

NPRC Journal of Multidisciplinary Research

Vol. 1, No. 2, July 2024. Pages: 20-33

ISSN: 3059-9148 (Online)

DOI: <https://doi.org/10.3126/nprcjm.v1i2.69241>

Digital Marketing and Consumer Behavior: Shanker Dev Campus Youth Perception

Alisha Khadka, Barsha Mangrati, Ashmita Khatri, Ambisha Adhikari, Abhinav
Sharma, Bidhan KC
BBM 4th Shanker Dev Campus

Yadav Prasad Pokharel*

PhD, Scholar

Dr. KN Modi University, Newai, Rajasthan , India

yppokharel10@gmail.com

<https://orcid.org/0009-0006-2553-7957>

Corresponding Author*

Received: January 11, 2024; Revised & Accepted: June 22, 2024

Copyright: Khadka et al, (2024)



This work is licensed under a [Creative Commons Attribution-Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Abstract

The objective of this research was to access the digital marketing landscape from students of SDC. The factor that were taken to consideration for this study were convenience, time saving, website design, motivation, cost , security/trust, communication, social media. This study finds that the emergence of digital marketing is at its peak in current business world. Thus, it is important for organizations to understand the importance of digital marketing from various perspectives to sustain in today's digital world. The outcomes of the study reflect that the digital platform such as facebook, instagram, snapchat, tiktok and so on has a great influence in attracting customers through their online advertisement. This has made easier for the customer to find and compare all the relevant information about the product they want to purchase. And they find it more convenient and time saving to make online purchase. It has been observed through the study that customers tend to shop more through online platforms during sales, offers and festive seasons.

Keywords: Digitalization, Social media, online platform, Purchase, delivery goods, communication

Introduction

Since the invention of technology and internet to the world it has transformed the world. Digital marketing is one of those inventions through technology and internet that had transformed the world by being convenient to the users. Digital marketing enables interactive relationship between the market and the customers. Digital marketing has played an important role not only in business but also daily lives of people. Digital marketing has been changed dramatically due to various crises material and energy shortages, inflation, high unemployment and most importantly when the world was fighting with covid-19 different changes were taken including digital marketing. Digital marketing has taken marketing executive to becoming more market driven in their strategic decision making. Digital marketing like electronic commerce, social media marketing, paid advertising, e-book etc. has changed the world (surendar, 2020).

Digitalization had made drastic change to the business organization and companies around the world. Digital marketing trends have a significant role on the overall operation of modern businesses, mostly in the digital transformation of the company as well as on marketing as a business philosophy activity and business function in the company (Blazheska, Ristovska, & Gramatnikovski, 2020) . Digital marketing technique like search engine marketing(SEM), product management, search engine organization(SEO), project marketing ,information-driven marketing, e-business, social media, email marketing, interactive ads, digital books and gaming have become more popular in today's world (Puthussery, 2020).

According to the Forbes (2018), the world is changing and the technology is taking lead. In North America 89% of the population is online. Social media is referred as the new field of digital marketers as 4.95 billion people are active on social media in the world. According to January 2018, data 24% of the 5700 digital marketers admitted social media as important part of their marketing. The share of digital advertising out of the overall advertising market comprising print, tv, radio have grown from 5 to 10 percent in 2017 (prasain, 2018). According to the media research Reports "Mercantile communication" introduced net facility in Nepal with the service of email in 2050 B.S. It has been 24 years that and in this time Nepal has developed quite a lot in the field of information and technology. (tailor & kaur, 2023)Among the advertisers 80% of advertiser's trust that conventional promotion is never again enough and Digital marketing will make their organization income expand by 30%. Or more than 30% (Pokhrel, 2019).

Objectives of the study

To access the digital marketing landscape from students of SDC

Research Hypothesis

The study has been conducted on basis of the review various secondary article the following hypothesis are developed:

H1: there is no significant relationship between Convenience and consumer behavior.

H2: there is no significant relationship between time saving and consumer behavior.

H3: there is no significant relationship between Website design and consumer behavior.

H4: there is no significant relationship between motivation and consumer behavior.

H5: there is no significant relationship between cost and consumer behavior.

H6: there is no significant relationship between security/trust and consumer behavior.

H7: there is no significant relationship between communication and consumer behavior.

H8: there is no significant relationship between social media and consumer behavior.

Literature Review

This review intends to analyze the landscape of digital marketing. In this section, researchers have reviewed books, report, journal article and also information through various websites. The landscape of digital marketing is selectively researched.

Digital marketing have took over the world and also had its impact in a very short period of time to the people around the world. There were many research conducted on digital marketing. Business had started to adopt various digital marketing approaches. The most used digital marketing platform and method were content, social and mobile marketing. The company utilized content marketing, social media marketing and media marketing to reach out to their consumers and it would also ensure the success of the business. The internet users were also growing at very opportunities for the marketers to take advantage of as there was positive and continuous growth by the internet users. The consumption structure and consumer needs are changing and their desires are growing. The future of digital marketing was based on how marketers would create ways to combine together the new and traditional media into perfect fix created based on the market environment. Company promoted about their brand but also to what media, forums, family, friends, peers and the like are sharing through various social interacting platforms from the internet. The companies need to identify and strike the correct balance with digital marketing strategies and satisfaction of the consumers in order to establish proper balance (Durai & king, 2019).

Digital marketing with its platforms have also taken all over Nepal and it has made drastic change in various field within Nepal so, there are research done on particular place, college, school etc. within Nepal. According to the Kathmandu post Nepal was adding 250 internet user per hour and 65% approximately of the population had internet connection in their home back in 2018. The research was conducted to find association of digital marketing to the consumer behavior of MBA aspirants to assess the main factor that affect the consumer behavior due to digital marketing and to examine the impact of the factor of digital marketing on MBA aspirants from the result of testing it was found that there was found there was an association between MBA aspirants and digital media as most students used digital media. To find the relation among the explanatory variables and between the dependent and independent variable the ordinal by ordinal gamma test was used resulted the three variable (time, cost and convenience) out of six explanatory variables having significant relation to dependent variable and the rest which are (social, media, trust and website feature) were found insignificant (Pokhrel, 2019).

The text talks about something called “web analytics”. It’s like a tool that helps businesses understand how people use their websites. Instead of just counting numbers, it gives a deeper

NPRC Journal of Multidisciplinary Research

Vol. 1, No. 2, July 2024. Pages: 20-33

ISSN: 3059-9148 (Online)

DOI: <https://doi.org/10.3126/nprcjm.v1i2.69241>

look at what's happening. The review suggests that businesses should use tools like Google Analytics to figure out how to improve their online activities and make better predictions. The article compares old-fashioned ways of advertising (like TV or newspapers) with new online methods. It says that online marketing is better because it lets you see how people are reacting in real-time. You can quickly change things if they are not working. It's also good for smaller businesses because it is cheaper. The internet lets you reach a lot of people around the world without spending a lot of money. The review talks about how digital marketing is good for people who buy things. It mentions that you can learn a lot about products online and buy them whenever you want. You can compare different products easily, and companies can share information with you. It also points out that digital marketing makes it clear how much things cost, and you can buy stuff right away. The article ends by saying that things are changing a lot in India because of the internet. People are using the internet more to find good deals. The study suggests that businesses should use different online strategies to reach customers, like using search engines, social media, and other online tools. While the text gives good ideas, it also says there are some things it didn't look at. It suggests that researchers could study more about how effective internet marketing is for different types of businesses. They might also want to understand more about why people use social media and how it affects what they buy (surendar, 2020).

The literature highlights the evolution of the internet and technology, leading to the concept of Digital Marketing. Digital Marketing is defined as a technique through which products or services can be presented, promoted, or sold online. It contrasts with traditional marketing methods, such as newspapers and television, which were deemed tedious and time-consuming. Benefits of Digital Marketing: Digital marketing is portrayed as a more efficient and direct way for companies to communicate with their customers. It facilitates better interaction and relationship-building between companies and their customers. The paper suggests that companies adopting digital marketing strategies have been successful in reducing expenses and expanding their market base. Consumer Behavior and Digital Marketing: The literature emphasizes the significant role of digital marketing on consumer behavior, especially among the youth. Social media platforms, in particular, play a crucial role in promoting products and services. The COVID-19 pandemic is mentioned as a catalyst for the increased adoption of online shopping, further emphasizing the importance of digital marketing. The review acknowledges certain limitations of the study, such as its area-specific focus and the reliance on responses from respondents in Maharashtra, which may not be representative of other regions (Gulve, 2021).

In the article "Social media marketing shines in Nepal market ", this review explores how social media marketing influences consumer behavior. It highlights that social media enables direct communication between brands and consumers, fostering trust and positive perceptions. Additionally, personalized advertising on social platforms increases purchase likelihood. The study also emphasizes the consequence of influencers in shaping consumer choices. Methodologically, it synthesizes findings from various studies, analyzing customer

engagement, brand perception, and influencer dynamics to understand the effectiveness of social media marketing strategies (prasain, 2018).

In the article "the impact of digital trend on marketing 2020" Companies in the Republic of North Macedonia acknowledge the importance of digital marketing and the necessity of having an interactive website, active social media presence, and engaging in PPC campaigns and mobile marketing to effectively communicate with customers. While they utilize digital channels, particularly Facebook, there's room for more aggressive market entry through comprehensive digital strategies. It's recommended that companies develop such strategies to enhance customer communication and improve business outcomes, integrating traditional and modern communication methods for a holistic approach. The use of digital marketing provides us with the benefit of flexibility and measurable results. Likewise, it also has a greater availability providing access to a larger audience along with the increased number of conversion. It is to be noted that, the application of digital marketing tools to what extent in a company depends upon the digital literacy of its employees which includes marketing managers, decision maker and strategies (Blazheska, Ristovska, & Gramatnikovski, 2020).

Research Gap

There has been study of digital marketing trend on consumer behavior among the people of Kathmandu valley and in Nepal. But there hasn't been any study particularly among the students of SDC. So, in this research researcher have studied the scenery of digital marketing trend on consumer behavior. Addressing this gap would involve conducting research to better understand Digital Marketing scenery on consumer behavior among students of SDC

Conceptual Framework

Independent variables

Convenience
Time saving
Website Design
Motivation
Cost
Security/Trust
Communication
Social Media

Dependent variable

Consumer behavior



Research Methodology

Research methodology explain about the procedure and techniques used in data collection and analysis method in the research. It gives research legitimacy and provides scientifically sound findings.

NPRC Journal of Multidisciplinary Research

Vol. 1, No. 2, July 2024. Pages: 20-33

ISSN: 3059-9148 (Online)

DOI: <https://doi.org/10.3126/nprcjm.v1i2.69241>

This research has incorporated both descriptive and correlation research design to understand the preferred consumer behavior and gather information about it among the students investigating the relationship between variable without controlling or manipulating any of them. The data were collected fresh through questionnaire from the BBA and BBA-F faculty among Shanker Dev Campus students. The response to the questionnaire were collected from students having discussion and interaction and filing up of questionnaire.

The secondary data is collected from various articles, published research, journals regarding consumer approach towards digital marketing and by reviewing past published articles.

The data that were collected through questionnaire were analyzed through statistical package for the social science (SPSS). Data has been collected from different faculty through simple random sampling technique. This method has high chance of equal participation of the respondents. The total sample size for the research was 101 participant and 9 of the questionnaire did not show the correct response by the respondent. The questionnaires were distributed personally to the respondents and it consists of the likert scale questions presented into the response on the scale of 1 to 5.

In this study, all the ethical values were taken into consideration. The research was executed by respecting the anonymity of the participant in order to minimize the pressure and collect the right data. All the participants have participated voluntarily.

Results and Analysis

Demographic profile of the respondent

The findings of the study through analysis have been included in this chapter. For the analysis the statistical package for social science (SPSS0 version 20 was used properly with correct guidance and procedure. the questionnaires were appropriately constructed to analyze the variable used in the research the scenery of digital from the students of SDC. The result of the research is discussed.

Table 1: Gender

		N	Percent	Valid Percent	Percent
Valid	Female	68	67.3	67.3	67.3
	Male	33	32.7	32.7	32.7
	Total	101	100.0	100.0	100

Source: **Field Survey, 2024**

The above figure represents the gender of the respondents. The female respondent were 68(67.3%) out of total 101 and male respondent were 33(32.7%) out of total 101 sample size. The female respondents were more than male in the sample survey.

Table 2: Program

		N	Percent	Valid Percent	Percent
Valid	BBA-F	46	45.5	45.5	45.5
	BBA	55	54.5	54.5	54.5
	Total	101	100.0	100.0	100

Source: **Field Survey, 2024**

The above represents the course of the respondent. There were 46(45.5%) respondent from BBA-F and 55(54.5%) from BBA out of 101 respondent. The respondent of BBA had more participation in the sample survey than BBA-F.

Table 3: Semester

		N	Percent	Valid Percent	Cumulative Percent
Valid	1.00	37	36.6	36.6	36.6
	3.00	14	13.9	13.9	50.5
	4.00	43	42.6	42.6	93.1
	6.00	7	6.9	6.9	100.0
	Total	101	100.0	100.0	

Source: **Field Survey, 2024**

This table represents the semester of the respondents. The 1st semester respondents occupy 37(36.6%) out of 101, 3rd semester occupy 14(13.9%) out of 101, 4th semester occupy 43(42.6%) out of 101 and 6th semester occupy 7(6.9%) of 101. The result shows the 4th semester respondents were highest number of respondents.

Descriptive statistics

The descriptive statistics express the analysis of the collected data. The questionnaire presented for the research consists of the various variables that were taken to define the proportion of consumer behavior through various literature review the variable that are used were convenience, time saving, Website design, motivation, cost , security/trust, communication, social media. These variables were presented as questionnaire into the proportion of five point Likert scale and the questionnaire were on ordinal basis. The dependent and independent variable descriptive statistics were explained in the following.

Table 4: Descriptive statistic for convenience

Description	N	Mean	Standard deviation
Convenience	101	2.7822	0.92549

Source: **Field Survey, 2024**

Table 4.2.1 shows the mean value is 2.7822 which is almost equal to neutral in the likert scale. The response of the students to the convenience on digital marketing is neutral. The respondents neither agree nor disagree with the convenience on digital marketing. The standard deviation shows 0.92549 which indicates less deviation. The respondents are neutral about if using digital marketing is convenient to use and can find the detail information and notices.

Table 5 descriptive analysis for time saving

Description	N	Mean	Standard deviation
Time saving	101	2.9538	1.04566

Source: **Field Survey, 2024**

Table 4.2.2 shows the mean is 2.9538 which is more than the value of likert scale value “disagree” the mean value is more tilted towards “neutral”. So, the respondents neither agree nor disagree on that through digital marketing they save time. The standard deviation is 1.04566 which shows high deviation.

Table 6: Descriptive analysis for Website design

Description	N	Mean	Standard deviation
Website design	101	2.8680	0.94643

Source: **Field Survey, 2024**

Table 4.2.3 shows the mean is 2.8680 which is more than the value of likert scale value “disagree” the mean value is more tilted towards “neutral”. The respondents neither agree nor disagree that website design helps to view the college information, navigation and solves students’ queries. The standard deviation is 0.94643 which is considered low deviation.

Table 7: Descriptive analysis for motivation

Description	N	Mean	Standard deviation
Motivation	101	3.6337	1.14650

Source: **Field Survey, 2024**

Table 4.2.4 shows the mean is 3.6337 which is more than the value of likert scale value “Neutral” the mean value is more tilted towards “agree”. The respondents agree that digital marketing motivates the respondents they can learn new skills through digital social media. The table shows standard deviation 1.14650.

Table 8: Descriptive analysis of cost

Description	N	Mean	Standard deviation
Cost	101	3.4158	1.19388

Source: **Field Survey, 2024**

Table 4.2.5 shows the mean is 3.4158 which is more than the value of likert scale value “Neutral” the mean value is more tilted towards “agree”. Most of the respondents agree that digital marketing is cost efficient. The respondents are using digital marketing with cost efficiency. The table shows the standard deviation is 1.19388 which shows normal dispersion.

Table 9: Descriptive analysis of security/trust

Description	N	Mean	Standard deviation
Security/trust	101	2.6535	0.92667

Source: **Field Survey, 2024**

Table 4.2.6 shows the mean is 2.6535 which is more than the value of likert scale value “Disagree” the mean value is more tilted towards “neutral”. The mean value shows that the respondent neither agree nor disagree to trust digital marketing. Most respondent have concern of that their digital marketing platform will be hacked. There is chance of personal information being leaked in digital marketing platforms or social medias. The standard deviation shown in the table is 0.92667 which is a less deviation.

Table 10: Descriptive analysis of communication

Description	N	Mean	Standard deviation
Communication	101	2.7426	1.33157

Source: **Field Survey, 2024**

Table 4.2.7 shows the mean is 2.7426 which is more than the value of likert scale value “Disagree” the mean value is more tilted towards “neutral”. The respondents neither agree nor disagree that through digital marketing respondent can communicate with the teacher to clear their doubts at any time. The standard deviation is 1.33157 which is deviated from mean.

Table 11: Descriptive analysis of social media

Description	N	Mean	Standard deviation
Social media	101	3.5446	1.33809

Source: **Field Survey, 2024**

Table 4.2.8 shows the mean is 3.5446 which is more than the value of likert scale value “Neutral” the mean value is more tilted towards “agree”. The respondent agree that they follow social media of campus like Facebook, Instagram, to get regular update about the events and notices. The students are updated about the social media platforms of campus. The standard deviation shown in the table is 1.33809 which is high deviation.

Correlation

	Convenience	Time saving	Website design	motivation	cost	Security/Trust	communication	Social media
Con	1	.663*	.507*	.405**	.418*	.321**	.362**	.385*
Pearson		*	*	.000	*	.001	.000	*
Correlation	101	.000	.000	101	.000	101	101	.000
Sig. (2-tailed)		101	101		101			101
N	.663**			.603**		.393**	.556**	
	.000	1	.588*	.000	.363*	.000	.000	.390*
	101		*	101	*	101	101	*
time		101	.000		.000		.000	.000
Pearson	.507**		101	.410**	101	.422**	.467**	101
Correlation	.000	.588*	1	.000	.000	.000	.000	.442*
Sig. (2-tailed)		.000		1	.004	.326**	.370**	.000
N	.405**	101	101	1	101	.001	.000	101
	.000	101	.603*	101	.470*	101	101	.379*
	101	*	*		*	.285**	.232*	*
Web	.418**	.000	.000	.470**	*	.285**	.232*	*
Pearson	.000	101	101	.000	.000	.004	.020	.000
Correlation	101			101	101	101	101	101
Sig. (2-tailed)		.363*	.282*		1	1	.397**	.207*
N	.321**	*	*	.326**			.000	.037
	.001	.000	.004	.001	101	101	101	101
mot		101	101	101	101	101	101	101
Pearson	.362**	.393*	.422*	.370**	.285*	.397**	1	.226*
Correlation	.000	*	*	.000	*	.000		.023
Sig. (2-tailed)		101	101	101	.004	101	101	101
N	.385**			.379**		.226*	.293**	.293*
	.000	.556*	.467*	.000	.232*	.023	.003	*
	101	*	*	101	.020	101	101	.003

cost	.786**	.000	.000	.665**	101	.597**	.643**	101
Pear	.000	101	101	.000		.000	.000	
son	101			101	.207*	101	101	1
Correlation		.390*	.442*		.037			
Sig.		*	*		101			101
(2-tailed)		.000	.000		.528*			.566*
N		101	101		*			*
sec		.867*	.790*		.000			.000
Pear		*	*		101			101
son		.000	.000					
Correlation		101	101					
Sig.								
(2-tailed)								

The correlation analysis has been used to find the relationship between the variables for this analysis. And the Pearson's correlation coefficient has been computed, where it shows positive relationship among the variables. Most of the variables have moderately positive relationship whereas website design; social media, security, communication have weak positive relationship with cost. Security, communication also has weak positive relationship with social media.

Relationship of variables with consumer behavior

The variables are found to be moderately correlated to consumer behavior. All the variables are positively correlated with consumer. There is no any negative relation between the variables and consumer behavior.

The relationship between consumer behavior and convenience is highly positive as it is more than 0.7. The respondent use digital marketing for convenience and availability of the information through digital marketing.

The relationship between consumer behavior and time saving is highly positive as it is more than 0.7. the respondent use digital marketing for time saving as the work that can done by travelling a certain place can be done from wherever a person is regardless of their location.

The relationship between consumer behavior and website design is highly positive as it is more than 0.7. The respondent use digital marketing for website features. The website feature of the digital marketing platform can attract audience or customer through their unique and advanced features. SDC students are also drawn into website features.

The relationship between consumer behavior and motivation is moderately positive. The respondent use digital

The relationship between consumer behavior and cost is moderately positive the respondent can use it from anywhere without traveling which saves traveling fees and.

The relationship between consumer behavior and security/trust is moderately positive. The respondents trust the information through digital marketing and also think that digital marketing platforms provide security.

The relationship between consumer behavior and communication is moderately positive. The respondent use digital marketing for communicating with each other and teachers.

The relationship between consumer behavior and social media is moderately positive. The respondent use digital marketing platforms for sharing information the respondent can get day to day updates through social media about exams or any other notices.

Result of Hypothesis testing

- a. H1: there is significant relationship between convenience and consumer behavior.
From the result of the test, significant relation has been found between convenience and consumer behavior. As to be significant the value must be less than 0.01. Since value=0.000<0.01. there is significant relationship between convenience and consumer behavior.
- b. H2: there is significant relationship between time saving and consumer behavior.
From the result of the test, significant relation has been found between time saving and consumer behavior. As to be significant the value must be less than 0.01. since value=0.000<0.01. there is significant relationship between time saving and consumer behavior.
- c. H3: there is significant relationship between Website design and consumer behavior.
From the result of the test, significant relation has been found between Website design and consumer behavior. As to be significant the value must be less than 0.01. since value=0.000<0.01. there is significant relationship between website design and consumer behavior.
- d. H4: there is significant relationship between motivation and consumer behavior.
From the result of the test, significant relation has been found between motivation and consumer behavior. As to be significant the value must be less than 0.01. since value=0.000<0.01. there is significant relationship between motivation and consumer behavior.
- e. H5: there is significant relationship between cost and consumer behavior.
From the result of the test, significant relation has been found between cost and consumer behavior. As to be significant the value must be less than 0.01. since value=0.000<0.01. there is significant relationship between cost and consumer behavior.
- f. H6: there is significant relationship between security/trust and consumer behavior.
From the result of the test, significant relation has been found between security/trust and consumer behavior. As to be significant the value must be less than 0.01. since value=0.000<0.01. there is significant relationship between security/trust and consumer behavior.

- g. H7: there is significant relationship between communication and consumer behavior. From the result of the test, significant relation has been found between communication and consumer behavior. As to be significant the value must be less than 0.01. since $\text{value}=0.000 < 0.01$. there is significant relationship between communication and consumer behavior.
- h. H8: there is significant relationship between social media and consumer behavior. From the result of the test, significant relation has been found between social media and consumer behavior. As to be significant the value must be less than 0.01. since $\text{value}=0.000 < 0.01$. there is significant relationship between social media and consumer behavior.

Conclusion

The study analyzed the landscape of digital marketing from the students in SDC. There was sample of 101 students from BBA and BBA-F faculty that was selected through simple random sampling method. The Demographic data shows the response of the questionnaire where 67.3% respondent were female and 32.7% were male. Through the study the respondent from 1st semester were 36.6%, from 3rd semester were 13.9%, from 4th semester 42.6 and rest were from 6th semester.

The objective of this research was to access the digital marketing landscape from students of SDC. The factor that were taken to consideration for this study were convenience, time saving, website design, motivation, cost, security/trust, communication, social media.

This study finds that the emergence of digital marketing is at its peak in current business world. Thus, it is important for organizations to understand the importance of digital marketing from various perspectives to sustain in today's digital world. The outcomes of the study reflect that the digital platform such as facebook, instagram, snapchat, tiktok and so on has a great influence in attracting customers through their online advertisement. This has made easier for the customer to find and compare all the relevant information about the product they want to purchase. And they find it more convenient and time saving to make online purchase. It has been observed through the study that customers tend to shop more through online platforms during sales, offers and festive seasons. With the domination of smart phones in the digital space of our life, people search any information online and believe in it. Similarly, consumer also believe in the credibility of the product information available online. And the product or brand which has got more positive review consumer is more likely to purchase it without having a second thought.

Therefore, it has been essential for the students to be daily updated about their studies and career through digital marketing platforms not only schools but it has been essential for the business houses to understand the needs of the consumer, what they desire for and be more innovative & creative in using digital platforms for promoting their products to increase the sales of the company. The more the organization gets innovative with the need of time, the more it is able to earn profit, promoting its brand image.

NPRC Journal of Multidisciplinary Research

Vol. 1, No. 2, July 2024. Pages: 20-33

ISSN: 3059-9148 (Online)

DOI: <https://doi.org/10.3126/nprcjm.v1i2.69241>

References

- Blazheska, D., Ristovska, N., & Gramatnikovski, S. (2020, August 25). The impact of digital trends on marketing. *UTMS journal of economics* , 11.
- Durai, T., & king, R. (2019, february 28). Imapact of digital marketing on the growth of consumerism. 13.
- Gulve, s. (2021).Impact of digital marketing of consumer buying behavior. *International Journal of Multidisciplinary Educational Research* , 10 (11(3)).
- IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR (june 2019).
- prasain, k. (2018, november 27), Social media marketing shines in nepal. *the kathmandu post*
- Puthussery, A. (2020). Digital Marketing: An overview. In A. Puthussery. chennai, india: Notion press 2020.
- Surendar, k. (2020). trends in digital marketing. *CASIRJ* , 11 (1).
- Tailor, R., & kaur, S. (2023). Digital marketing and it's impact on the buying behavior of the consumer. (j. o. analysis, Ed.) *journal of management research and analysis* , 135.