

## A Study on Customer Perception and Effectiveness of Digital Marketing Strategies: An Empirical Analysis of Consumer Engagement, Trust, and Purchase Intention

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### Abstract

Digital marketing has transformed the way businesses communicate with customers, promote products and services, and influence consumer decision-making. With the rapid growth of social media, search engines, online advertising, influencer marketing, email marketing, and content marketing, understanding customer perception has become essential for developing effective digital marketing strategies. This study examines customer perception toward digital marketing and evaluates how various digital marketing practices influence consumer engagement, brand trust, satisfaction, and purchase intention. The study focuses on factors such as perceived usefulness, information quality, personalization, credibility, social media interaction, online reviews, privacy concerns, and advertising effectiveness. A structured questionnaire can be used to collect primary data from consumers, while appropriate statistical techniques can be applied to analyze the relationship between digital marketing practices and customer perception. The study is expected to provide insights into the factors that positively or negatively influence customers' responses to digital marketing activities. The findings can help organizations design customer-centric digital marketing campaigns, improve online engagement, strengthen brand relationships, and increase conversion and customer retention. The study also highlights the importance of transparency, relevant content, personalization, and trust in building positive customer experiences in the digital environment.

**Keywords:** Digital Marketing, Customer Perception, Consumer Behaviour, Customer Engagement, Brand Trust, Purchase Intention, Social Media Marketing, Online Advertising, Digital Consumer Experience, Marketing Effectiveness.

### I. INTRODUCTION

The rapid development of digital technologies has fundamentally transformed the way organizations communicate with customers and promote their products and services. Digital marketing has emerged as an important component of modern marketing strategy because it enables organizations to reach consumers through websites, search engines, social media, email, mobile applications, online advertising, and other digital channels. Unlike traditional marketing, digital

marketing facilitates interactive communication, real-time engagement, personalization, and measurable customer responses. Chaffey and Ellis-Chadwick [1] emphasize that effective digital marketing requires the integration of digital technologies with broader marketing objectives to create value for both organizations and customers.

The growing importance of digital platforms has also changed consumer behaviour and the manner in which customers evaluate brands. Social media provides consumers

with opportunities to interact with brands, share opinions, exchange experiences, and access product-related information. Mangold and Faulds [5] identify social media as a hybrid component of the promotional mix because it combines organizational communication with consumer-generated communication. Similarly, Tiago and Verissimo [4] explain that the increasing adoption of digital and social media has created new opportunities for organizations to communicate with customers and strengthen their market presence. These developments make customer perception an important factor in determining the effectiveness of digital marketing activities.

Customer perception refers to the way consumers interpret, evaluate, and form opinions about a company's products, services, brand, and marketing communications. In the digital environment, perceptions can be influenced by the quality and relevance of online content, advertising credibility, social media interactions, customer reviews, personalization, ease of access, and overall online experience. Stephen [8] highlights that digital and social media have become important influences on consumer behaviour by affecting information search, evaluation, communication, and purchasing decisions. Therefore, understanding customer perception is essential for organizations seeking to develop digital marketing strategies that are relevant and persuasive.

Social media marketing has become particularly influential in shaping brand-related perceptions. Organizations use platforms such as social networking sites to increase brand awareness, develop brand image, encourage customer interaction, and build customer loyalty. Bilgin [3] found that social media marketing activities can significantly influence brand awareness, brand image, and brand loyalty. Constantinides [11] further emphasizes the importance of social media within the contemporary digital marketing environment, where consumer participation and online interactions increasingly

contribute to the formation of brand perceptions.

Digital marketing can also influence consumers' purchasing decisions by providing information and facilitating communication throughout the buying process. Dahiya and Gayatri [6] found that digital marketing communication can influence the consumer buying decision process, particularly through the availability of online information and communication. The growing integration of digital technologies into marketing has consequently created new opportunities for organizations to influence purchase intentions. Hien and Nhu [15] further demonstrate the relationship between digital marketing transformation and consumers' purchase intention, highlighting the increasing relevance of digital strategies in contemporary consumer decision-making.

Another important dimension of customer perception is the overall customer experience across different stages of the buying journey. Customers may interact with a brand through advertisements, websites, social media pages, online reviews, mobile applications, and post-purchase communication. Lemon and Verhoef [14] argue that customer experience develops throughout the customer journey and involves multiple interactions between customers and organizations. Consequently, organizations need to maintain consistency and quality across digital touchpoints to create positive customer experiences and strengthen customer relationships.

The effectiveness of digital marketing also depends on the ability of organizations to measure customer responses and evaluate marketing performance. Web analytics and other digital measurement tools enable marketers to examine customer engagement, website behaviour, campaign performance, and conversion-related outcomes. Järvinen and Karjaluo [12] highlight the importance of web analytics in measuring digital marketing performance and supporting data-driven marketing decisions. Such measurement capabilities allow organizations to identify customer

preferences and improve their digital marketing strategies based on observed consumer behaviour.

At the same time, consumers may have concerns regarding digital advertising, privacy, information overload, and the credibility of online communications. Schlosser, Shavitt, and Kanfer [13] examined Internet users' attitudes toward Internet advertising and demonstrated the importance of consumer attitudes in determining responses to digital advertising. Thus, merely increasing digital advertising exposure may not guarantee positive customer perception; marketers must ensure that digital communications are trustworthy, relevant, informative, and appropriately designed.

The strategic importance of digital marketing has continued to expand as organizations seek to create enduring customer value. Kumar and Reinartz [10] emphasize the importance of developing customer value and maintaining long-term customer relationships. In the context of digital marketing, organizations can use customer data, personalized communication, social media engagement, and digital service experiences to strengthen relationships and improve customer value. Bala and Verma [2] also highlight the growing significance of digital marketing and the need for organizations to understand emerging digital channels and their implications for marketing practice.

Furthermore, the digital marketing research landscape continues to evolve with technological developments, changing consumer expectations, artificial intelligence, data analytics, mobile technologies, and emerging social media platforms. Dwivedi et al. [7] identify several future research directions in digital and social media marketing, emphasizing the need to understand evolving technologies, consumer behaviour, engagement, and marketing practices. These developments demonstrate that customer perception toward digital marketing is not static but continuously influenced by technological and behavioural changes.

Therefore, the present study focuses on **customer perception toward digital marketing** and examines how different digital marketing activities influence consumer engagement, brand perception, trust, customer experience, and purchase intention. By examining customers' attitudes and responses toward digital marketing practices, the study seeks to identify the major factors that contribute to positive or negative perceptions. The findings can provide useful insights for organizations in designing customer-oriented digital marketing strategies, improving online communication, strengthening brand relationships, and enhancing overall marketing effectiveness.

## II. RESEARCH OBJECTIVES

The primary objective of this study is to examine the perception of customers toward digital marketing and understand how digital platforms influence their purchasing decisions and overall consumer behavior. The study aims to evaluate the level of customer awareness regarding various digital marketing channels such as social media, websites, email marketing, and online advertisements.

Another objective of the study is to identify the factors that influence customer perception of digital marketing, including convenience, accessibility, trust, security, quality of information, and personalized communication. The research also seeks to analyze the extent to which these factors affect customer satisfaction and their willingness to engage with digital marketing activities.

The study further aims to assess customer preferences toward different digital marketing techniques and determine the effectiveness of digital marketing in creating brand awareness and influencing buying behavior. It also intends to examine the challenges and concerns faced by consumers, such as privacy issues, misleading advertisements, and information overload, which may affect their perception of digital marketing.

Finally, the study seeks to provide valuable insights and recommendations for organizations to develop effective customer-centric digital marketing strategies. By understanding customer perceptions and expectations, businesses can improve their online marketing practices, enhance customer satisfaction, and build long-term relationships with consumers in the digital marketplace.

### III. RESEARCH METHODOLOGY

The present study, titled "A Study of Customer Perception for Digital Marketing," adopts a descriptive research design to understand and analyze customers' perceptions, attitudes, and preferences toward digital marketing practices. The descriptive approach is considered suitable because it helps in systematically examining consumer opinions, experiences, and behavioral patterns related to digital marketing channels such as social media, websites, email marketing, and online advertisements.

The study utilizes both primary and secondary sources of data. Primary data are collected through a structured questionnaire distributed to consumers from different demographic backgrounds, including various age groups, educational qualifications, occupations, and income levels. The questionnaire consists of close-ended questions designed to gather information regarding customer awareness, satisfaction, trust, preferences, and concerns related to digital marketing. Secondary data are obtained from journals, books, research articles, websites, magazines, and published reports related to digital marketing and consumer behavior.

A convenient sampling technique is employed for selecting respondents because it allows the researcher to collect data from easily accessible participants who actively use digital platforms. A sample size of approximately 100 to 150 respondents may be considered for obtaining meaningful and reliable information regarding customer perceptions of digital marketing. The

collected data are organized, classified, and tabulated for further analysis.

The analysis and interpretation of data are carried out using statistical tools such as percentage analysis, frequency distribution, tables, charts, and graphical representations. These tools help in identifying patterns, understanding consumer preferences, and evaluating the factors influencing customer perception toward digital marketing. The findings derived from the analysis are used to draw conclusions and provide recommendations for businesses to improve their digital marketing strategies and enhance customer satisfaction in the rapidly evolving digital environment.

### IV. REVIEW OF LITERATURE

#### 1. Title: Digital Marketing: A Framework, Review and Research Agenda

**Author:** Simon Kingsnorth (2016)

**Abstract:** The study examines the evolution of digital marketing and its growing importance in modern business environments. It highlights various digital channels, including social media, search engines, email marketing, and mobile applications, and discusses their impact on customer engagement and business performance. The research concludes that digital marketing strategies play a significant role in influencing consumer perceptions and purchasing decisions by providing personalized and interactive experiences.

#### 2. Title: Understanding Digital Marketing and Customer Engagement

**Author:** Dave Chaffey and Fiona Ellis-Chadwick (2019)

**Abstract:** This study explores the relationship between digital marketing practices and customer engagement. The authors emphasize that consumers increasingly rely on digital platforms for information search and purchase decisions. The findings reveal that trust, accessibility,

and quality of online content significantly influence customer perception and satisfaction toward digital marketing activities.

### 3. Title: Consumer Behaviour in the Digital Age

**Author:** Philip Kotler and Kevin Lane Keller (2016)

**Abstract:** The research investigates changes in consumer behavior resulting from technological advancements and digital communication channels. The study suggests that digital marketing has transformed customer interactions by enabling personalized experiences and immediate access to information. Consumer perceptions are largely influenced by convenience, online reviews, and brand credibility.

### 4. Title: The Impact of Social Media Marketing on Consumer Perception

**Author:** Bilgin, Y. (2018)

**Abstract:** This study examines how social media marketing influences customer perception and purchasing intentions. The findings indicate that social media platforms significantly affect brand awareness and customer engagement. Positive interactions and relevant content improve customer perceptions, while concerns about privacy and misleading information may reduce consumer trust.

### 5. Title: Factors Influencing Consumer Adoption of Digital Marketing Platforms

**Author:** Tiago, M.T.P.M.B. and Veríssimo, J.M.C. (2014)

**Abstract:** The study identifies the major factors affecting consumer acceptance of digital marketing platforms, including ease of use, perceived usefulness, security, and trust. The authors conclude that organizations should focus on improving customer experiences and building

credibility to increase positive perceptions toward digital marketing.

### 6. Title: Digital Marketing and Consumer Buying Behaviour

**Author:** Ryan, D. (2017)

**Abstract:** This research analyzes the influence of digital marketing techniques on consumer buying behavior. The study reveals that online advertisements, social media campaigns, and search engine marketing significantly affect customer awareness and purchasing decisions. The effectiveness of digital marketing depends largely on consumer trust and perceived value.

### 7. Title: Consumer Perception Towards Online Advertising

**Author:** Schlosser, Shavitt, and Kanfer (1999)

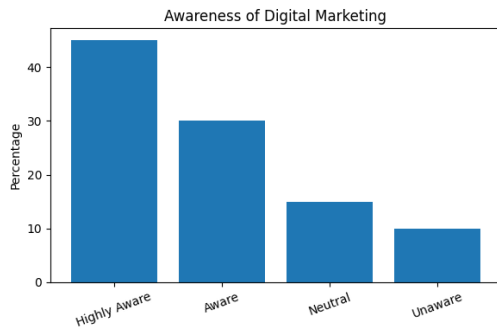
**Abstract:** The study investigates consumer attitudes toward online advertising and identifies factors that shape customer perceptions. The findings suggest that informative and entertaining advertisements generate positive responses, whereas intrusive and excessive advertisements create negative perceptions and reduce consumer engagement.

## III. DATA ANALYSIS & INFERENCES

Sample analysis based on 100 respondents. The tables and graphs below can be used as a model for project documentation.

**Table 1: Awareness of Digital Marketing**

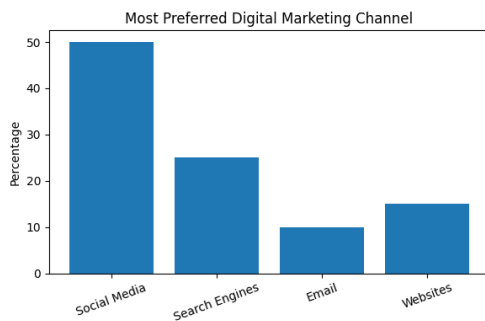
| Category     | Respondents (%) |
|--------------|-----------------|
| Highly Aware | 45              |
| Aware        | 30              |
| Neutral      | 15              |
| Unaware      | 10              |



**Interpretation:** The analysis indicates that 75% of respondents are aware or highly aware of digital marketing platforms, showing widespread adoption of digital channels.

**Table 2: Most Preferred Digital Marketing Channel**

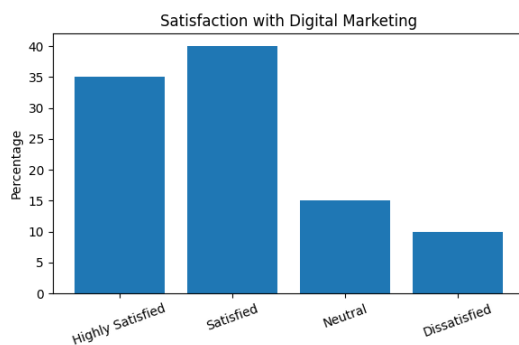
| Category       | Respondents (%) |
|----------------|-----------------|
| Social Media   | 50              |
| Search Engines | 25              |
| Email          | 10              |
| Websites       | 15              |



**Interpretation:** Social media is the most preferred digital marketing channel, with 50% of respondents choosing it as their primary source of information.

**Table 3: Satisfaction with Digital Marketing**

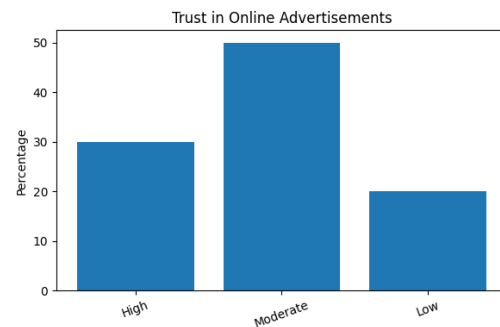
| Category         | Respondents (%) |
|------------------|-----------------|
| Highly Satisfied | 35              |
| Satisfied        | 40              |
| Neutral          | 15              |
| Dissatisfied     | 10              |



**Interpretation:** The findings reveal that 75% of respondents are satisfied with digital marketing activities, indicating positive customer experiences.

**Table 4: Trust in Online Advertisements**

| Category | Respondents (%) |
|----------|-----------------|
| High     | 30              |
| Moderate | 50              |
| Low      | 20              |



**Interpretation:** Most respondents have moderate trust in online advertisements, suggesting that credibility and transparency remain important concerns.

## VI. FINDINGS

The study found that a majority of respondents are highly aware of digital marketing and actively use digital platforms for obtaining product information and making purchasing decisions. Most consumers are familiar with various digital marketing channels such as social media, websites, search engines, and email marketing, indicating the increasing importance of digital technologies in everyday life.

The findings revealed that social media platforms are the most preferred digital marketing channels among customers. Respondents stated that social media provides easy access to product information, customer reviews, and promotional offers, which significantly influence their buying decisions. The interactive nature of social media also helps businesses establish stronger relationships with consumers.

The study further indicated that customers generally have a positive perception of digital marketing due to its convenience, accessibility, time-saving features, and

availability of detailed product information. A large proportion of respondents expressed satisfaction with digital marketing activities and appreciated personalized advertisements and recommendations that match their preferences and needs.

However, the study also identified certain concerns that affect customer perception toward digital marketing. Issues such as data privacy, security risks, misleading advertisements, and information overload were found to reduce consumer trust in online marketing practices. Many respondents preferred transparent and reliable digital communication from businesses before making purchase decisions.

Overall, the findings suggest that digital marketing has become an effective medium for influencing customer behavior and enhancing consumer engagement. Businesses that focus on providing trustworthy information, personalized experiences, and secure digital environments are more likely to improve customer satisfaction and develop long-term relationships with their consumers.

## VII. POLICY IMPLICATIONS

The findings of the study on customer perception toward digital marketing have several important policy implications for organizations, marketers, regulatory authorities, and digital platforms. First, organizations should develop **customer-centric digital marketing policies** that focus on delivering relevant, informative, and transparent content rather than excessive promotional communication. Since customer perception is strongly influenced by the quality and credibility of digital interactions, companies should establish clear standards for advertising content, product information, and online communication [1], [7].

Second, organizations should strengthen **data privacy and consumer protection policies**. Customers increasingly interact with businesses through platforms that collect personal and behavioural

information. Therefore, companies should ensure transparent data collection, obtain appropriate consent, protect customer information, and clearly communicate how personal data are used. Strong privacy practices can improve customer trust and contribute to more positive perceptions of digital marketing [7], [13].

Third, businesses should establish policies for **responsible social media engagement**. Social media should not be used only for promotional activities but also for responding to customer queries, addressing complaints, encouraging feedback, and building long-term relationships. Effective social media engagement can strengthen brand awareness, brand image, and customer loyalty [3], [5].

Fourth, organizations should promote **personalized but non-intrusive marketing practices**. Customer data and digital analytics can help marketers provide more relevant recommendations and communications. However, excessive personalization or repeated advertisements may create negative perceptions. Therefore, organizations should balance personalization with customer preferences and privacy expectations [8], [12].

Fifth, companies should implement policies for **monitoring and improving customer experience across digital touchpoints**. Websites, social media platforms, mobile applications, online advertisements, and customer-service channels should provide consistent and convenient experiences. Since customer experience develops throughout the customer journey, organizations should regularly evaluate digital interactions and identify areas requiring improvement [14].

Sixth, organizations should adopt **ethical digital advertising standards** by avoiding misleading claims, hidden advertisements, manipulative content, and deceptive promotional practices. Digital advertising should provide accurate information and clearly distinguish promotional content from independent consumer opinions. Such

practices can improve advertising credibility and strengthen consumer confidence [13].

Finally, organizations should use **data-driven decision-making and continuous performance measurement** to evaluate the effectiveness of digital marketing strategies. Web analytics, customer feedback, engagement metrics, and conversion data can help organizations understand changing customer preferences and modify their strategies accordingly [12]. Overall, effective policy implementation should balance **marketing effectiveness, customer value, privacy, transparency, ethics, and long-term relationship building** to create sustainable digital marketing outcomes [7], [10].

## VIII. LIMITATIONS AND FUTURE SCOPE

### Limitations

The present study on customer perception toward digital marketing has certain limitations. First, the study may be based on a **limited sample size**, which may not fully represent the perceptions of the broader population of digital consumers. Second, the study may be geographically restricted to a particular region, city, or group of respondents, thereby limiting the generalizability of the findings to customers from different locations and demographic backgrounds. Third, the study primarily relies on **self-reported questionnaire responses**, which may be influenced by respondents' personal opinions, experiences, memory, or response bias. Fourth, digital marketing practices and consumer behaviour are continuously changing due to the rapid development of social media platforms, artificial intelligence, mobile technologies, and digital advertising techniques. Therefore, the findings may not remain equally applicable over a long period. Fifth, the study may focus on selected factors such as social media marketing, online advertising, customer engagement, trust, and purchase intention, while other factors such as influencer marketing, artificial intelligence, voice search, metaverse marketing, and privacy concerns

may not be examined in detail. Finally, differences in respondents' age, income, education, digital literacy, and frequency of Internet usage may influence their perceptions and may not be completely captured by the study.

### Future Scope

There is considerable scope for future research in the area of customer perception toward digital marketing. Future studies can employ **larger and more diverse samples** covering multiple cities, states, countries, and demographic groups to improve the generalizability of findings. Comparative studies can also examine differences in customer perception across industries such as banking, retail, healthcare, education, tourism, telecommunications, and e-commerce. Researchers can further investigate emerging digital marketing practices, including **artificial intelligence-based personalization, influencer marketing, short-form video marketing, chatbot marketing, voice search, augmented reality, and social commerce**. Since digital marketing increasingly depends on customer data and analytics, future research can examine the relationship between personalization, privacy concerns, trust, and customer loyalty. Longitudinal studies can also be conducted to understand how customer perceptions change over time as new technologies and digital platforms emerge. Furthermore, future research may integrate behavioural data such as website visits, click-through rates, engagement rates, conversion rates, and purchase history with survey-based perceptions to provide more objective insights. Advanced statistical and machine-learning techniques could also be applied to predict customer behaviour and identify the factors most strongly associated with purchase intention and customer retention. These directions can contribute to the development of more **ethical, personalized, customer-centric, and effective digital marketing strategies**, consistent with the evolving digital marketing research agenda identified by Dwivedi et al. [7].

## IX. CONCLUSION

The study concludes that digital marketing has emerged as a powerful and indispensable marketing tool in the modern business environment. The rapid growth of internet technologies, social media platforms, and mobile applications has significantly transformed the way businesses communicate and interact with consumers. The findings indicate that customers possess a high level of awareness regarding digital marketing and increasingly rely on digital platforms to gather information, compare products, and make purchasing decisions. Digital marketing has become an effective medium for reaching customers due to its convenience, accessibility, and ability to provide personalized experiences.

The study further concludes that customer perception toward digital marketing is generally positive. Consumers appreciate the availability of detailed product information, interactive communication, promotional offers, and the ease of accessing services through digital channels. Social media and online advertising have a considerable influence on customer preferences and purchasing behavior, enabling businesses to establish stronger relationships and improve customer engagement.

However, despite the positive perception, certain challenges continue to affect consumer trust in digital marketing. Concerns related to data privacy, security issues, misleading advertisements, and information overload create hesitation among some customers. Therefore, businesses must focus on developing transparent, ethical, and customer-centric digital marketing strategies that emphasize security, reliability, and relevant content.

In conclusion, digital marketing plays a vital role in shaping customer perceptions and influencing consumer behavior in the digital era. Organizations that effectively understand customer expectations and continuously improve their digital marketing practices can enhance customer satisfaction, build brand loyalty, and achieve long-term competitive advantages

in an increasingly technology-driven marketplace.

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