

Abstract

This research assesses the impact of digital marketing on consumer decision-making, utilizing a multi-method approach to explore how various digital marketing strategies influence consumer behavior and purchase choices. As digital platforms increasingly shape consumer interactions with brands, understanding the effectiveness of digital marketing tools is crucial for businesses seeking to optimize their marketing efforts. The study combines qualitative interviews with consumers, marketers, and digital marketing experts to uncover the factors that drive consumer engagement with digital marketing, including social media ads, influencer marketing, content marketing, and email campaigns. Additionally, a quantitative survey is conducted to analyze the relationship between exposure to digital marketing strategies and key decision-making factors such as brand awareness, perceived value, trust, and purchase intent. The findings reveal that personalized, interactive, and visually appealing digital marketing content significantly enhances consumer engagement and positively influences decision-making. Social proof, through reviews and influencer endorsements, also plays a critical role in building consumer trust and influencing purchase intentions. However, the research identifies challenges such as digital ad fatigue and information overload, which can negatively impact consumer perception and decision-making. This study provides actionable insights for marketers, offering recommendations for designing more effective digital marketing strategies that align with consumer preferences and drive better business outcomes.