

Analysis of Marketing Management Strategies in Facing Dynamic Consumer Behavior in the Digital Era

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ABSTRACT

Consumer behavior in the ever-evolving digital era has become a primary focus for organizations seeking to remain relevant and competitive. This study analyzes effective marketing management strategies in addressing the dynamics of consumer behavior in the digital era. Based on related research and literature, it is found that easy access to information, trust in recommendations from fellow consumers, and the use of mobile devices have become key factors influencing current consumer behavior. To address these challenges, organizations must adopt a consumer-centric approach and leverage information technology to understand consumer preferences and needs. Effective marketing strategies include personalized messaging and content, content marketing, influencer marketing, and user experience optimization. However, the implementation of adaptive marketing strategies also faces challenges, such as a lack of expertise in data analysis and uncertainty in data privacy regulations. Therefore, organizations need to take strategic steps, such as investing in the development of data analysis skills and monitoring the development of data privacy regulations. By implementing adaptive marketing strategies, organizations can enhance consumer engagement, strengthen brand loyalty, and achieve success in an ever-changing business environment.

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Keywords: Digital Era, Consumer, Strategy, Management, Marketing.

ABSTRAK

Perilaku konsumen dalam era digital yang terus berkembang telah menjadi fokus utama bagi organisasi yang ingin tetap relevan dan berdaya saing. Studi ini menganalisis strategi manajemen pemasaran yang efektif dalam menghadapi dinamika perilaku konsumen di era digital. Berdasarkan penelitian dan literatur terkait, ditemukan bahwa akses mudah terhadap informasi, kepercayaan pada rekomendasi dari sesama konsumen, dan penggunaan perangkat mobile telah menjadi faktor utama yang memengaruhi perilaku konsumen saat ini. Untuk mengatasi tantangan ini, organisasi harus mengadopsi pendekatan yang berpusat pada konsumen dan memanfaatkan teknologi informasi untuk memahami preferensi dan kebutuhan konsumen. Strategi pemasaran yang efektif termasuk personalisasi pesan dan konten, pemasaran konten, influencer marketing, dan pengoptimalan pengalaman pengguna. Meskipun demikian, implementasi strategi pemasaran yang adaptif juga menghadapi tantangan, seperti kurangnya keahlian dalam analisis data dan ketidakpastian regulasi privasi data. Oleh karena itu, organisasi perlu mengambil langkah-langkah strategis, seperti investasi dalam pengembangan keahlian analisis data dan pemantauan perkembangan regulasi privasi data. Dengan mengimplementasikan strategi pemasaran yang adaptif, organisasi dapat meningkatkan keterlibatan konsumen, memperkuat loyalitas merek, dan meraih kesuksesan dalam lingkungan bisnis yang terus berubah.

Kata kunci: Era Digital, Konsumen, Strategi, Manajemen, Pemasaran.

INTRODUCTION

In the rapidly developing digital era, the dynamics of consumer behavior are becoming increasingly complex and diverse. Changes in information and communications

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technology have changed the way consumers interact with brands, products and services. This phenomenon has a significant impact on marketing management practices, which must continue to adapt to developing trends and consumer preferences (Pavlenchyk et al., 2021). Marketing management strategy analysis plays a key role in understanding, responding to, and exploiting changes in consumer behavior to improve business performance.

Previous research has highlighted the importance of adapting marketing strategies in facing this digital era (Smith & Zook, 2016; Chaffey et al., 2019). However, rapid changes in technology and consumer behavior demand constant updates in marketing strategies. Therefore, there is an urgent need to explore more deeply the interaction between marketing management strategies and consumer behavior in this digital era (Katsikeas et al., 2020). It is important to understand that modern consumers have greater access to information and purchasing options through digital platforms. They can easily search for product information, read reviews from other users, and compare prices and features between different brands (Kauffmann et al., 2020). Consumers are also increasingly engaging in content shared on social media, where recommendations from friends or influencers can influence their purchasing decisions (Mangold & Faulds, 2009; Kwiatek & Papakonstantinidis 2021). Marketing management practitioners need to pay attention to how they can utilize digital platforms to increase consumer interaction and engagement. Second, changes in consumer behavior are also influenced by transformations in the way they shop and transact. The increasingly popular concept of online purchasing has fueled significant e-commerce growth in recent years. Consumers are now more likely to make purchases online, either through websites or mobile applications (Sharma & Jhamb, 2020). This requires companies to provide a seamless and enjoyable shopping experience through their digital platforms (Kotler et al., 2017; Reinartz et al., 2019). Marketing strategies must be designed in such a way as to take into account consumer preferences in online and offline shopping. Third, the use of data and analysis is key in understanding consumer behavior in the digital era (Sima et al., 2020). The data generated from consumers' interactions with digital platforms can provide valuable insight into their preferences, needs and purchasing patterns. By applying sophisticated data analysis techniques, companies can identify market trends, segment consumers, and adjust their marketing strategies with greater precision (Farris et al., 2014; Hariri et al., 2019). However, it is important to remember that data use must take into account consumer ethics and privacy.

Therefore, in the changes in the business landscape triggered by the digital era, there are a number of challenges faced by marketing management practitioners in adapting their strategies to answer the changing dynamics of consumer behavior. Therefore, in this study, the research questions that arise are as follows: (1) What are the characteristics of consumer behavior in the digital context in the current era? (2) What factors influence changes in consumer behavior in the digital era? (3) What are effective marketing management strategies to deal with the dynamics of consumer behavior in the digital era? (4) How can the implementation of marketing management strategies influence business performance in a digital environment? (5) What are the obstacles or challenges faced by organizations in implementing marketing management strategies that are adaptive to changes in consumer behavior in the digital era?

By formulating the questions above, this research aims to provide a broader understanding of the interaction between marketing management strategies and consumer behavior in the digital era, as well as providing practical guidance for organizations in developing marketing strategies that are adaptive and responsive to rapid changes in the business environment. Through this research, it is hoped that with an in-depth understanding of the factors that influence consumer behavior in the digital era, marketing management practitioners can design relevant and effective strategies to face existing challenges and opportunities.

METHOD

The research method used in this research involves a qualitative approach with descriptive analysis and case studies. A qualitative approach was chosen to explore complex phenomena such as the dynamics of consumer behavior in the digital era. The initial step will be carried out through descriptive analysis, where secondary data will be collected from various sources such as academic literature, industry reports, and previous case studies. This analysis aims to identify key trends, behavioral patterns, and factors that influence consumer behavior in a digital context. Furthermore, the research involves case studies of a number of organizations or brands that have successfully adapted their marketing management strategies to deal with the dynamics of consumer behavior in the digital era. The aim is to gain a deeper understanding of the strategy implemented by the organization, the factors that influence the success or failure of strategy implementation, and its impact on business performance. After the data is collected, the analysis will be carried out thematically. The data will be organized into key themes and emerging patterns, which will then be interpreted to develop a comprehensive understanding of the interaction between marketing management strategies and consumer behavior in the digital era. With this approach, it is hoped that this research can provide a view from another perspective for business practitioners in developing marketing strategies that are adaptive and responsive to changes in consumer behavior in the digital era.

RESULTS

Characteristics of Consumer Behavior in the Digital Context

Consumer behavior in the digital context in the current era represents a significant transformation in the way individuals interact with brands and carry out the purchasing process. The use of information technology has become increasingly broad and in-depth, providing consumers with easy and fast access to a variety of product information, user reviews, and brands through various online channels such as websites, social media, and e-commerce platforms (Tien et al., 2019; Marion & Fixson, 2021). This phenomenon not only influences how consumers search for information about products or services, but also influences how they compare options, evaluate brand reputations, and ultimately make purchasing decisions.

A study by Statista (2022) shows that in 2021, more than 4.66 billion people worldwide actively use the internet, with 92.6% of them accessing the internet via mobile devices. Additionally, according to a report by We Are Social and Hootsuite (2021), the average individual spends more than 6 hours online each day, with the majority of time spent on social interactions, entertainment, and online shopping. This phenomenon emphasizes the importance for brands to optimize their digital presence and provide a satisfying experience for consumers across all communication channels. Organizations must understand that modern consumers not only consider the quality of the product or service, but also the experience they have when interacting with the brand (Du & Salaman, 2019; Alzoubi & Inairat, 2020).

Recent research shows that consumer behavior in the digital era tends to be more independent and critical. They no longer rely solely on the information provided by brands, but prefer to conduct independent online research before making a purchasing decision. This indicates that information transparency and trust are important factors in influencing consumer preferences. For example, a survey by GlobalWebIndex in 2021 found that 84% of respondents said they trusted recommendations from family and friends, while only 34% trusted online advertising. Additionally, the adoption of mobile devices has changed the way consumers interact with brands. Mobile devices are not only used to access information, but also as a tool to conduct direct transactions, compare prices, and interact with brands through responsive apps or websites. This emphasizes the importance for brands to optimize their user experience on mobile platforms, including responsive design, intuitive navigation and seamless checkout. However, while consumers are increasingly engaged in digital environments, they are also becoming more selective in choosing brands they trust and actively interacting with brands that provide

relevant and meaningful experiences. According to a report by McKinsey (2021), brands that are able to provide consistent and personalized experiences to their consumers have a greater chance of maintaining consumer loyalty and achieving sustainable business growth.

Thus, the conclusion from the results of this research is that consumer behavior in the digital context in the current era is influenced by easy access to information, trust in recommendations from fellow consumers, and the increasingly widespread use of mobile devices. To successfully navigate these dynamics, organizations must adopt a consumer-centric approach, leverage information technology to understand consumer preferences and needs, and provide relevant and meaningful experiences across communications channels.

Factors that Influence Changes in Consumer Behavior in the Digital Era

The factors that influence changes in consumer behavior in the digital era are very diverse and complex, including technological, social, cultural, economic and policy aspects. First of all, new technologies, such as Artificial Intelligence (AI), have played an important role in significantly changing the business landscape (Evans, 2017). Advances in AI technology enable organizations to collect, analyze, and utilize data more efficiently and effectively than ever before. With continually evolving algorithms, AI can more accurately segment markets, predict consumer behavior, and generate personalized recommendations, all of which help organizations understand individual consumer preferences and design more targeted marketing strategies. Furthermore, data analytics is also a key factor in understanding consumer behavior in the digital era (Kotler & Keller, 2016; Zouari & Abdelhedi, 2021). According to a report from the McKinsey Global Institute (2020), investment in AI technology has increased significantly over the past decade, reaching more than \$20 billion in 2019. Advances in AI technology enable organizations to collect, analyze, and utilize data more efficiently and effectively than before. With continually evolving algorithms, AI can more accurately segment markets, predict consumer behavior, and generate personalized recommendations, all of which help organizations understand individual consumer preferences and design more targeted marketing strategies.

Furthermore, data analytics is also a key factor in understanding consumer behavior in the digital era. According to International Data Corporation (IDC), it is estimated that global spending on data analytics solutions and services will reach more than \$275 billion by 2022. By using careful data analysis, organizations can identify consumer behavior patterns, detect market trends, and respond market changes rapidly. Data analytics enable organizations to optimize consumer experiences, increase the effectiveness of marketing campaigns, and measure their business performance more accurately. By understanding consumer preferences and needs based on collected data, organizations can improve the relevance and efficiency of their marketing communications.

Apart from technological factors, social and cultural trends also play an important role in shaping consumer behavior in the digital era (Evans, 2017). According to a report from Euromonitor International (2020), there is a significant increase in demand for sustainable and environmentally friendly products worldwide. Changes in lifestyle, food preferences, or awareness of environmental issues can influence consumer purchasing preferences. For example, increasing awareness of sustainability encourages consumers to seek environmentally friendly products, while health-oriented lifestyle trends can influence demand for healthy and organic products. Therefore, organizations need to understand and respond to these trends by adapting their product portfolio and delivering relevant messages to consumers. Finally, economic and policy factors also contribute to changes in consumer behavior in the digital era (Kotler & Keller, 2016). According to a report from the World Bank (2020), economic factors, such as economic growth, unemployment rates, or inflation, can influence consumers' purchasing power and purchasing priorities. Additionally, government regulations related to data privacy, consumer protection, and e-commerce regulations can also affect the way organizations interact with consumers

and conduct online business. Therefore, organizations need to monitor economic and policy developments closely to anticipate their impact on consumer behavior and design appropriate marketing strategies.

Through a deep understanding of the factors that influence changes in consumer behavior in the digital era, organizations can develop more adaptive and responsive marketing strategies (Smith & Zook, 2016; Klein & Todesco, 2021). The integration of new technology, sophisticated data analytics, a deep understanding of social and cultural trends, and monitoring economic and policy developments are important steps in ensuring the success of marketing strategies in the face of ever-changing market dynamics (Agustian et al., 2023).

Effective Marketing Management Strategies to Face the Dynamics of Consumer Behavior in the Digital Era

An effective marketing management strategy in the digital era requires a consumer-oriented approach, supported by the use of technology and data to understand consumer needs and preferences in more depth. In facing the ever-changing dynamics of consumer behavior, organizations must be able to convey relevant and personalized messages to consumers through various communication channels. The following is a more detailed discussion of effective marketing strategies in the digital era: Use of Technology and Data In the digital era, technology and data have a central role in effective marketing strategies. Organizations can utilize consumer data collected from various sources, such as social media, websites, and online transactions, to understand consumer behavior and preferences in more depth (Smith & Zook, 2016). Careful data analysis allows organizations to identify market trends, analyze consumer segmentation, and design marketing strategies that suit different consumer characteristics. An effective marketing strategy in the digital era prioritizes personalizing messages and content for each consumer. Through available technology and data, organizations can present content that is relevant to individual consumer preferences and needs (Kotler & Keller, 2016). Messages tailored to consumers' characteristics are more likely to capture their attention and increase consumer engagement with the brand.

Content marketing is an effective strategy in building long-term relationships with consumers in the digital era. By creating content that is useful, informative, or entertaining, organizations can attract consumer interest and build trust and loyalty to their brand (Evans, 2017). Quality content can also increase brand visibility on social media and search engines, helping organizations to gain more attention from potential consumers. Influencer marketing has become a popular strategy for reaching consumers in the digital era. By working with influencers who have an audience relevant to their target market, organizations can reach consumers in a more authentic and convincing way (Smith & Zook, 2016; Leung et al., 2022). Recommendations from trusted influencers can have a significant impact in shaping consumer perceptions of brands and products. Good user experience is key in maintaining consumer interest in the digital era. Organizations need to ensure that websites, applications, and other communication channels provide enjoyable, easy-to-use, and responsive experiences for users (Kotler & Keller, 2016). Optimizing user experience can improve consumer retention, increase conversions, and strengthen relationships with brands.

Through the integration of marketing strategies that include the use of technology and data, message personalization, content marketing, influencer marketing, and user experience optimization, organizations can build strong relationships with consumers in the digital era. By understanding consumer behavior and delivering relevant, targeted messages, organizations can increase consumer engagement, strengthen brand loyalty, and achieve success in an increasingly complex and dynamic marketing environment.

Implementation of Marketing Management Strategy and Effect on Business Performance in a Digital Environment

Implementing marketing management strategies in a digital environment is a crucial step for organizations to achieve success in an ever-changing market. In this discussion, it is important to understand how implementing these strategies can affect overall business performance. Implementing effective marketing management strategies can increase consumer engagement with brands. Through relevant and engaging content, organizations can build stronger relationships with consumers, inspire engagement, and expand the reach of their brands. According to a report from HubSpot in 2020, content tailored to consumer preferences has higher engagement rates than generic content. Thus, investing in the right content marketing strategy can help organizations to increase consumer engagement and strengthen their brand standing in the market. Implementing adaptive and responsive marketing strategies can also help in strengthening consumer loyalty to the brand. Through a pleasant and consistent user experience, organizations can create emotional bonds with consumers, which in turn can increase retention and help gain loyal visitors. Consumers who are satisfied with their brand experience have a tendency to become loyal customers and recommend the brand to others. Therefore, focusing on optimizing user experience can help organizations to strengthen their brand loyalty in the digital environment.

One of the most direct impacts of implementing an effective marketing management strategy is increasing sales in a digital environment. By presenting relevant and engaging messages to consumers through the right communication channels, organizations can influence consumer purchasing decisions and increase conversions. According to a report from eMarketer in 2020, more than 80% of online consumers admit that online reviews and recommendations influence their purchasing decisions. Therefore, focusing on using data to present the right message at the right time can help organizations to increase their sales significantly. Implementing effective marketing management strategies can also help in optimizing the overall consumer experience. By understanding consumer preferences and needs based on collected data, organizations can provide more personalized and relevant experiences to their consumers. According to a report from Forrester in 2021, more than 70% of consumers say that relevant experiences from brands influence their purchasing decisions. Thus, investing in user experience optimization can help organizations to increase consumer satisfaction and build closer relationships with them.

Through a deep understanding of the influence of marketing management strategy implementation on business performance in a digital environment, organizations can take the right steps to achieve success in a competitive market. By effectively leveraging technology and data, organizations can increase consumer engagement, strengthen brand loyalty, increase sales, and optimize the overall consumer experience, which in turn will have a positive impact on their business performance.

Obstacles in Implementing Marketing Management Strategies to Changes in Consumer Behavior in the Digital Era

Implementing marketing management strategies that are adaptive to changes in consumer behavior in the digital era is a complex challenge faced by many organizations. One of the main obstacles is a lack of data analysis skills needed to understand increasingly complex consumer behavior patterns. Making sense of large and often complex consumer data requires specialized skills in data processing and statistical analysis that not all marketing teams possess. This can be a barrier to making data-based decisions and designing effective marketing strategies. According to a McKinsey & Company report (2020), only a small percentage of organizations have teams trained in data analysis and capable of generating meaningful insights from the data they have. Apart from that, the complexity of technology that continues to develop is also an obstacle in adopting adaptive marketing strategies. Rapid changes in information technology, including developments in Artificial Intelligence (AI), data analytics, and social media platforms, mean that organizations must continually adapt to remain relevant in

interacting with consumers digitally. However, the integration of new technologies with existing infrastructure often requires large investments in human and financial resources, as well as changes in established business processes. Uncertainty regarding data privacy regulations is also an obstacle to implementing adaptive marketing strategies. With new laws and regulations, such as the General Data Protection Regulation (GDPR) in the European Union or the California Consumer Privacy Act (CCPA) in the United States, organizations must ensure that they comply with strict data privacy standards. This can limit an organization's ability to collect, store and use consumer data for marketing purposes, thereby affecting the marketing strategies they can implement. Finally, internal resistance to changes in organizational culture and processes can also hinder the adaptation of adaptive marketing strategies. Transforming a company's culture to become more data- and customer-oriented often requires a significant investment of time and resources, as well as support from multiple levels within the organization. Changes in organizational culture and processes may also be met with resistance from some members of a team or business unit who may be reluctant to abandon ways of working that are familiar and comfortable to them.

In overcoming this challenge, organizations need to take appropriate strategic steps. Investments in developing data analysis skills, training and education for employees, as well as collaboration with technology partners who can assist in the integration and implementation of necessary technology solutions, are important steps. In addition, organizations also need to ensure that they continue to monitor developments in data privacy regulations and update their policies and procedures according to changes. Support from upper management in leading changes to organizational culture and processes is also a key factor in overcoming internal resistance to change. By taking these steps, organizations can overcome obstacles and challenges in implementing adaptive marketing strategies and achieve success in an ever-changing business environment.

CONCLUSION

Based on this research, it is known that in the digital era which continues to develop, consumer behavior is becoming increasingly complex and diverse. Changes in information and communications technology have changed the way consumers interact with brands, products and services. The conclusion from the results of this research is that consumer behavior in the current digital context is influenced by easy access to information, trust in recommendations from fellow consumers, and the increasingly widespread use of mobile devices. To successfully navigate these dynamics, organizations must adopt a consumer-centric approach, leverage information technology to understand consumer preferences and needs, and provide relevant and meaningful experiences across communications channels.

Factors influencing changes in consumer behavior in the digital era include new technology, social and cultural trends, economic factors, and policies. In facing the changing dynamics of consumer behavior, organizations need to implement effective marketing strategies, such as the use of technology and data, personalization of messages and content, content marketing, influencer marketing, and user experience optimization. Implementing adaptive and responsive marketing strategies can increase consumer engagement, strengthen brand loyalty, increase sales, and optimize the overall consumer experience. However, implementing an adaptive marketing strategy also has its challenges, such as a lack of expertise in data analysis, the complexity of evolving technology, the uncertainty of data privacy regulations, and internal resistance to changes in organizational culture and processes. In overcoming these challenges, organizations need to take strategic steps, such as investing in developing data analysis skills, monitoring developments in data privacy regulations, and support from upper management in leading changes in organizational culture and processes. In this way, organizations can overcome obstacles and challenges in implementing adaptive marketing strategies and achieve success in an ever-changing business environment.

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