



THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER BUYING BEHAVIOR IN THE RETAIL SECTOR

TRICIA SHAYNE B. LIMUA

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study assessed the impact of digital marketing strategies on consumer buying behavior. It focuses on the assessment of buying behavior in the retail sector among consumers from Brgy. Bulihan, Nasugbu, Batangas.

The participants in the study were thirty- eight (30) retail consumers using Cronbach method of computing the sample size. Purposive sampling was used in the study. The researcher conducted survey which was specially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex, and respondent's frequency of online shopping, perceptions of the respondents regarding the influence of digital marketing strategies on consumer behavior in terms of purchase decision stages, customer engagement, and customer participation. The study yielded the following findings: majority of the respondents belonged to age bracket 35 to 44 years old, female, and were frequently shopping online once a week. The respondents strongly agree that purchasing decision stages, customer engagement and customer participation have impact on the perceptions of the respondents regarding the influence of digital marketing strategies on consumer behavior. There was no significant difference in the perceptions of the respondents on the impact of

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digital marketing strategies when profile was considered. The Digital Marketing Plan (DMP)
was designed and crafted by the researcher based on the results of the study.

Keywords: *digital marketing strategies, consumer buying behavior, purchase decision stages, customer engagement, customer participation*



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