Mičík, 2021, 18). This enables the brands to retain their loyal customers by maintaining connections and keeping customers updated about recent trends and practices. Digital marketing establishes a source of word-of-mouth marketing where the customers review the feedback of other customers and make purchases based on those reviews and feedback. The customer gets the time to explore certain products and make informed choices selecting the best deals for themselves (Sharma & Lijuan, 2015, 23). The shopping experience is curated through analysis of preferences where information matching the interests and demographics of the customers is shared with them.

The results extracted from the research and findings show that digital marketing plays an active role in curating the shopping experiences of customers. Online research is used for making decisions to assist customers in choosing the best options (Dastane, 2020, 9). Customer loyalty is amplified through digital marketing experiences as customers prefer shopping from brands they have purchased earlier. Digital marketing trends are useful for brands as in certain situations the customers make impulse buying decisions that are beneficial for the brands (Chen & Lin, 2019, 10). The appropriate selection of target market and providing
the customers with options that can be availed makes the customers purchase more quantity of products in search of the best deal (Nguyen, de Leeuw & Dullaert, 2018, 6). Traditional marketing trends have limited accessibility to the customers whereas digital marketing has more accessibility to the customers.

5.2 Research Assessment

The research shows that digital marketing has a significant impact on consumer buying decisions and satisfaction. Customers are allowed to make informed choices through extensive research while shopping online (Duarte, e Silva & Ferreira, 2018, 7). The purchase decisions are curated from the convenience of the homes which allows customers to review and analyse the product attributes. Customers can select from a variety of choices that help them make decisions that benefit their purchases (Sharifi & Esfidani, 2014, 10). The shopping experience becomes personalized through digital marketing and allows customers to establish a new level of satisfaction. The brands can secure customer loyalty as customers prefer shopping from known brands rather than exploring new services. A brand can maintain strong connections through social media networks that allow connecting with customers and prospects (Yamin, 2017, 22). The posts that are shared on the web educate the customers and keep them aware of the offerings.

The research evaluates the responses of the people and concludes that the people are aware of digital marketing trends. People actively use social networking for gaining insights about the products and services being offered by the brands (Richard & Chebat, 2016, 17). The role of influencers and promotions made on the web are critically important in keeping customers connected. The goal is to optimize the shopping experiences of the customers and maintain a connection with them through active social media posts (Grewal, Ahlbom, Beitelspacher, Noble & Nordfält, 2018, 2). The customers remember the brands and like maintaining an interaction on the social media pages of the brands. Enhanced interaction with the customer impacts the purchase decisions of the customers and helps them select from fewer choices (Chung, Song & Lee, 2017, 9). A large number of choices and deals confuse the customers impacting their purchase decisions.

5.3 Suggestions for Future Research

The analysis of this research shows a strong impact of digital marketing on consumer buying decisions and the satisfaction of customers. The scope of future research can focus on analysing the specific role of social media marketing on the purchase decision and evaluating the role of email marketing on consumer purchasing decisions (De Mooij, 2019, 8).
The area of digital marketing is very elaborate that requires conducting research from multiple alternatives such as analysing variations of developed and underdeveloped countries. The popularity of digital marketing is evident in developed countries but there are huge gaps in underdeveloped countries (Pappas, 2016, 16). Analysing the topic from varying aspects can provide an assessment of digital marketing and its acceptance in different parts of the world.
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Durmaž, Y. 2014. The impact of psychological factors on consumer buying behavior and an empirical application in Turkey.


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Sharma, G., & Lijuan, W. 2015. The effects of online service quality of e-commerce Websites on user satisfaction. The electronic library.


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### Appendix 1. Survey

<table>
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<tr>
<th>Questionnaire</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Q1</strong> Gender</td>
<td>Male</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>78</td>
</tr>
<tr>
<td><strong>Q2</strong> Age</td>
<td>18-30</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
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<tr>
<td></td>
<td>51 and above</td>
<td>2</td>
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<tr>
<td><strong>Q3</strong> Working years</td>
<td>Less than one year</td>
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<tr>
<td></td>
<td>2-9 years</td>
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</tr>
<tr>
<td></td>
<td>10-15 years</td>
<td>4</td>
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<tr>
<td></td>
<td>15+ years</td>
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<tr>
<td><strong>Q4</strong> Education</td>
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</tr>
<tr>
<td></td>
<td>Masters</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>9</td>
</tr>
<tr>
<td><strong>Q5</strong> I like to use social networking sites to gain more knowledge about products, services and brands. (Mirzayeva 2022)</td>
<td>Strongly Disagree</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Disagree</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>8</td>
</tr>
<tr>
<td>Q6</td>
<td>“I am satisfied with the social network marketing of brands and influencers, I follow</td>
<td>Agree</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Disagree</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Neutral</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Q7</td>
<td>Contents shown on digital networking sites of brands are interesting</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree</td>
</tr>
<tr>
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</tr>
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<td></td>
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<td>Agree</td>
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<td></td>
<td></td>
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</tr>
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<td>Q8</td>
<td>Digital media sites enable information sharing with other people</td>
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</tr>
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<td>Disagree</td>
</tr>
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</tr>
<tr>
<td></td>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Q9</td>
<td>It is easy to deliver my opinion about brands on digital networking sites”</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disagree</td>
</tr>
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<td>Q10</td>
<td>I always buy in an irrational way when I see better offers than the one I am looking for. (Hashem et al. 2020)</td>
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<td><strong>Neutral</strong> 13</td>
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</tr>
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</tr>
<tr>
<td></td>
<td><strong>Strongly Agree</strong> 9</td>
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<table>
<thead>
<tr>
<th>Q11</th>
<th>When among choices I always go for the bigger option even if it was more expensive</th>
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<tbody>
<tr>
<td></td>
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<td><strong>Disagree</strong> 19</td>
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<tr>
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<td><strong>Neutral</strong> 10</td>
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<td></td>
<td><strong>Agree</strong> 61</td>
</tr>
<tr>
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<td><strong>Strongly Agree</strong> 7</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Q12</th>
<th>I hate it when my favorite brand gives me more than one option of offers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Strongly Disagree</strong> 6</td>
</tr>
<tr>
<td></td>
<td><strong>Disagree</strong> 15</td>
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<td></td>
<td><strong>Neutral</strong> 13</td>
</tr>
<tr>
<td></td>
<td><strong>Agree</strong> 57</td>
</tr>
<tr>
<td></td>
<td><strong>Strongly Agree</strong> 9</td>
</tr>
</tbody>
</table>

| Q13 | **Strongly Disagree** 10 | 100 |
| Q14 | I subscribe to all my brand's pages so I can be always aware of new offers | Strongly Disagree | 1  
|     |                                                                 | Disagree        | 16  
|     |                                                                 | Neutral         | 4   
|     |                                                                 | Agree           | 64  
|     |                                                                 | Strongly Agree  | 6   |

| Q14 | I intend to purchase the same brand that I have purchased before. (Mon 2019) | Strongly Disagree | 1  
|     |                                                                 | Disagree        | 3   
|     |                                                                 | Neutral         | 7   
|     |                                                                 | Agree           | 74  
|     |                                                                 | Strongly Agree  | 15  |

| Q15 | Interacting with brands' social media help me make decisions better before purchasing their product | Strongly Disagree | 3  
|     |                                                                 | Disagree        | 7   
|     |                                                                 | Neutral         | 11  
|     |                                                                 | Agree           | 72  
|     |                                                                 | Strongly Agree  | 7   |

| Q16 | I would like to purchase again and again | Strongly Disagree | 9  
|     |                                                                 | Disagree        | 7   
|     |                                                                 | Neutral         | 20  
|     |                                                                 | Agree           | 55  
|     |                                                                 | Strongly Agree  | 9   |