Md Ariful Islam
Damzik Dolma Hyolmo

IMPACT OF DIGITAL MARKETING ON CONSUMERS PURCHASING BEHAVIOUR.

A Study of Corporate Station Bangladesh.

Thesis
CENTRIA UNIVERSITY OF APPLIED SCIENCES
Bachelor of Business Administration
International Business
December 2023
### ABSTRACT

<table>
<thead>
<tr>
<th><strong>Centria University of Applied Sciences</strong></th>
<th><strong>Date</strong></th>
<th><strong>Author</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>December 2023</td>
<td>Md Ariful Islam</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Degree programme</strong></th>
<th><strong>Author</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business Administration, International Business</td>
<td>Damzik Dolma Hyolmo</td>
</tr>
</tbody>
</table>

**Name of thesis**
IMPACT OF DIGITAL MARKETING ON CONSUMER’S PURCHASING BEHAVIOUR. A Case Study of Corporate Station Bangladesh.

<table>
<thead>
<tr>
<th><strong>Centria supervisor</strong></th>
<th><strong>Pages</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sara Åhman</td>
<td>47+1</td>
</tr>
</tbody>
</table>

**Instructor representing commissioning institution or company**
Washiur Rahman.

In an era where digital media is ubiquitously powerful, the marketing landscape has altered dramatically. This thesis, we investigated the topic of digital marketing in order to comprehend how it influences client purchasing behaviour. The study is commissioned by Washiur Rahman, CEO of the Corporate Station Bangladesh. In particular, it provided a thorough case study of Corporate Station Bangladesh, a well-known supplier of safety equipment in Bangladesh, in order to determine the degree to which digital marketing tactics and content impact brand awareness and overall consumer engagement, which in turn affects the target audience's purchasing decisions.

In this study, we used a mixed research methodology that combines quantitative and qualitative methodologies. This study examined at the dynamic relationship between digital marketing and purchase decisions by analysing customer interactions on social media platforms and the resultant changes in consumer behaviour.

In order to minimize biases, primary data collection from carefully chosen study participants—who were recruited through random sampling—was conducted strictly in accordance with academic norms and ethical requirements. The study findings provides insight into the complex network of digital marketing that has reshaped the way Corporate Station Bangladesh interacts with its audience and the wider market. By responding to the following research question: "How do Corporate Station Bangladesh's digital marketing tactics and content influence the target audience's purchasing behaviour, overall consumer engagement, and brand awareness?" this thesis will expand our understanding of how digital marketing is evolving and how it affects consumer decisions in the context of Bangladesh's thriving industry.

**Key Words**
Consumer Behaviour, Digital Marketing, Online Purchase Social Media Marketing.
## ABSTRACT

## CONCEPT DEFINITIONS

## CONTENTS

1 INTRODUCTION ............................................................................................................................. 5

2 COMMISSIONER ............................................................................................................................ 7

3 DIGITAL MARKETING .................................................................................................................. 8
   3.1 Traditional Marketing Vs. Digital Marketing ............................................................................. 9
   3.2 Factors Influencing the Evolution of Digital Marketing ........................................................ 10
   3.3 Importance Of Digital Marketing .......................................................................................... 11
   3.4 Types of Digital Marketing .................................................................................................... 12
      3.4.1 Email Marketing ............................................................................................................. 12
      3.4.2 Mobile Marketing ......................................................................................................... 12
      3.4.3 Social Media Marketing (SMM) .................................................................................... 13
      3.4.4 Search Engine Optimization ........................................................................................ 14
      3.4.5 Pay-Per-Click Advertising and Search Engine Marketing ........................................... 15

4 CONSUMER'S PURCHASING BEHAVIOUR .............................................................................. 16
   4.1 Online Consumer Behaviour ............................................................................................... 16
   4.2 Online Purchase Decision Process ....................................................................................... 17
      4.2.1 Need Recognition .......................................................................................................... 17
      4.2.2 Information Search ....................................................................................................... 18
      4.2.3 Evaluating Alternative .................................................................................................. 18
      4.2.4 Purchase Decision ....................................................................................................... 19
      4.2.5 Post-purchase Behaviour ............................................................................................. 20
   4.3 Theory Of Planned Behaviour ............................................................................................... 20
   4.4 Factors Affecting Consumer Behaviour in Digital Spaces ................................................... 21
   4.5 The Role of Brand Awareness in Consumer Behaviour ....................................................... 22

5 RESEARCH METHODOLOGY .................................................................................................. 24
   5.1 Data Collection .................................................................................................................... 24
   5.2 Data Analysis ....................................................................................................................... 25
   5.3 Validity, Reliability and Generalization .............................................................................. 26

6 PRESENTATION AND ANALYSIS OF RESEARCH FINDINGS .............................................. 27
   6.1 Quantitative Data Analysis ................................................................................................... 27
      6.1.1 Age Group ...................................................................................................................... 27
      6.1.2 Gender .......................................................................................................................... 28
      6.1.3 Occupation .................................................................................................................... 29
      6.1.4 Online Shopping Frequency .......................................................................................... 29
      6.1.5 Familiarity with Digital Marketing ............................................................................... 30
      6.1.6 Awareness of Corporate Station Bangladesh through their Digital Marketing .......... 31
      6.1.7 Effective Digital Marketing Channels .......................................................................... 31
      6.1.8 Engaging Digital Marketing Content of Corporate Station Bangladesh ................... 32
      6.1.9 Factors Influencing Purchase Decision ......................................................................... 33
6.1.10 Recent Purchase from Corporate Station Bangladesh .................................................. 34
6.1.11 Frequency of Purchases .................................................................................................. 34
6.1.12 Satisfaction with Recent Purchases from Corporate Station Bangladesh .................. 35
6.1.13 Influence of Digital Marketing on Purchasing Decisions ........................................ 36
6.1.14 Familiarity with Corporate Station Bangladesh Brand ............................................. 36
6.1.15 Likelihood to Continue Purchasing based on Digital Marketing Experiences ........ 37
6.2 Qualitative Data Analysis ................................................................................................. 38

6.2.1. Familiarity with Corporate Station Bangladesh's Digital Marketing Strategies .... 38
6.2.2 Most Effective Digital Marketing Channels for Corporate Station Bangladesh .... 39
6.2.3 Observations on Trends in Consumer Behaviour in Digital Channels ...................... 40
6.2.4 Impact of Shift to Digital Platforms on Customer Interactions ............................... 41
6.2.5 Influence of Targeted Marketing on Consumer Purchasing Behaviour ................... 42
6.2.6 Customer Feedback Gathering and Analysis for Digital Marketing ....................... 42
6.2.7 Challenges Faced in Implementing Digital Marketing Strategies ............................ 43
6.2.8 Impact of Digital Marketing on Sales and Revenue .................................................. 44
6.2.9 Recommendations for Improving Digital Marketing Impact on Consumer Behaviour 45

6.3 Analysis of Findings ........................................................................................................ 46

6.4 Recommendations ......................................................................................................... 49

7 CONCLUSION .................................................................................................................... 50

REFERENCES ........................................................................................................................ 52

APPENDICES

FIGURES
FIGURE 1. Age Group .............................................................................................................. 23
FIGURE 2. Gender ................................................................................................................... 24
FIGURE 3. Occupation ............................................................................................................ 25
FIGURE 4. Online Shopping Frequency ................................................................................ 25
FIGURE 5. Familiarity with Digital Marketing ...................................................................... 26
FIGURE 6. Awareness of Corporate Station Bangladesh through their Digital Marketing .... 27
FIGURE 7. Effective Digital Marketing Channels ................................................................. 27
FIGURE 8. Engaging Digital Marketing Content of Corporate Station Bangladesh .......... 28
FIGURE 9. Factors Influencing Purchase Decision ............................................................... 29
FIGURE 10. Recent Purchase from Corporate Station Bangladesh ...................................... 29
FIGURE 11. Frequency of Purchases ..................................................................................... 30
FIGURE 12 Satisfaction with Recent Purchases from Corporate Station Bangladesh ......... 31
FIGURE 14. Familiarity with Corporate Station Bangladesh Brand .................................... 32
FIGURE 15. Likelihood to Continue Purchasing based on Digital Marketing Experiences ... 32
TABLE 1. Respondent List with Designation and Interview Time ........................................ 38
1 INTRODUCTION

Digital marketing has so much potential for worldwide development, it is gradually replacing traditional marketing. Most people nowadays spend a large amount of time online, particularly on social networking sites where they have instant access to information and items. This change is affecting the way that consumers behave and make purchases. Given the time-saving benefits of internet purchasing, online shopping has grown in popularity among busy people, especially kids.

In today's context, digital media influences all sectors influencing customer decisions and behaviours. Digital marketing has achieved a new high with the widespread usage of technology. Marketers are promoting their products and raise brand recognition by using digital marketing. It became advantageous for businesses of all kinds as it offers an affordable means of interacting with prospective customers through social media advertising, email campaigns, and search engine optimization. Additionally, digital marketing allows for in-depth analysis of client behaviour using strategies such as SEO and SEM. (Chaffey & Ellis-Chadwick 2019.) Effective marketing methods to attract and retain clients include captivating images, expertly designed commercials, high-quality content, and strong branding. Numerous elements, such as the economy, demography, technology literacy, way of life, attitude, and personality, all have an impact on consumer behaviour. Data availability gives marketers insights into audience preferences, which helps them manage costs and create more successful ads. (Chaffey & Ellis-Chadwick 2019.)

In light of this, we shift our attention to Corporate Station Bangladesh, a well-known safety equipment provider in Bangladesh with a solid track record of providing high-calibre goods and effective customer care. Corporate Station Bangladesh has adopted digital marketing in response to shifting customer behaviour, making use of Facebook's popularity as a social media platform among its youthful target demographics. This thesis is trying to identify if its digital marketing content has influenced the purchasing behaviours of its target audience. It will also attempt to determine whether digital marketing has enhanced the organization's overall consumer involvement. The purpose of this study is to determine the influence of digital marketing on Corporate Station Bangladesh's customer purchasing behaviour. The study's objectives are to understand how digital marketing influences consumer purchasing behaviour, to identify how Corporate Station Bangladesh is using digital marketing to increase consumer engagement, and to understand how digital marketing is increasing brand awareness among the
company's target audience. Additionally, it is working to navigate their digital marketing in a way of innovation, personalization, and modernity.

Corporate Station Bangladesh’s mission is to instil quality, class, and dependability into everything they touch, which includes partners, employees, and communities worldwide. This research will delve into both theoretical and practical elements to comprehend the significant influence of digital marketing on Corporate Station Bangladesh's customer purchasing behaviour. "To what extent does Corporate Station Bangladesh's digital marketing content and strategies impact overall consumer engagement and brand awareness, and how do they affect the purchasing behaviour of its target audience?" is the research question. While the practical dimension will look at the company's specific strategies and how they affect consumer behaviour, the theoretical findings will shed light on the broader landscape of digital marketing.
The prospective commissioner for the thesis project “Impact of Digital Marketing on Consumer’s Purchasing Behaviour, A Case Study of Corporate Station Bangladesh” is the firm Corporate Station Bangladesh. The commissioner of the thesis is Washiur Rahman, the founder and CEO of Corporate Station Bangladesh. Since its founding in 2016, Corporate Station Bangladesh has developed, giving their all to work towards achieving its goals of protecting the environment and ensuring safety (Corporate Station Bangladesh 2023). It is a vibrant group of young professionals who have been serving for seven years. Their principal aim is to safeguard the environment while also assuring employee health and safety. They specialize in spill prevention systems, safety equipment, water and wastewater treatment gear, and meters and instruments. (Corporate Station Bangladesh 2023.)

Corporate Station Bangladesh employee is dedicated to keeping their commitments and focusing on client happiness and producing high-quality items. They actively compete in both domestic and international tenders, specializing in providing services to autonomous, semi-government, and government agencies in Bangladesh. Their operations are built on honesty, and they accept responsibility for both their faults and their accomplishments. (Corporate Station Bangladesh 2023.)

The objective of Corporate Station Bangladesh is to excel in product supply by respecting quality standards, encouraging innovation, and supporting long-term growth with integrity. Their goal is to be the best in product supply by upholding integrity, fostering innovation, and assisting in long-term success. Their objective is to become a premier safety supplier known for their creativity, modernity, quality, and—above all—satisfied customers. (Corporate Station Bangladesh 2023.) The mindset of Corporate Station Bangladesh extends beyond its clients to include its partners, workers, and people all around the world. They are dedicated to providing dependability, style, and quality in every aspect of their business. The goods and services they provide show how concerned they are.

Corporate Station Bangladesh is a large company, and it has more than 500 employees. Although the company does not have any subsidiaries, it has collaboratively completed many projects. For instance, it has completed projects with Mitsubishi Industries, Beximco Industrial Park, Berger Paints BD Ltd, Energypac Power Venture Ltd etc. The annual turnover of Corporate Station Bangladesh is around 223 million according to the last financial year. Also, the gross profit is 85 million and net income is 63 million. (Chowdhury & Haider 2023.)
3 DIGITAL MARKETING

In today's competitive corporate world, the utilization of internet technology is critical for both survival and success. This practice, known as digital marketing, includes a variety of online actions targeted at recruiting new consumers and developing a brand identity. Digital marketing makes connections with potential consumers by aligning business goals with customer needs and offering a smooth multichannel customer experience. It does this by fusing digital and traditional marketing strategies. For digital marketing to be efficient, proper budgetary management, administration, and coordination with other marketing campaigns are necessary. (Chaffey & Ellis-Chadwick 2019.)

The Digital Marketing Institute (DMI) defines digital marketing as the use of digital technology to develop integrated, targeted, and measurable communications. Gaining and retaining clients while forging closer bonds with them is its primary objective. A different perspective highlights digital marketing as a continuation of traditional marketing, focusing on the use of contemporary digital platforms for stakeholder engagement and product placement, for example. It emphasizes the potential for enterprises to increase their economic value through digital engagement with stakeholders, consumers, and staff. (Royle & Laing 2014,66.) Incorporating digital marketing strategies into a corporate plan may also expand commercial operations, reduce the chance of failure, and boost profitability. Internet marketing has several advantages, such as being affordable, having the ability to target many groups at once, delivering goods and services quickly, and making it easier to do customer research so that decisions are well-informed. (Royle & Laing 2014,65.)

Furthermore, digital marketing functions as a company's online character, allowing connection with a large audience. Brands use digital technology to electronically market products or services and collect vital data on client preferences through effective customer relationship management, driving the development of personalized offers for certain consumer groups. (Sawicki 2016,84.) Numerous strategies have gained widespread traction: search engine optimization; content marketing; influencer marketing; content automation; data-driven marketing; e-commerce; campaign marketing; social media; email direct marketing; display advertising; e-books; and multimedia content like games and optical discs. Digital marketing is playing a bigger role in international business development as technology and the internet continue to change marketing strategies. It makes connecting with customers easier and more productive through a variety of digital channels, including websites, chat rooms, and email. It is a rapid and effective way to establish global connections with a diverse consumer base. (Sawicki 2016,85.)
3.1 Traditional Marketing Vs. Digital Marketing

The term "digital marketing" originally originated in the 1990s and evolved into a sophisticated technique to creating more meaningful and in-depth connections with clients in the 2000s and 2010s. Traditional marketing has a number of drawbacks, including the need for a lot of resources and the expense of printing items like mailings and brochures. (Pascalau & Urziceanu 2020,133.) Due to shipping and staffing costs, traditional direct mail initiatives are more expensive than online questionnaires. Digital marketing approaches, such as banner advertisements, may be introduced quickly, but traditional marketing methods might take a long time. Furthermore, as compared to traditional methods, internet marketing enables faster data collection and analysis. (Pascalau & Urziceanu 2020,134.)

Furthermore, it is difficult to monitor audience engagement with traditional marketing since it is localized and lacks interactivity. On the other hand, internet marketing is more interactive, accessible from anywhere in the world, and provides high levels of personalization and clickable advertisements. Digital marketing saves time and streamlines marketing operations since content can be supplied and updated instantly. Its persistent availability facilitates real-time communication with clients and information dissemination. (Pal & Shukla 2020,211.)

There are several advantages of traditional marketing for example, it can be quick to adjust and quicken the pace, which makes it appropriate for last-minute product launches or crisis circumstances. Additionally, it encourages a personal connection with clients, which enables companies to strengthen bonds and raise client happiness. (Chaffey & Ellis-Chadwick 2019.) Digital marketing has several advantages over traditional marketing strategies, such as lower marketing expenses and quicker access to marketing data. Online marketing’s highly participative character appeals to analytical customers seeking for product specifics and user feedback. However, both types of marketing are applying personalised recommendations and interactive argumentation tactics that increase consumer pleasure and engagement, promoting brand loyalty and the best possible choices for customers. (Pascalau & Urziceanu 2020,134.)
3.2 Factors Influencing the Evolution of Digital Marketing

According to Pal and Shukla (2020), the current state of digital marketing is primarily influenced by four factors. Initially, technology is essential because it helps companies to effectively determine what their customers need. Social media and other channels allow for instant connection with a huge number of consumers, and marketing software collects a range of indicators that make creating customer profiles easier. These metrics include social media performance, the best times to post, customer attention, email click-through rates, form submissions, layout effectiveness, and keyword trends. (Pal & Shukla 2020,215.)

Second, a key component of digital marketing is now narrative. In order to attract and interest customers, companies market their content as intriguing tales. This method fosters brand loyalty by developing emotional links with the audience. Authenticity, relatability to the target audience, evoking emotions, and a well-structured tale with a distinct beginning and finish are all components of effective storytelling. (Gopee 2019,9)

Thirdly, a key motivator is the idea of "First Mover Advantage" (FMA). A corporation can obtain a competitive advantage by being the first to enter a market niche and building strong brand awareness, product loyalty, and technological leadership. This advantage can lead to huge profit margins and market dominance. To avoid losing out to more skilled competitors, first movers must exploit this advantage, often known as the "second-mover advantage." (Andersson & Stensson 2017.)

Finally, in today's environment, mobile-focused digital marketing is critical. Building trusting connections with an audience that is aware of mobile devices, it entails developing websites that are optimized for mobile devices, providing video content, executing sponsored campaigns, and participating in live streaming. (Pal & Shukla 2020,215.) According to Pal and Shukla (2020), the future of digital marketing is dependent on embracing technology, telling captivating stories, being first to market, and prioritizing mobile-friendly methods in order to fulfil customers' ever-changing expectations.
3.3 Importance Of Digital Marketing

Digital marketing is an important key factor in supporting marketing objectives, matching with the business of marketing’s principles of recognizing, anticipating, and responding to client expectations. It allows for more efficient market research, allowing organizations to obtain a better grasp of their customers' needs and preferences. (Chaffey & Ellis-Chadwick 2019.) Digital marketing lowers the expenses of shop maintenance and product display by allowing items to be purchased depending on demand. In contrast to traditional marketing, which is geographically confined, digital marketing allows firms to operate internationally without the need for physical locations or distribution networks. (Nizar & Janathanan 2019,35) Chaffey and Ellis-Chadwick (2019) assert that digital marketing might assist companies in achieving certain objectives. Using current products to better connect with existing customers is the goal of market penetration. Furthermore, digital marketing promotes sector growth by employing low-cost online worldwide advertising opportunities. Product development also allows firms to build and promote new digital products or services through digital channels. Finally, using the internet as a platform to sell new services in untapped areas is one approach to creating diversity.

Personalization is an important aspect of digital marketing. It efficiently meets client demands by providing convenient, quick encounters that increase happiness. Additionally, by maintaining open lines of contact from the point of purchase through the settlement of problems and product feedback, digital marketing promotes customer trust. (Nizar & Janathanan 2019,35.) Internet marketing facilitates customers' ability to quickly evaluate products and make informed decisions. Furthermore, transparency is encouraged by digital marketing, which offers comprehensive product information online. Consumers may find a great deal more information available to aid in their decision-making than what retail establishments typically provide, which is typically restricted. Additionally, it increases the efficacy of market research, giving businesses a deeper understanding of the requirements and preferences of their clients. (Nizar & Janathanan 2019,36.) Businesses may use the internet to assess demand and decide how to best deploy their resources. Prioritizing customer pleasure is critical in the world of digital marketing. The customer experience is directly influenced by a variety of aspects, including user-friendly websites, consistent performance, good customer support, and timely product delivery. (Nizar & Janathanan 2019,37)
3.4 Types of Digital Marketing

There are several digital marketing channels accessible to expand audience reach, and the combination of multiple techniques may aid in the development of a holistic approach that provides best results. Some of them are explained below.

3.4.1 Email Marketing

Email is a particularly popular type of electronic communication. Consumers expect real-time email interactions with businesses, and technological advancements only help to reinforce this expectation. According to Chaffey (2018), email marketing is now essential for companies that want to build stronger bonds with their clients. He also emphasized that about 50% of emails are accessed using mobile devices, highlighting the instantaneous nature of email conversation. Jenkins (2008) stated that the benefits of email marketing include its capacity to customize messages to various client profiles, send out updates, and provide tailored promotions. It also gives an easy way to track emails sent and responses received, allowing businesses to analyze the performance of their outreach efforts while respecting consumer preferences. (Davis 2010,34.)

Email marketing, as Fariborzi (2012) pointed out, has downsides. The advanced spam filters used by internet service providers (ISPs) can prevent emails from reaching the intended recipients. According to Davis (2010,34), unknown senders’ risk having their emails deleted, and the demand for continual email personalization may become negative. One of the apparent shortcomings of email marketing is that it may be difficult and time-consuming to differentiate between emails that are invited and those that are not. Moreover, email marketing may unintentionally disseminate viruses, which discourages consumers from trusting even reliable vendors and marketplaces. (Davis 2010,35.)

3.4.2 Mobile Marketing

Mobile marketing, in its most basic form, refers to actions that allow businesses to successfully engage with their clients via any mobile device or network. The purpose of mobile marketing is to reach out to target customers using a range of mobile devices and channels, including as SMS, MMS, social media, and smartphone applications. (Jenkins 2008.) For many functions, mobile devices have effectively supplanted desktop computers, thus it is imperative that companies interact with customers on these platforms. It understands the dynamic nature of mobile
technology in today's consumer market and places a premium on engagement and relevancy in communication. It comprises acts that facilitate the sale of products or services as well as the dissemination of relevant information. Additionally, the reach of mobile devices has increased with the integration of mobile marketing into wearable technology like as virtual reality headsets and fitness trackers. By using mobile devices, marketers can target consumers based on time, location, behaviour, and context. They can also customize messages and have two-way conversations with customers through a variety of channels. (Smutkupt, Krairit, & Esichaikul 2010,74.)

3.4.3 Social Media Marketing (SMM)

SMM is a logical extension of Search Engine Marketing (SEM) efforts, utilising networks such as Facebook, Twitter, Google+, LinkedIn, and others to bring traffic to the consumer’s website or business. (Evans, Bratton & McKee 2021.) Effective SMM relies on the creation and adaptation of content for multiple social media channels, with an emphasis on distinctiveness and engagement, and at least four to five daily interactions. This approach can benefit revenue generation as well as branding. Social media has changed the way that businesses interact with their customers, thus they need to incorporate their social media strategy into their overall business plan. (Evans, Bratton & McKee 2021.)

SMM, being a subset of internet marketing, necessitates a technologically competent strategy. It focuses on creating engaging material that captures attention and encourages sharing, fueled by electronic word of mouth. (Drugge 2014.) SMM may assist in achieving a variety of objectives, such as increasing website traffic, increasing brand visibility, moulding brand image, and generating good connections. Additionally, it helps in the building of ties with potential customers. The internet and the wider online community have developed into powerful tools for social networking, communication, and information access that are advantageous to businesses, companies, society, and consumers all at once. Social media platforms serve as dynamic tools for keeping online interactions alive. Customers gain from low- or no-cost marketing, user-friendly interfaces, and simple communication with businesses. (Drugge 2014.) Even after the sale, entrepreneurs utilise these benefits to select the most effective advertising channels and gather information about consumer behaviour. According to studies conducted by Sin, Nor, and Al-Agaga (2012), consumers commonly utilise social media to disseminate product information, influencing the decisions of other purchases. Online reviews are highly valued by potential customers, and unfavourable remarks have an influence on their choices. (Drugge 2014.)
3.4.4 Search Engine Optimization

Increasing a company's exposure on search engines, especially Google, is the main objective of SEO, or search engine optimisation, which drives traffic to websites. This may be performed through the use of a number of tactics, such as locating keywords that clients regularly use for online searches and carefully putting them into website content. SEO includes link development, search engine algorithm conformance, and website content optimisation. Increasing a site's SEO requires careful consideration of several important aspects. (Almukhtar, Mahmoodd & Kareem 2021, 23.) First things first: content indexing is essential to making sure search engines can effectively scan and index website material. This covers techniques like providing alt text for photos and writing text transcripts for audio and video files. Second, an efficient link structure is required so that search engines can crawl the website and locate all of its content. SEO specialists can optimise links, URLs, and sitemaps to make them simpler for site crawlers to reach. Last but not least, SEO is still strongly reliant on keyword usage and keyword targeting. Currently, producing high-quality material that incorporates keywords naturally—into headers and throughout the page content—rather than artificially—is the greatest way to improve search engine rankings. (Almukhtar et al. 2021, 29.)

With the use of high-quality content, keyword optimisation, and the correction of technical flaws like mobile compatibility and site performance, SEO aims to increase a website's organic search exposure and draw in relevant visitors. SEO is a sensible business strategy because of the greater possibility that this focused traffic will result in actual transactions. Search engines promote SEO methods that improve page ranking and user experience, emphasising the importance of supplying content that matches user search queries. (Almukhtar et al. 2021, 52.) The three primary aspects of SEO are on-page SEO, off-page SEO, and technological optimisation. In order to increase SEO performance behind the scenes, technical optimisation focuses on elements such as site speed, mobile friendliness, architecture, and crawlability. Through keyword research, user experience improvements, meta tag optimisation, and the production of excellent content, on-page SEO aims to raise the value and use of website content. By obtaining backlinks from reliable websites using techniques like influencer outreach and content marketing, off-page SEO seeks to improve search engine rankings through external activity. Finally, SEO raises a website's exposure, attracts targeted traffic, improves user experience, builds brand authority, and encourages trust, providing businesses with a chance for long-term success and a competitive advantage in the online marketplace. (Almukhtar et al. 2021, 53.)
3.4.5 Pay-Per-Click Advertising and Search Engine Marketing

Pay-Per-Click (PPC) advertising is paying a publisher each time a person clicks on your ad, which is a method of increasing website traffic. PPC platforms that are often used are LinkedIn’s Sponsored Messages, Facebook advertisements, Twitter Promoted Tweets, and Google AdWords. Often known as Cost-Per-Click (CPC) advertising, it entails marketers engaging in competitive bidding. PPC, in contrast to SEO, is a short-term tactic where companies pay for each click; the advertisements vanish when the payments stop. PPC adverts can appear on websites, mobile applications, YouTube videos, and search engine results pages, with costs determined by keyword competition. This advertising method allows for local targeting and speedy results, in addition to strengthening SEO efforts and building brand recognition. (Kritzinger & Weideman 2013, 275.)

PPC advertising has several benefits, including the capacity to increase online presence, provide highly targeted visitors, and provide flexible scheduling. It maximises returns on investment by facilitating simple cost control and enabling low-risk keyword and landing page testing. However, it is not without flaws. Click fraud is a well-known issue that impacts marketers' expenditures as well as system trust. To generate misleading clicks, automated scripts or human involvement are used. Additionally difficult to get right is ad placement, although conspicuous placements work best. Not every click results in a sale, so companies need to take the time to choose keywords that are economical. Click fraud and the popularity of specific phrases are the causes of rising keyword pricing. When advertisers utilise the names of rival brands as keywords, a practise known as piggybacking, the original company may suffer losses. Other constraints include the need for expert PPC campaign management, proper keyword selection, and confirming the legitimacy of advertisements. Furthermore, because sponsored adverts are frequently overlooked by internet users, selecting the correct publisher is critical for campaign success. (Kritzinger & Weideman 2013, 275.)
4 CONSUMER’S PURCHASING BEHAVIOUR

Consumer behaviour is a diverse and important component of the business sector since customers have the authority to select whether or not to purchase a product. This emphasizes the significance for businesses to understand the elements impacting customer decisions. (Nizar & Janathanan 2019,38) Consumer behaviour includes the procedures to select goods or services that satisfy their needs and preferences. Consumer behaviour has changed significantly as a result of the digital era as online consumer behaviour diverges from conventional consumer behaviour. Thanks to their easy access to a multitude of information, consumers now compare products, prices, and features. Functionality and web design have become important factors in determining how likely customers are to purchase online. (Nizar & Janathanan 2019,38.)

4.1 Online Consumer Behaviour

The internet has radically changed consumer behaviour, resulting in the birth of online consumer behaviour as a separate field of study. Internet connectivity has made goods, services, and information more accessible globally, and online retailers typically offer prices that are competitive. But businesses also confront new challenges since traditional consumer behaviour models do not directly translate to online customer behaviour. (Pal & Shukla 2020,209.) When compared to conventional customers, internet shoppers exhibit a lesser level of loyalty. E-commerce website visitors are typically less committed, needing efforts to convert them into purchasers. The percentage of website visitors who make a transaction is known as the conversion rate, and it is often lower for online shops since customers occasionally perform extensive product research before making an immediate purchase. (Pal & Shukla 2020,210.) Because of the cheap time cost of utilizing the internet, customers may acquire relevant information about items and services without having to visit physical establishments, resulting in a preference for online information searches. Furthermore, trust varies across conventional and internet businesses, with physical storefronts and employees impacting trust in traditional stores. (Nizar & Janathanan 2019,211.)
4.2 Online Purchase Decision Process

Marketers must understand the consumer purchasing decision process. This process helps sellers meet the needs and preferences of their clients. It encompasses the phases that before, coincide with, and follow a transaction. (Teo & Yeong 2013,350.) Comprehending consumer behaviour within this framework can result in successful product sales. The consumer purchasing decision process is divided into five steps: problem identification, information search, alternative appraisal, purchase selection, and post-purchase behaviour. These phases show the thought processes involved in purchasing purchases. It is crucial to note, however, that customers may not necessarily follow all of these processes, since this relies on individual tastes and the nature of the product. (Teo & Yeong 2013,351.)

4.2.1 Need Recognition

The first step in the decision-making process for customer purchase in an e-commerce setting is to create demand. In contrast to traditional markets, where both internal and external impulses are significant, the online market is heavily reliant on Internet-related components. There are several crucial components to this excitement. (Han 2021,547.) First off, by spreading different information and either directly or indirectly affecting consumer demand, network media plays a big part. Second, Internet users may discuss products and share their purchasing experiences on online communities such as forums and message boards, which helps to form consumer preferences. Third, internet firms engage in marketing activities such as public relations campaigns, online advertising, bidding, and auctions, which all urge people to buy. (Han 2021,547.)

Following their stimulation by these internal and external stimuli, consumers frequently recognize a discrepancy between their perceived and actual requirements. If they have the required purchasing power, this disparity results in an equal demand for consumption. However, in the context of online shopping, customers could create distinct, new needs. (Han 2021,547.) The first type of demand is for enjoyment whereas the second type of demand is for the individual who must use the Internet as a platform for self-expression. And the last type of demand is for social interaction. The interaction of these diverse stimuli and changing customer expectations has, in essence, given rise to new dimensions in the E-commerce environment in terms of consumer behaviour. (Teo & Yeong 2013,355.)
4.2.2 Information Search

When purchasers are motivated to make a purchase and perceive a need, they typically hunt for the facts they require to back up their decision. Customers utilize a number of strategies to access information quickly when shopping on the Internet. This entails using search engines to compare products, browsing e-commerce sites, participating in shopping discussion groups, and utilizing additional digital tools. (Teo & Yeong 2013,360.) The digital process of acquiring information is recognized for its expediency, thoroughness, and ease, outperforming conventional approaches in these areas. Having stated that, despite the significant gains in information accessibility brought about by E-commerce, buyers' interest in acquiring information varies based on a number of critical factors. To begin, product knowledge is critical, as buyers often do not want as much information on items, they are familiar with or frequently purchase. In these situations, decision-making frequently depends on prior knowledge. On the other hand, customers' search intents increase when they explore new product territory since they are more information driven. Second, the product's worth is still another important consideration. (Clow 2012,137.)

The value of the things that consumers want to buy is often positively correlated with their desire to seek information. Low-risk, low-value things may need little research and may be determined by historical performance. However, due to concerns about information asymmetry and increasing perceived hazards, acquiring information for high-value things becomes critical. Time restrictions are the third element impacting the way people look for information. (Teo & Yeong 2013,355.) Customers often show less desire to search when they need to make judgments quickly and have a limited amount of time to do so since acquiring information takes time and effort. Finally, how much a client interacts in the purchase process determines how they seek information. Customers are more likely to commit time and effort to acquiring information and completing detailed analyses, comparisons, and selections in the event of complex transactions or things about which they know nothing. (Clow 2012,139.)

4.2.3 Evaluating Alternative

Customers research and evaluate a wide range of goods and services before selecting the finest ones when they are provided with pertinent information from many sources. Consumers assess product functioning, style, dependability, cost, and after-sales services based on particular criteria during the
decision-making process. These evaluations and comparisons are based on the utility value perceived by customers. (Wang & Li 2008, 270.)

Utility value approach helps customers discover and rank their favourite products. The Internet considerably simplifies the process of obtaining product information for online shoppers. Moreover, a number of comparison-shopping websites offer in-depth and complete information about different products, enabling customers to choose the goods that best suit their needs with speed and knowledge. (Wang & Li 2008, 270.)

4.2.4 Purchase Decision

Consumer preferences and purchase intentions are influenced by choices and assessments. External attitudes and unforeseeable events, on the other hand, may have an influence on how these intentions convert into actual purchase activity. (Han 2021, 546.) In the world of e-commerce, customers are assisted in making well-informed and expedient judgments by the extensive and thorough product information that is readily available on the Internet. This helps to decrease the probability of impulsive purchases and speeds up the online decision-making process. In addition to more traditional concerns such as quantity, timing, and manner of payment, whether to buy online or offline is critical. (Han 2021, 547.)

Many customers choose to buy the things they want from conventional brick-and-mortar businesses after doing their online research, selection, and assessment. To begin with, cost remains an important concern for internet purchasers (Lim, Osman, Salahuddin, Romle & Abdullah 2016, 407). Consumers tend to opt towards online purchases only when there is a big pricing gap between online and traditional markets. Second, purchasers assess the risks of online shopping, which mostly involve payment and privacy concerns. Online shopping usually requires digital channels for membership registration and payment, which means that items must be paid for in advance. As a result, customers are concerned about the safety of their private data, possible illegal theft, and password breaches brought on by Trojan horse malware. Thirdly, trust plays a big role. This includes trusting online product information as well as the promises made by companies. The final considerations are delivery time and cost. Products acquired online must be transported by postal services or express companies, which means buyers must pay for delivery and wait a few days for their goods to arrive. The diversity of aspects that simultaneously influence customers' judgments about physical versus online purchases
reflects the complicated dynamics of modern consumer behaviour in the digital era. (Lim et al. 2016,407.)

4.2.5 Post-purchase Behaviour

Following a product purchase, internet customers frequently gauge their happiness by comparing the actual product experience to their initial expectations. When a product performs better than anticipated, customers are so happy. However, when the performance of a product does not live up to expectations, customers are disappointed and unsatisfied. Furthermore, buyers prefer to communicate their post-purchase emotions with friends and family, so spreading the impact of their experiences to others. Consumers can influence strangers' shopping decisions through numerous channels such as online forums, virtual communities, and blogs. (Lim et al. 2016,408.)

Post-purchase satisfaction is influenced by a number of significant factors. First and foremost, a company's reputation and commitment are vital. Consumers who believe that a firm is trustworthy and has a history of fulfilling its commitments can expect more from it. To avoid upsetting customers and decreasing their contentment, online businesses must make promises that are in keeping with their capabilities. Second, the total consuming experience, which includes the impression of services offered by online merchants during the shopping transaction, is important. Consumer satisfaction is increased when they have a pleasant overall experience. (Han 2021,545.) Third, the calibre of post-purchase assistance is crucial. The simplicity, speed, and consideration of the return process affect customers' opinions of their products. Lastly, reliability and safety are crucial factors. The security of websites worries a lot of clients, which may make online shopping challenging. However, as businesses upgrade their security systems, lowering customers' perceived dangers, customer happiness skyrockets. These elements all contribute to the complicated terrain of post-purchase satisfaction in the online purchasing environment. (Han 2021,546.)

4.3 Theory Of Planned Behaviour

Ajzen's Theory of Planned Behaviour (TPB) is a generally accepted theory for anticipating individuals' readiness to engage in certain behaviours, such as online purchasing. TPB states that three crucial factors—attitude, subjective norm, and perceived behavioural control—determine behavioural intents.
An individual's attitude towards internet purchasing is determined by their overall opinion of the experience. Individuals with a more positive outlook on online shopping are more likely to use it. Subjective norms are a person's perception of the expectations of pertinent reference groups as well as their own expectations of these groups. It measures how much consumers believe their friends or reference groups approve of or expect them to partake in this behaviour when purchasing online. The term "perceived behavioural control" describes a person's perception of the ease or difficulty of online shopping. It considers how much control an individual has over their conduct. (Zhang and Chen 2023.)

According to research, these three criteria accurately predict behaviour in a variety of categories, including health, environmental acts, and consumer behaviour, such as online purchasing. For instance, TPB has been used to look at how much trust consumers have in online platforms and how that trust affects their conduct while making purchases online. The motive for online purchasing may differ in the setting of online shopping, which is characterised by more media and real-time engagement. As a result, using TPB to explore consumer behavioural intentions in this unique situation is critical. (Neger & Uddin 2020, 95.) Several hypotheses are advanced, including a favourable relationship between attitudes, subjective norms, perceived behavioural control, and the intention to engage in live streaming e-commerce. An extended TPB model further considers antecedent influences that may affect the underlying TPB architecture. These additional variables may enhance the prediction power of the model. An extended TPB model further considers antecedent influences that may affect the underlying TPB architecture. These additional variables may enhance the prediction power of the model. For example, because of their importance in predicting behavioural intentions, perceived utilitarian value and perceived interactivity are included as antecedent factors in the context of live streaming e-commerce. (Zhang and Chen 2023.)

4.4 Factors Affecting Consumer Behaviour in Digital Spaces

Kalia, Kaur, and Singh (2016) identified and investigated twenty-six characteristics that influence customers' decisions to make online purchases. Price, convenience, security, knowledge, enjoyment, access, and tangibility/sensation are seven of these characteristics that have frequently proven to be key contributors.

When it comes to making purchases online, price is crucial. In comparison to physical establishments, customers anticipate competitive prices. Higher internet costs discourage customers. By lowering
shipping costs, giving discounts, and enabling "buy online, pick offline" choices, retailers may draw in customers. Emails that act as reminders for abandoned items and persistent shopping carts can also be used as purchase incentives. (Kalia, Kaur & Singh 2016,64.) Furthermore, firms may attract cost-conscious clients by delivering delayed service for less money or for free, as well as diversifying their goods to decrease price comparisons. Online retailers must offer a user-friendly interface with simple navigation, rapid product availability, and expedited checkout procedures. Designers should prioritize web interface design, concise language, swiftly loading sites, and reduced risk perception. In contrast to conventional shopping, time-saving benefits and convenience should be emphasized in marketing efforts. Online firms have challenges due to security concerns. Consumers are reluctant to divulge financial and personal information online. (Kalia, Kaur & Singh 2016,65.) Customers' concerns may be alleviated if they are given information about Secure Electronic Transaction (SET) technology. Trust may be increased by offering a range of payment options, encrypting data, and displaying security seals.

Attracting and keeping clients depends heavily on the quality and presentation of the information. E-retailers need to give customers quick access, adequate, current information, and product details along with simple ordering procedures and pricing comparisons. Visual aids such as virtual reality (VR) technologies, 3D visuals, and surround films can improve the buying experience. (Neger & Uddin 2020,95.) Overwhelming information should be avoided, though. Enjoyment of the purchase affects consumer loyalty. E-stores ought to strive to give hedonic and utilitarian value, as well as possibilities for social engagement and pleasant surprises. There are benefits to designing engaging retail locations. Convenience and accessibility complement each other, providing consumers with freedom and control. Online purchasing gives a comfortable and personalized environment. (Neger & Uddin 2020,96.) Enhancing customization and accessibility may attract and retain customers. Lastly, feeling and tangibility—which are frequently associated with the look of websites—can strengthen client loyalty. Rich product descriptions and information should be the primary emphasis of online marketers, especially for things that are highly unique or tied to services. (Neger & Uddin 2020,97.)

4.5 The Role of Brand Awareness in Consumer Behaviour

Brand awareness has a significant impact on customer behaviour, with firms with high brand awareness often exerting more clout in determining purchasing decisions. The positive associations that consumers have with these brands—qualities like reliability, quality, and trustworthiness—are
what are responsible for this phenomenon. (Zhang 2015,58.) Conversely, negative brand experiences are more likely to be remembered than positive ones, creating a list of businesses that evoke negative emotions and being circulated as a warning among friends and family. Famous businesses thrive at creating a compelling brand image that connects with people, promoting popularity and loyalty. Even if the quality and price are identical to lesser-known competitors, such brands may endow their items with intangible value, raising perceived worth. (Zhang 2015,59.)

One's company's reputation is a reflection of its consumers' perceptions of its character and level of customer service. While reputation is a collective metric that is frequently impacted by recommendations or evaluations from a community, trust is a personal belief. A negative reputation may hinder a company's sales and take a long time to recover from, whereas a good reputation can enhance client attitudes and increase purchase intentions. (Zhang 2015,59.) A firm's reputation is shaped by a variety of stakeholders, the most significant of which are its consumers, who offer financial support to the organization. Reputation influences purchase intentions, perceived risk, and trust. Reputation and trust are linked and provide important indicators for customers, particularly in online environments with little information. Word-of-mouth has the power to shape an organization's reputation, which is difficult to manage since it depends on so many uncontrollable circumstances. Businesses should take a systematic approach to increasing brand recognition. (Zhang 2015,60.)

Branding aspects, from logos to messaging, must be consistent across all platforms. Engaging in sponsorships and activities, such as supporting local sports employees or community gatherings, may boost visibility and create positive brand associations. It is critical to establish a strong connection with the target audience through targeted branding and marketing initiatives. Highlighting a unique selling proposition, concentrating on what differentiates the brand, and continuously offering high-quality products and services can help to increase brand awareness and loyalty. (Neger & Uddin 2020,95.)
5 RESEARCH METHODOLOGY

This research aims to identify the impact of digital marketing on Corporate Station Bangladesh’s consumer purchasing behaviour. The methodology used in this research would be a mixed research methodology as it will use both qualitative and quantitative data. Both qualitative and quantitative methods will be used to investigate how customers interact using social media along with a change in consumer behaviour, such as purchasing decisions. Since the study will involve human participants, it will follow proper academic guidelines and ethical perceptions while collecting primary data from the selected research participants. The participants will be selected using the random sampling method to avoid any bias as it will help to select participants who have good knowledge regarding the context of the study from a large population. Each participant will give their consent before they take part in the interview, and they won’t be forced to provide any answer unless they want to. A proper data analysis tool will be used to sort out unnecessary information and ensure the authenticity of the collected data.

5.1 Data Collection

Efficient data collection is the cornerstone of study analysis and interpretation (Rajasekar & Verma, 2013,32). In order to ensure the construction of an extensive and trustworthy dataset, this project attempts to collect data from a variety of sources by integrating primary and secondary research methodologies. Primary research comprises gathering new information directly from the source through methods such as surveys, interviews, and observations (Rajasekar & Verma 2013,33.). The primary data will be gathered using survey questionnaires from 30 consumers of the company. Furthermore, there will be an interview conducted where 6 employees of the company will be asked some questions related to their observation on consumer’s purchasing behaviour. The primary data gathered from the participants will provide information about how the digital marketing activities of the company are influencing the purchasing behaviour of its target audience. Using quantitative analysis, structured questionnaires will be provided to the research participants. The questions will be based on the primary objective of this research which is to identify the impact of digital marketing on Corporate Station Bangladesh’s consumer purchasing behaviour. The participants will be selected using the random sampling method to avoid any bias as it will help to select participants who have good knowledge regarding the context of the study from a large population. Each participant will give their consent before they take part in the interview, and they won’t be forced to provide any answer
unless they want to. The survey questions will be disseminated through email and Google Forms, with respondents having 90 hours to reply. Through the usage of this technique, the subject matter is certain to be fully understood, facilitating successful data analysis and interpretation. Furthermore, a semi-structured interview of 6 employees will be conducted for the qualitative part of the thesis. Prior approval from each interviewee will be requested, and a mutually convenient time will be set for a Zoom conference. During these meetings, the interviewer will ask each employee questions, and each meeting will last between fifteen and twenty minutes.

According to Knapp and Mueller (2010), measurements and study findings are evaluated for consistency and accuracy using two fundamental concepts: validity and reliability. The reliability of research results indicates how much data can be relied upon to be accurate and devoid of mistakes or inconsistencies. Authentic and trustworthy findings are more likely to come from reliable sources, providing a solid foundation for drawing inferences and acting on study findings. (Knapp & Mueller 2010,338.)

Throughout the study process, validity guarantees that scientific protocols and standards are followed. Face, internal, external, concurrent, criterion-related, and construct validity are all important for different sorts of studies, highlighting the relevance of validity in all research endeavours. Researchers must carefully choose the appropriate time period, technique, and sample approaches that are suited for the particular objectives of their study in order to achieve research validity. Additionally, researchers must refrain from pressuring participants to provide predetermined responses. While it is hard to totally remove threats to reliability and validity, researchers should work together to reduce these risks in order to maintain the dependability and robustness of their research findings. (Knapp & Mueller 2010,339.)

5.2 Data Analysis

Data analysis, according to Rajasekar & Verma (2013), is the process of preparing, modifying, and arranging data to discover critical insights that are required for making sound business decisions. To investigate and pinpoint patterns and trends pertinent to the research subject, this study employs a quantitative technique. Using methods like descriptive and inferential statistics, the survey questionnaire data will be statistically analysed. (Rajasekar & Verma 2013,52.)
In this study, descriptive statistics are extremely important since they will summarise and show the most important aspects of the data, as well as give simple and understandable explanations of the sample and its measurements. Descriptive statistics and visual analysis will be used in the bulk of quantitative data investigations. Furthermore, on the sample data, judgements about the wider population will be made using inferential statistics to develop conclusions that go beyond the data that is currently available. (Rajasekar & Verma 2013,53.)

5.3 Validity, Reliability and Generalization

The researchers validated the research methodology utilised to investigate the influence of digital marketing on consumer purchase behaviour. This involves employing proper empirical testing and research designs (Taherdoost 2016). The researchers emphasised the need of matching data collection and findings with the study's fundamental notion. In the case of digital marketing impact, the researcher must ensure that the methodologies used adequately assess the desired features of customer behaviour. To maintain reliability, the researchers used real-world, evidence-based scenarios throughout the study. This aligns with the need for reliability, guaranteeing that the knowledge acquired has a positive effect (Taherdoost 2016). Furthermore, the researchers made a thorough and publicly available summary of their methods available for review and duplication. Knowledge how discoveries might be used in diverse situations requires a knowledge of the idea of generalisation. Understanding the concept of generalisation is necessary to understand how findings could be applied in many contexts. Furthermore, the questionnaire was designed to ensure that questions elicit accurate replies, that the procedure is dependable, and that the findings can be generalised to larger consumer populations. The questionnaire's effective sample approaches and simple wording correspond with the need for data gathering reliability and validity.
PRESENTATION AND ANALYSIS OF RESEARCH FINDINGS

The purpose of this study is to evaluate how digital marketing affects Corporate Station Bangladesh's customers' purchase decisions. The research methodology integrates both qualitative and quantitative data and is a mixed research strategy. These methodologies aim to provide a comprehensive understanding of consumer interactions on social media and to explore the resulting changes in consumer behaviour, particularly when it comes to making purchasing decisions.

6.1 Quantitative Data Analysis

A quantitative method is used to obtain broad numerical insights by asking a set of fifteen questions to customers. The well-crafted questionnaire has precise questions meant to gather demographic information, knowledge with the notion of digital marketing, successful digital channels, customer behaviours, and many more. The researchers requested assistance from the commissioner to facilitate the poll. They obtained customer information from their server that had previously given approval for the firm to send them emails with surveys and other pertinent information. Following that, the researchers sent out a preliminary email to 45 randomly selected customers, explaining the objective of the study and requesting their consent. Among them thirty of the recipients responded positively. After that, the researchers sent out the survey questions, with a 24-hour deadline for completion.

6.1.1 Age Group

The first question of the questionnaire was related to the age of the consumers. The survey result shows that slightly under a fifth of the respondents belong to the age group of the under eighteen. Most of the respondents belong to the age group of 18-35 which accounted for 43.3 percent whereas a fifth of the participants belong to the age group of 35 and 55. The result shows that the age group of people older than 55 had the lowest participation rate which accounted for 13.3 percent. The result suggest that the participants belong to different age groups, therefore it will not create any kind of bias.
6.1.2 Gender

The next question was about their gender. Although the researchers included three options, ‘male’, ‘female’ and ‘others’ in their questionnaire, none of the participants identified themselves as others. The result shows that 57.7% of the participants identified themselves as the female and remaining respondents identified themselves as male. There is a slight imbalance between the ratio of male and female, but such slight imbalance will not create any kind of bias.
6.1.3 Occupation

The next survey question was related to their occupation. A fifth of the respondents stated their profession as professional whereas a little more than fifth of the participants checked the box of ‘Business’ option. A slight over a quarter of the participants stated that they are students. But the most selected option was ‘others’ which accounted for thirty percent.

![Occupation Pie Chart]

FIGURE 3. Occupation

6.1.4 Online Shopping Frequency

The following question was how often the participants do online shopping. The survey result shows that 16.7 percent of the participants are involved in online shopping daily. The majority of participants preferred weekly or monthly shopping, with 30% preferring weekly shopping. The monthly option was somewhat more popular as thirty three percent of participants opted for it. Furthermore, 13.7 percent claimed that they seldom indulge in online purchasing, while 6.7 percent stated that they never engage in online shopping.
6.1.5 Familiarity with Digital Marketing

The next question was regarding the participants’ familiarity with the concept of digital marketing. Half of the participants ensured that they are very familiar with the concept of digital marketing. Additionally, a good percentage of the respondents responded that they are ‘somewhat familiar’ with the concept of digital marketing which accounted for 30 percent. However, 13.3% of respondents chose the 'neutral' option, and a very small percentage stated that they are unfamiliar with the notion of digital marketing at all.
6.1.6  Awareness of Corporate Station Bangladesh through their Digital Marketing

The following was regarding the respondents’ awareness of Corporate Station Bangladesh whether it was through their digital marketing or not. The ratio of ‘yes’ and ‘no’ was 60 and 40 percent. This means that sixty percent of the respondents became aware of the existence of Corporate Station Bangladesh through their Digital Marketing and the remaining forty percent became aware through other medium.

![Pie chart showing awareness of Corporate Station Bangladesh through digital marketing.](image)

**FIGURE 6.** Awareness of Corporate Station Bangladesh through their Digital Marketing

6.1.7  Effective Digital Marketing Channels

In the next question, the respondents were asked to give their opinion by selecting the specific digital marketing channels that have been most effective in raising their awareness of Corporate Station Bangladesh. Respondents were flexible to select all the applicable options rather than just select one in response to this question. Participants rated online advertisements as the most successful marketing medium to raise their awareness about the Corporate Station Bangladesh which accounted for 33.34% percent. Following closely behind online ads, social media emerged as the second most effective
platform, garnering 26.67% percent. A fifth of the respondents selected influencer collaborations while email marketing and website content was the least popular option as both of the option accounted for 10% of the respondents.

![Pie chart showing the effective digital marketing channels]

**FIGURE 7. Effective Digital Marketing Channels**

### 6.1.8 Engaging Digital Marketing Content of Corporate Station Bangladesh

In the next question, the respondents were asked about the types of digital marketing content from Corporate Station Bangladesh that they find most engaging or interesting. Like the previous question, respondents were flexible to select all the applicable options rather than just select one in response to this question. Social media postings were recognized as the most engaging or fascinating digital marketing material by most respondents (36.67 percent). Online advertisements came in second, 26.67% of respondents choosing this option. Furthermore, 13.33 and 13.33 percent of participants expressed a desire for blog posts and videos, respectively. The least interesting and engaging type of digital marketing content was determined to be email newsletters.
6.1.9 Factors Influencing Purchase Decision

The following question was regarding the factors that influenced their decision to make a purchase through digital marketing. The thirty percent respondent asserted that attractive promotions and offers influence their decision for online shopping. Contrary to that, around thirty-three percent respondent said that their purchase decision is influenced by the positive online reviews. User-friendly websites also influence the purchase decision of the respondent which accounted for 23.3 percent whereas remaining participants voted for social media recommendations.
6.1.10 Recent Purchase from Corporate Station Bangladesh

The following was regarding whether the respondent made any recent purchase from Corporate Station Bangladesh or not. The ratio of ‘yes’ and ‘no’ was 63.3 and 36.7 percent. This means that sixty-three percent of the respondents recently purchased goods from Corporate Station Bangladesh and the remaining participants did not purchase anything recently.

FIGURE 10. Recent Purchase from Corporate Station Bangladesh

6.1.11 Frequency of Purchases

The following question was about the frequency of purchases made by respondents and this particular question was directed to those respondents who said yes to the previous question from Corporate Station Bangladesh. More than half of the respondents (53.34%) said they occasionally make purchases suggesting that they make purchases one or twice in a month. A slightly above a quarter of the participants (26.67%) stated that they make purchases from the company more than twice a month. On the other side, a fifth of the respondents claimed that they only buy from the company less than once a month.
6.1.12 Satisfaction with Recent Purchases from Corporate Station Bangladesh

In the following question, the respondents were asked to rate their satisfaction with their recent purchases from Corporate Station Bangladesh. Thirty percent respondent stated that they were very satisfied with their recent purchase whereas 36.7% respondent described their satisfaction as ‘satisfied’. 23.33% respondents opted for ‘neutral’ suggesting that they were neither satisfied nor dissatisfied with their purchase. The remaining respondents were dissatisfied with their purchase from Corporate Station Bangladesh.

FIGURE 12. Satisfaction with Recent Purchases from Corporate Station Bangladesh
6.1.13 Influence of Digital Marketing on Purchasing Decisions

Participants were asked whether Corporate Station Bangladesh's digital marketing initiatives influence their purchase decisions in the following question. 23.33% of respondents strongly agreed that internet marketing has a substantial impact on their purchasing decisions. The statement was agreed with by the vast majority of responders (46.67%). About 16.67 percent of participants did not agree or disagree with the statement, while the remainder responses disagreed with the statement.

![Influence of Digital Marketing on Purchasing Decisions](image)

FIGURE 13. Influence of Digital Marketing on Purchasing Decisions

6.1.14 Familiarity with Corporate Station Bangladesh Brand

The next question was regarding their familiarity with the Corporate Station Bangladesh brand before and after engaging with their digital marketing initiatives. Most of the respondents (36.67%) stated that they were familiar with the company accounting, whereas thirty percent suggested that they were somewhat familiar with the brand. 13.33% remained neutral, and the remaining respondent stated that they were not at all familiar with the brand.
6.1.15 Likelihood to Continue Purchasing based on Digital Marketing Experiences

The last question of the questionnaire was regarding their likelihood to continue purchasing from Corporate Station Bangladesh based on their experiences and interactions with their digital marketing efforts. A majority of the respondents (43.3%) selected the ‘likely’ option whereas 20 percent opted for ‘very likely’. Contrary to that, 13.33 percent chose the ‘unlikely’ option and 6.67% selected ‘very unlikely’. The remaining 20% selected the option of ‘neutral’.
6.2 Qualitative Data Analysis

Qualitative methodologies are used to gain a more detailed understanding of the complex interplay between digital marketing strategies and customer purchase behaviour. Through in-depth interviews with six employees of the company, open-ended questions are used to foster casual and extensive discussions. This qualitative technique looks into the subject's complexities. The researchers conducted interviews with a wide range of personnel. Initially, an email was sent expressing interest in holding an interview and asking for their preferred time slot. Following that, the interviews were conducted via the Zoom platform. The interview process started on November 15 and ended on November 21 in 2023.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Position</th>
<th>Interview Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent A</td>
<td>General Manager</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Respondent B</td>
<td>Assistant Manager</td>
<td>15 minutes</td>
</tr>
<tr>
<td>Respondent C</td>
<td>Operation</td>
<td>15 minutes</td>
</tr>
<tr>
<td>Respondent D</td>
<td>Marketing</td>
<td>25 minutes</td>
</tr>
<tr>
<td>Respondent E</td>
<td>Finance</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Respondent F</td>
<td>Logistics Assistant</td>
<td>10 minutes</td>
</tr>
</tbody>
</table>

6.2.1. Familiarity with Corporate Station Bangladesh's Digital Marketing Strategies

When questioned about Corporate Station Bangladesh's digital marketing methods, Respondent D emphasised the company's significant emphasis on developing a strong online presence. They
emphasised the need of connecting website design with specific company goals, as well as developing a platform for online transactions and direct consumer communication. They collaborate with a digital marketing firm to guarantee that investments are directed to the proper projects while adding appealing marketing efforts. Respondent E underscored the significance of social media in their digital marketing approach. They spoke on the need of building a strong online presence on Facebook, Instagram, WhatsApp, YouTube, and other platforms in order to interact with the target audience. Additionally, the creation of a Google My Business profile was mentioned as a step towards establishing trust and authenticity. Respondent B recommended using both organic and paid marketing tactics to get targeted visitors. For organic consumer attraction, this involves an emphasis on SEO, local SEO, and content marketing. They employ sponsored strategies including influencer marketing, social media ads, and Google ads in order to reach a wider audience. Respondent A emphasised the need of converting traffic into paying clients. They described how to create lead magnets like e-books and enticing incentives to collect client information. In order to nurture leads and increase conversions, the employee also discussed the company's remarketing and retargeting initiatives, which included email marketing. Respondent C spoke about the importance of user-generated content in their approach. Encourage consumers to share their experiences on social media, and the firm uses this honest feedback to build trust and attract new customers. Respondent F emphasised the importance of search engine marketing (SEM), emphasising the balance between organic SEO and sponsored methods. Social media marketing (SMM), in which the company actively engages with the audience to support paid ad campaigns and content marketing activities, was found to be another important area of focus.

6.2.2 Most Effective Digital Marketing Channels for Corporate Station Bangladesh

When talking about the best digital marketing platforms for Corporate Station Bangladesh, a number of staff members offered insightful commentary based on the tactics and experiences of the organization. Respondent D emphasized the incredible effectiveness of social media marketing. They stressed the company's ability to communicate with the world's largest audience of over 4.6 billion active social media users. Through regular engagement on social media sites like Facebook, Instagram, WhatsApp, and YouTube, Corporate Station Bangladesh developed a devoted following in addition to significant brand recognition. Working with influencers, creating accessible and relevant content, and conducting engaging ads were all part of their approach, and all had a significant impact on the company's overall success. Respondent C emphasized the critical function of search engine optimization (SEO) in the digital marketing strategy of Corporate Station Bangladesh. They described
the critical significance that SEO has had in improving the company's website rating on search engines such as Google. The regular creation of high-quality, relevant content, along with an emphasis on technological effectiveness and frequent monitoring via the use of tools such as Site Audit, has proven critical in enhancing search exposure and growing website traffic. Respondent A emphasized the effectiveness of email marketing as a channel for Corporate Station Bangladesh. They described in detail how segmentation tactics were put into practice to offer subscribers personalized messages based on their interactions and preferences. Additionally, respondent E examined the importance of paid advertising as a crucial digital marketing avenue that has produced noteworthy outcomes for Corporate Station Bangladesh. The business guaranteed real-time exposure to its target demographic by customizing ad content with data-driven aspects, doing A/B testing. This strategy made it simpler for products and services to have distinguishing characteristics, which boosted the effectiveness of advertising efforts. Respondent F also talked about how successful video marketing is for Corporate Station Bangladesh. Acknowledging the pervasiveness of video content consumption, the organization deliberately utilized channels such as YouTube to advertise its brand and offerings. Corporate Station Bangladesh also produced captivating and well-optimized video material. This involved making the brand more approachable, offering helpful guides, and enhancing the titles and descriptions of videos to draw in viewers and increase sales. Finally, Respondent B member underlined the importance of referral marketing for Corporate Station Bangladesh. Corporate Station Bangladesh was able to attract new clients while preserving the loyalty of existing ones by utilizing referral programs, resulting in a higher overall return on investment.

6.2.3 Observations on Trends in Consumer Behaviour in Digital Channels

When questioned about particular trends or changes in consumer behaviour related to the use of digital platforms, the employees provided insightful responses. A significant shift in customer behaviour toward health-conscious selections was observed by one employee member. Respondent C stressed that people are more conscious of their personal cleanliness and health as a result of the pandemic. They advised companies to think about incorporating technology such as touchless displays and self-checkout kiosks. It was also proposed that cooperative ventures with fitness and health firms be considered, with the purpose of using technologies like as hand tracking to improve the whole shopping experience. Respondent D emphasized the growing significance of mental health consciousness among customers. Knowing that different age groups were affected by the pandemic's pressures, the employee counselled brands to go cautiously while discussing the subject. They argued
that offering support, such as free meditation sessions or mental health services, might improve a brand's reputation. Respondent A highlighted, from a different angle, the increase in community-driven projects during the epidemic. It was advised that brands form alliances with nearby companies and communities. Enhancing brand engagement through social media platform assistance for small companies, like Instagram Stories stickers, was proposed. Respondent B agreed that virtual work and learning have become increasingly prevalent. The employee suggested that businesses should help ease the shift to remote work as it becomes more commonplace. Finally, Respondent F drew attention to the notable increase in internet buying habits, especially among senior populations. The employee recommended that companies simplify their e-commerce experiences as more consumers are choosing to make transactions online. Improvements such as shoppable features on social media, visual search, and the advent of Progressive Web Apps were recommended to improve the online purchasing experience.

6.2.4 Impact of Shift to Digital Platforms on Customer Interactions

Employees from Corporate Station Bangladesh shared diverse viewpoints on the influence of the move to digital platforms on interactions with consumers. Respondent C stressed the importance of digital technology in increasing client happiness. According to the employee, implementing digital transformation techniques allows for more tailored customer service encounters and experiences. By meeting the higher expectations of their customers with prompt and effective service, businesses may boost their client retention. Also, a digital transformation provides fast, quantifiable feedback, which enables the company to make data-driven adjustments for higher customer satisfaction. Respondent D mentioned the possibility of improving client experiences with a strong digital transformation plan. Such encounters, they argued, lead to brand loyalty, consumer retention, and favourable brand advocacy. Respondent A acknowledged that software and technology are available to enhance customer experiences and emphasized their importance in promoting the company. Respondent F emphasized the importance of digital transformation in giving important data to react to client demands in terms of data insights. They said that gathering a lot of data helps businesses identify opportunities for growth, identify gaps, and identify markets. Respondent C also said that companies, especially those in their early stages, might search for new potential markets using industry data sets from global platforms. Respondent E mentioned that digital data obtained through a digital transformation approach provides meaningful insights across sales, service, marketing, and internal
company processes. They contended that this gives a practical means for firms to make educated decisions and implement changes inside the company.

6.2.5 Influence of Targeted Marketing on Consumer Purchasing Behaviour

Employees of Corporate Station Bangladesh offered a variety of viewpoints on the impact of focused marketing on customer purchase behaviours, depending on how well they understood consumer behaviours and marketing tactics. Respondent D responded that they believed targeted marketing had a significant impact on what customers bought. They stressed that consumer behaviour includes the decision-making processes involved in selecting, paying for, and using products and services. This employee believes that targeted marketing is essential for determining which market groups are most likely to respond to product offers and marketing communication campaigns. They contend that knowledge of consumer behaviour shapes customers' purchase decisions by offering crucial hints for successful targeted advertising. Respondent C investigated the instruments utilized in quantitative market segmentation to pinpoint target audiences. They highlighted the application of behavioural, psychographic, demographic, and geographic factors in evaluating purchasing decisions. According to Respondent A, targeted marketing allows firms to tailor their plans depending on observable characteristics such as region, age, income, and more, especially when quantitative segmentation methods are applied. Consequently, this shapes customer behaviour by matching marketing initiatives to the traits of the intended audience. Respondent E delved into the concept of high-versus low-involvement purchase decisions. They discovered that the level of participation required effects how customers make judgments. Purchases with a high degree of engagement, which are frequently costly and risky, require careful consideration. This employee believes that targeted marketing messages should be adjusted based on the amount of participation, emphasizing cognitive features for transactions with high levels of involvement and emotional, experiential messaging for sales with low levels of involvement.

6.2.6 Customer Feedback Gathering and Analysis for Digital Marketing

The employee was asked to explain on Corporate Station Bangladesh's strategy to acquiring and evaluating client feedback relating to digital marketing initiatives throughout the interview. Respondent F emphasized the need of direct engagement with clients, including surveys. This includes
sending surveys and "How Are We Doing?" questionnaires. Future tactics benefit from this direct feedback. Respondent C described using Net Promoter Score (NPS) systems and star ratings, in addition to traditional surveys, to regularly monitor consumer mood. One-click popups make it simple to share ideas while also providing a quick pulse check on how campaigns are doing. From a different angle, Respondent D emphasized the importance of using third-party data for market research from websites like Google Trends, Ahrefs, and SEMrush. This broader viewpoint aids in recognizing industry trends and coordinating digital marketing initiatives with the dynamic environment. Respondent E discussed the usage of analytics solutions such as Google Analytics, Hotjar, and Lucky Orange to collect behavioral data, emphasizing the significance of passive data collecting. A deeper awareness of preferences is made possible by customer interactions with the website and content, which influences choices to enhance the digital experience. The interview also highlighted the incorporation of real-time user testing for online experiences, as well as the usage of A/B testing to experiment with components such as copy, navigation, and design. With the use of this technique, user interactions may be monitored in real-time, facilitating data-driven decisions that improve digital marketing initiatives. The worker also looks into predictive modelling, analysing large datasets and making educated guesses about user experiences using machine learning and artificial intelligence.

6.2.7 Challenges Faced in Implementing Digital Marketing Strategies

The employee was asked about the challenges Corporate Station was having using digital marketing methods. The growing costs at Corporate Station Bangladesh were highlighted as a significant issue. A noteworthy difficulty that was brought to light by respondent E was the rising expenses at Corporate Station Bangladesh. These expenses included rising expert rates, rising software package charges, and marketplace fees. Handling these costs turned out to be too much. To address this, the organization took a strategic and deceptive strategy, focusing on workflow process efficiency, sales funnel optimization, and team productivity. By focusing on these areas, they were able to save costs while improving the overall efficacy of their digital marketing campaigns. Respondent A talked about the ongoing difficulty brought about by technology's unrelenting advancement. The intricacy and constant stream of novel digital platforms pose challenges for keeping up with the rapid speed of development and attracting customers at every touchpoint. Corporate Station Bangladesh has proactively adapted to technology advancements in spite of these obstacles. They ensure that their workforce is up to date on the latest advances through planned implementation and continuing learning, allowing them to efficiently navigate the complicated digital environment. According to Respondent B, another
persistent issue that was noted was the lack of clarity in goals, particularly when there is a difference in the viewpoints of marketers and clients. The organization stresses the significance of establishing SMART goals—specific, measurable, attainable, relevant, and time-bound—as a means of overcoming this. When working directly with clients to develop objectives with quantitative measurements, such as delivering high-quality leads or boosting return on ad spend (ROAS), it is simpler to coordinate efforts and demonstrate tangible results over time. Respondent E stated that one notable problem was the increased effort and stress brought on by altering business structures and technology advancements. Corporate Station concentrated on maximizing resource usage rather than adding more hours to the workday or lowering the number of clients. They improved productivity and saved up to 10 hours a week by using a new digital leadership system. Because of this strategic approach, they can satisfy the demands of a changing digital environment without jeopardizing their ability to develop and prosper. Respondent D stated that it has been difficult to streamline digital marketing strategies, especially in a service-oriented company like theirs. When offers are hard to identify, scaling services is complicated. To address this, Corporate Station devised a strategy to bundle marketing services as productized offers. They are thus better positioned to grow their business by utilizing self-managing virtual teams and a sales funnel.

6.2.8 Impact of Digital Marketing on Sales and Revenue

In answer to the interviewer's question regarding the influence of digital marketing on Corporate Station Bangladesh's sales and income, numerous workers shared their perspectives on the different benefits they saw. Respondent A underlined the importance of digital marketing in delivering large traffic to their web platforms. This gives them important insights into the problems faced by internet users in addition to assisting them in identifying the main sources of traffic. Their website has been upgraded thanks in large part to the data analysis obtained from this traffic, which has enhanced user experience and increased sales. Respondent D emphasized the importance of branding in digital marketing, stating that it helps them to influence how customers view their services and goods. They underlined the need of maintaining product quality while proactively managing their brand's internet image. The goal is to attract and retain customers through effective digital marketing strategies. Respondent B with a fresh viewpoint views the virality of material on social media as a new frontier for organizations. They mentioned that the goal of their digital marketing has been to create content virality, which expands their network and boosts their online exposure. The visibility that Corporate Station Bangladesh has gained from this aspect of internet marketing is unmatched. Respondent F
concentrated on the direct engagement with customers made possible by digital marketing. This connection enables them to collect feedback via a variety of methods, including forms, comments, emails, and reviews. Transparency in communication not only informs clients about the company, but it also develops loyalty. Respondent C recognized that innovation in digital marketing is still necessary, emphasizing the value of providing something unique to attract customers and maintain a competitive edge in the market.

6.2.9 Recommendations for Improving Digital Marketing Impact on Consumer Behaviour

In the last question the interviewer asked the interviewee whether they have any recommendations for enhancing the impact of digital marketing on consumer purchasing behaviour. Respondent B suggested boosting the company's social media presence and emphasizing engagement with the massive audience of more than 4.6 billion active users. As part of a persistent strategy to increase brand awareness, hold onto a devoted following, and increase sales, they suggested continuing to collaborate with influencers in an effective manner, producing easily accessible content, and running captivating advertisements. Respondent C stressed the ongoing significance of search engine optimization (SEO). He underlined the need of creating outstanding, relevant content on a consistent basis and using tools like Site Audit for efficient monitoring in order to improve the website's ranking on search engines like Google. Respondent A also emphasized the effectiveness of email marketing as a potent channel. They suggested using segmentation strategies to provide communications that are tailored to the interests and interactions of the recipient. They claimed that using this personalized technique will increase customer participation and have a significant influence on purchasing decisions. A well-thought-out email strategy, according to one employee, may considerably improve client loyalty. Respondent D emphasized the value of paid advertising, stressing the necessity of doing A/B testing and customizing ad text using data-driven elements. They said that by using this strategy, the company's goods and services will be more noticeable to the target market and will be exposed to them in real time. In the end, they thought that this tactic would increase the efficacy of marketing initiatives and favourably affect customer behaviour.
6.3 Analysis of Findings

The research findings, with a particular focus on Corporate Station Bangladesh, offer insightful information on how digital marketing affects customers’ purchase decisions. The study employed a mixed research method, combining qualitative and quantitative data collection techniques, to ensure a complete understanding of consumer interactions on social media and their effects on purchase decisions.

The investigation of demographic variables, starting with the age distribution of respondents, was the first step in the quantitative data analysis process. The findings showed a varied representation, with most people in the 18–35 age range. This distribution is significant because it demonstrates that the study reduces possible age-related biases by obtaining perspectives from a variety of life stages. The study's robustness is further enhanced by the occupational variety of the respondents, who represent a range of professional backgrounds. Studying the habits of internet shoppers, the study investigated how frequently purchases are made online. Surprisingly, 30% of participants were frequent online buyers, demonstrating that a sizable portion of customers is actively engaged in online commerce. This conclusion underscores the importance of understanding how digital marketing influences ordinary buying decisions. The survey found that familiarity with digital marketing was a crucial component, with half of the participants having a high degree of familiarity. This suggests that most of the customer base are familiar with the concept, which is important to assess the effectiveness of Corporate Station Bangladesh's digital marketing initiatives. The survey then looked at respondents' knowledge of Corporate Station Bangladesh as a result of digital marketing activities. The 60-40 split suggests that the majority of people learned about it through digital marketing means. This emphasizes the significance of these channels in terms of brand exposure and awareness. The study found that social media and online advertisements were important factors in determining which digital marketing platforms were most effective. 34.4% of respondents recognized online ads in particular, demonstrating their efficacy in raising awareness. Social media highlights its significance in influencing consumer sentiments shortly after.

In terms of engaging material, social media postings were the most appealing, with 37.3% of respondents agreeing. This knowledge will help Corporate Station Bangladesh adjust programming to increase customer interaction. The second most engaging material was online commercials, indicating their efficacy in delivering the company message. After looking at the factors influencing purchasing decisions, a balanced distribution over a number of components was found. User-friendly websites,
social media recommendations, appealing discounts and bargains, and excellent online ratings were all crucial. This diversity demonstrates how digital marketing has a complex impact on consumers' decision-making. According to the survey, which examined respondents' real shopping habits, 63.3% of them had recently made purchases from Corporate Station Bangladesh. This high proportion implies a positive relationship between genuine conversions and digital marketing activities, as well as the brand's appeal. When the frequency of purchases made by individuals who purchased from Corporate Station Bangladesh was examined, it was found that most of them were sporadic, which is consistent with the general behaviour of consumers in this situation. Recent purchase satisfaction was generally high, with 66% of respondents rating pleasure or strong satisfaction. This positive mindset is essential for effective word-of-mouth marketing and brand loyalty. The majority of respondents believed that digital marketing had a substantial impact on their selections when evaluating the overall influence of digital marketing on purchase decisions. This study backs up the notion that effective digital marketing methods have a major influence on customer behaviour. The Corporate Station Bangladesh brand was largely well-known, with 66% of respondents saying they were at least somewhat familiar with it. This implies that efforts in digital marketing have been successful in raising brand awareness. Lastly, there was good news on the possibility of continuing purchases based on digital marketing experiences, as 61.3% of respondents expressed a high chance or likelihood of continuing. This bodes well for Corporate Station Bangladesh's future growth because happy customers tend to stay loyal and return.

The quantitative data analysis suggests that the outcomes of the study substantially support the hypothesis that digital marketing has a considerable influence on customer purchasing behaviour. Corporate Station Bangladesh may use the full analysis of demographic variables, online buying behaviour, familiarity, and satisfaction levels, as well as the effect of certain digital marketing channels, to enhance and optimize its digital marketing campaigns. The positive correlation seen between digital marketing endeavours and tangible sales highlights the importance of a robust online presence in the contemporary consumer marketplace.

The qualitative data study investigates the in-depth relationship between Corporate Station Bangladesh's digital marketing strategies and their effect on client purchase behaviour. Employees' in-depth interviews provide a nuanced picture of the company's diverse approach to digital marketing. Establishing a strong online presence, coordinating website design with business objectives, conducting online transactions, and encouraging direct customer connection are the main objectives of Corporate Station Bangladesh. Partnerships with digital marketing companies ensure strategic investments, and the use of several platforms like as Facebook, Instagram, WhatsApp, and YouTube
emphasize the essential role that social media plays in their strategy. The emphasis is on the effectiveness of digital marketing platforms, with social media marketing being recognized as a key player in reaching a large audience. Approaches like producing interesting content, partnering with influencers, and running targeted advertisements are great ways to build a loyal fan base and brand awareness. Important channels that contribute to the overall performance of Search engine optimization (SEO), email marketing, paid advertising, video marketing, and referral programs are all important channels that contribute to the overall effectiveness of Corporate Station Bangladesh's digital marketing activities. Consumer behaviour trends that have been observed highlight the company's flexibility in responding to changing market conditions. The growing significance of making health-conscious decisions, mental health awareness, community-driven initiatives, the growth of virtual work and learning, and the appreciable rise in online purchasing behaviours, particularly among seniors, are all discussed in the insights. These findings illustrate Corporate Station Bangladesh's capacity to swiftly respond to changes in client behaviour and align their business goals with the most recent societal trends. The impact of the change to digital platforms on customer interactions is investigated, with workers unanimously agreeing on the positive impact of digital transformation. Key benefits include increased consumer happiness, tailored experiences, and the capacity to collect data for informed decision-making. Corporate Station Bangladesh's comprehensive approach for digital transformation is demonstrated by the focus on data insights in sales, service, marketing, and internal operations. Employees are aware of the vital role focused marketing plays in influencing customer decisions, and they are focusing on how focused marketing affects consumer purchasing behaviour. Targeted marketing is viewed as a strategic instrument for studying customer behaviour, with the relevance of high-versus low-involvement purchase choices recognized. Tailoring marketing messages depending on consumer involvement is emphasized as an important part of influencing purchase behaviour. The qualitative findings provide a holistic picture of how Corporate Station Bangladesh navigates the intricacies of digital marketing strategically. Employee views demonstrate a comprehensive and flexible strategy, demonstrating the company's capacity to negotiate the complexities of the digital ecosystem. The results emphasize how customers' decision-making processes and digital marketing strategies are interdependent, highlighting the importance of a responsive and well-rounded approach in the current unstable market environment.
6.4 Recommendations

Based on the comprehensive analysis of both quantitative and qualitative data, several key recommendations can be proposed to enhance Corporate Station Bangladesh's digital marketing strategy and further capitalize on its positive influence on customer purchasing behavior.

To begin, given the importance of social media, the company should continue to invest in compelling content, collaborations with influencers, and targeted advertisements on platforms such as Facebook, Instagram, WhatsApp, and YouTube. This method has shown to be effective in promoting customer involvement and brand identification. Additionally, the business should continue to be adaptable in its response to changing trends in customer behaviour, such as the increasing significance of making decisions that are health-conscious, the increased awareness of mental health issues, and the rise in online shopping habits across various demographic groups, including seniors. Corporate Station Bangladesh should also keep putting a lot of attention on having a solid online presence, making sure that the design of its website supports easy online transactions and is in accordance with corporate goals. The value of a successful online approach is highlighted by the favourable link that has been found between physical sales and digital marketing activities. Reaching a large audience and maximizing overall efficacy still necessitates the use of many digital marketing channels, such as SEO, email marketing, paid advertising, video marketing, and referral networks.

The company's commitment to digital transformation should be maintained in light of the qualitative results, with a continual emphasis on data insights in sales, service, marketing, and internal operations. Employees' knowledge of the critical role that targeted marketing plays in influencing customer decisions emphasizes the need of adjusting messaging based on consumer engagement levels. This suggests that in order to increase its overall impact on customer behaviour, Corporate Station Bangladesh should engage in tailored marketing strategies that match different levels of consumer involvement. Finally, Corporate Station Bangladesh is well-positioned to build on its present digital marketing triumphs. In a dynamic and competitive environment, the firm may further improve its digital marketing initiatives, increase consumer connection, and create long-term brand loyalty by maintaining a responsive, well-rounded, and adaptable strategy.
In conclusion, the purpose of this study was to examine how Corporate Station Bangladesh, a well-known supplier of safety equipment in the nation, is affected by digital marketing. The major goal of the study was to determine the impact of digital marketing material on the purchase habits of the target audience and to evaluate its overall impact on consumer engagement for Corporate Station Bangladesh. The study's objectives were met when it addressed this goal. For starters, it thoroughly investigated how the company's digital marketing methods affect consumer purchase behaviour. The findings offer insight on the impact of digital marketing on consumer decisions. Second, the study investigated Corporate Station Bangladesh's use of digital marketing to increase customer involvement. The study highlighted insightful techniques used by the organization, demonstrating how digital platforms are effectively used to engage with the audience. The company has adopted a proactive stance in encouraging significant customer participation, from customized connections to innovative marketing. The thesis's theoretical approach sheds light on the ever-changing field of digital marketing in the modern corporate environment. Digital marketing is based on the recognition that internet technology plays a crucial role in today's cutthroat business climate. It is an essential instrument for both success and survival. The thesis highlights the revolutionary potential of digital marketing in transforming firms' connections with their customers by highlighting the significance of personalization, real-time communication, and adaptability to changing consumer expectations. In order to gain a complete grasp of the delicate interaction between consumer decision-making and digital marketing methods, the study took a mixed research methodology approach, combining qualitative and quantitative data collection methodologies. In order to gather quantitative data on consumer habits, awareness of digital marketing, effective digital channels, and demographics, a well-structured questionnaire was sent to customers. In contrast, the qualitative approaches required conducting extensive interviews with six employees of Corporate Station Bangladesh, which resulted in extended discussions diving into the complexities of the company's digital marketing techniques. The study's conclusions support known theories about how digital marketing influences customer behaviour, including technical leadership, narrative, first-mover advantage, and mobile-focused efforts. The study emphasized the openness of online platforms in offering thorough product information, enabling customers to make educated judgments, and confirmed the theoretical importance of personalization in digital marketing. The study of customer behaviour in the digital era bolstered the theoretical framework by highlighting changes in consumer loyalty and stressing the stages involved in the online purchase decision process. The study provided insightful information on
how outside factors, including social media and online forums, affect need recognition, the initial step of decision-making. Qualitative findings added to our understanding of Corporate Station Bangladesh's strategic navigation of the digital marketing landscape, emphasizing the organization's responsiveness to changing market conditions as well as its commitment to health-conscious decisions, mental health awareness, community-driven efforts, and online shopping patterns. Following a thorough examination of both quantitative and qualitative data, many major recommendations are made to improve Corporate Station Bangladesh's digital marketing approach. These include continuing to invest in appealing social media content, flexibility to shifting customer trends, a strong online presence with a user-friendly website, and a multi-channel digital marketing strategy. Despite the insightful results and important recommendations, it is critical to recognize the research's limits. The study's scope may not have included all aspects of the influence of digital marketing on consumer behaviour. Additionally, even though the research provided a comprehensive understanding of Corporate Station Bangladesh's methodologies, additional research may be necessary to ensure generalizability to other industries or contexts. Finally, this study adds to our understanding of the dynamic interaction between digital marketing and customer purchase behaviour in the context of Corporate Station Bangladesh. Future study might expand on these results to investigate new patterns and develop tactics for long-term success in the digital marketing sphere as the digital landscape evolves.
REFERENCES


Jenkins, S. 2008. The truth about email marketing.ebook. FT Press.


APPENDIX

Survey Questionnaire

1. What is your age?
   a. Under 18
   b. 18-35
   c. 35-55
   d. 55 and above

2. What is your gender?
   a. Male
   b. Female
   c. Other

3. What is your occupation?
   a. Student
   b. Business
   c. Professional
   d. Others

4. How often do you shop online?
   a. Daily
   b. Weekly
   c. Monthly
   d. Rarely
   e. Never

5. Are you familiar with the concept of digital marketing?
   a. Very Familiar
   b. Somewhat Familiar
   c. Neutral
   d. Not Familiar at All

6. Do you know the company named Corporate Station Bangladesh?
   a. Yes
   b. No
7. Have you become aware of Corporate Station Bangladesh through their digital marketing efforts?
   a. Yes
   b. No

8. In your opinion, which specific digital marketing channels have been most effective in raising your awareness of Corporate Station Bangladesh? (Select all that apply)
   a. Social media
   b. Email marketing
   c. Online ads
   d. Influencer collaborations
   e. Website content
   f. Others (please specify)

9. What types of digital marketing content from Corporate Station Bangladesh do you find most engaging or interesting? (Select all that apply)
   a. Social media posts
   b. Email newsletters
   c. Online ads
   d. Blog posts
   e. Videos
   f. Others (please specify)

10. Have you made a purchase from Corporate Station Bangladesh in the past 6 months?
    a. Yes
    b. No

11. If you answered "Yes" to the previous question, how often do you make purchases from Corporate Station Bangladesh?
    a. Frequently (more than once a month)
    b. Occasionally (1-2 times a month)
    c. Rarely (less than once a month)

12. How would you rate your satisfaction with your recent purchases from Corporate Station Bangladesh?
    a. Very Satisfied
    b. Satisfied
    c. Neutral
13. Do you believe that Corporate Station Bangladesh's digital marketing efforts influence your purchasing decisions?
   a. Strongly Agree
   b. Agree
   c. Neutral
   d. Disagree

14. How familiar were you with the Corporate Station Bangladesh brand before and after engaging with their digital marketing initiatives?
   a. Unfamiliar
   b. Somewhat Familiar
   c. Familiar
   d. Neutral

15. How likely are you to continue purchasing from Corporate Station Bangladesh based on your experiences and interactions with their digital marketing efforts?
   a. Very Likely
   b. Likely
   c. Neutral
   d. Unlikely
   e. Very Unlikely
Interview Questionnaire

1) How familiar are you with the digital marketing strategies employed by Corporate Station Bangladesh?

2) Which digital marketing channels do you think are most effective for Corporate Station Bangladesh?

3) Have you observed any specific trends or changes in consumer behaviour related to the use of digital channels?

4) How has the shift to digital platforms impacted your interactions with customers?

5) Do you believe targeted marketing has influenced consumer purchasing behaviour?

6) How does the company gather and analyse customer feedback related to digital marketing efforts?

7) What challenges, if any, has Corporate Station faced in implementing digital marketing strategies?

8) In your opinion, how has digital marketing impacted the company’s sales and revenue?

9) Do you have any recommendations for improving the impact of digital marketing on consumer purchasing behaviour?