



Research Article/ Digital Marketing

Digital Marketing on Purchasing Decisions: Exploring the Sustainable Marketing Dynamics

Sabita Sharma, PhD Scholar 

Faculty of Humanities and Social Sciences, Pokhara University, Nepal

ABSTRACT

The main objective of this paper is to examine the impact of digital marketing on the consumer purchase decisions, with a particular focus on the online purchasing behavior, product reviews, social media influence, and customer loyalty. A descriptive cross-sectional analytical study with a sample size of 100 with semi-structured questionnaires has been employed to assess the role of digital marketing on the purchase decisions. Out of the total respondents, majority are the young group of people with 59 percent,

mostly having the secondary level of education and engaged in services, with 60 percent of respondents frequently purchase through online on the weekly basis and nearly half of respondents had the influence of digital marketing like social media, including the product reviews on their purchasing habit. The study also shows the relationship between the purchasing frequency and loyalty toward their businesses that provide the regular order updates and advertisements of their product. The study concludes that the effective digital marketing practices, particularly the transparent communication and customer engagement, play a vital role in shaping the purchase decisions and in fostering a long term consumer loyalty.

KEYWORDS: Digital marketing, consumer purchase decisions, customer loyalty, business sustainability

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Corresponding Author:

Sabita Sharma

sabitasharma.ph@gmail.com

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INTRODUCTION

The rapid development of information and communication technologies has significantly transformed the way of businesses to communicate with the consumers. The traditional marketing methods such as pamphlets, print media, television, and radio are slowly diminished by the digital platforms. This transformation has led to the growth of digital marketing as a core strategy for the organizations to reach, engage, and retain the customers in a competitive business environment. The widespread use of the internet, smartphones, and social media

has changed how such consumers search for information, evaluate products, and make their purchasing decisions.

Digital marketing refers to the use of digital technologies, especially the internet, to promote the products, services, and brands through the online channels such as the websites, social media, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing), and mobile applications. It is “the application of digital technologies to create more efficient and integrated marketing communications with customers” (Kotler et al., 2017). It is the use of the channels to reach the desired target. It involves in creating, communicating, delivering, and exchanging the value with their customers through the digital platforms. Similarly, Chaffey and Ellis-Chadwick (2019) define digital marketing as the use of digital media, data, and technology to achieve the marketing objectives through a targeted and measurable communication. As one of the emerging technologies, it makes businesses to reach their targeted consumers.

In recent years, the importance of digital marketing has increased due to the expansion of social media, e-commerce, and mobile technologies. The consumers now depend heavily on the digital platforms to gather information, compare alternatives, and share opinions. A study conducted by Kaplan and Haenlein (2010) reflects that social media enables its users to create and exchange content, which strongly influences the brand image and consumer behavior. As a result, businesses are required to be more responsive, interactive, and customer-focused than ever before (Kaplan & Haenlein, 2010). All online business must maintain the quality of goods and focus on the branded products as most customers take their decisions of purchasing the products by exploring the quality of goods.

Digital marketing is especially important for all types of enterprises, as it provides the cost-effective marketing tools, wider market access, and real-time performance measurement. Ryan (2016) notes that digital marketing allows businesses to target the specific customer groups, monitor the campaign results instantly, and modify the strategies quickly. However, numerous challenges such as data privacy, security risks, and rapid technological changes also exist. Therefore, a clear understanding of digital marketing is essential for the organizations and researchers. Therefore, this study aims to examine the impact of digital marketing on the consumer purchase decisions by analyzing how these digital tools such as social media, online advertisements, search engines, and email marketing influence the consumers’ awareness, attitudes, and buying behavior.

Digital marketing, which is a vital tool for businesses to reach the consumers through social media, email marketing, and advertisements due to a rapid rise of the internet usage, social media, and mobile technologies that has transformed the consumer buying behavior. Its tools such as social media marketing, search engine optimization, online advertising, and influencer marketing are now widely used to attract and persuade the consumers (Tiago & Veríssimo, 2014). However, despite its implementation of digital marketing, many businesses still lack a clear understanding of how and to what extent its activities influence the consumer purchase decisions.

The consumers today are exposed to a large volume of digital advertisements, online reviews, and promotional content. This excessive exposure often leads to the information overload, trust issues, and difficulty in making the final purchase decisions (Lamberton & Stephen, 2016). Despite digital marketing provides various opportunities for the personalized communication and customer engagement,

its effectiveness varies across the different consumer groups, products, and market settings. In addition, there is still lack of sufficient studies that clearly explain the relationship between the digital marketing activities and actual consumer purchase behavior and how the use of digital marketing strategies influences the purchase decision of consumers. Therefore, this study aims to identify the most influential factors and consumer preferences that can assess a gap between the business efforts and consumer behavior more effectively and address a research gap by examining the impact of digital marketing on the consumer purchase decisions. To address this problem, the study focuses on the following research questions: 1) What is the effect of digital marketing on the consumers purchase decisions? 2) How does online advertising influence the consumers purchase decisions? 3) What is the impact of digital marketing on the consumers purchase decisions? 4) How does digital marketing influence the consumers' awareness and attitudes toward the products and brands?

To address these research questions, this study examines how different information sources of digital marketing such as the price comparison tools, product reviews, and online reputation shape the consumer behavior in online markets. It also explores how these digital advertising elements, including social media advertisements, influencer marketing, and discount promotions affect the consumers' online purchasing choices. In addition, the study investigates the influence of digital marketing practices on the repeat purchases and the development of long-term customer loyalty for sustainability of businesses.

RESEARCH METHODS

The study employed the quantitative method, using the descriptive approach that describing the consumers' exposure

to digital marketing. The study aims at hypothesis testing, the relationship between digital marketing and consumer purchase decision along with sustainable marketing dynamics. The study has been conducted at a single point of time. Therefore, the research design is descriptive and cross-sectional analytical.

The study area is the Ward No. 30 of Pokhara Metropolitan City in Kaski District, Nepal. The nature of data is quantitative and the sources of data is both primary and secondary. The population of this study includes all the consumers who are using the digital platforms and who have the experience of purchasing the products through the digital marketing channels. The sample size of 100 respondents is taken in the study. This sample size is taken based on a study conducted by Awaluddin (2025), Bachri et al. (2023), and Mahalakshmi and Soumya (2025), who used 100 samples for conducting their studies on the similar studies.

The convenience sampling of non-probability sampling method is taken as a sampling method because the respondents are selected based on their availability and willingness to participate in the study. The data collection tool used in this study is a structured questionnaire. The questionnaires are designed with the closed-ended questions to collect the relevant information of quantitative data related to the consumers' exposure to digital marketing tools, preferences, purchase decisions, the influence of social media and product videos, and the customer loyalty towards the business with sustainable purchasing behavior of the respondents.

The data collected through the structured questionnaires are coded and entered in SPSS (Statistical Package for the Social Sciences) and further analysis is done on the relevant data, using the same statistical software. The descriptive statistics is used to summarize the

respondent characteristics and major variables, while the inferential techniques such as the correlation and crosstabs for identifying an association between the customer purchase decision and customer loyalty to business for sustainability are applied. The results are interpreted to determine the significance of digital marketing factors in influencing the purchase decisions, repeat purchases, and customer loyalty.

The collected data have been kept confidential; anonymity has been emphasized and maintained during the study. All participants are given the detailed information about the study objectives and confidentiality of the information. The information collected have been utilized only for the study purpose. This study ensures that there is no deception involved during the data collection process and the findings of the study reported accurately without any bias.

RESULTS AND DISCUSSION

This section presents the results obtained from the analysis of collected data using SPSS and provides a systematic discussion of the key findings. The results are interpreted in relation to the research objectives, identifying the significant patterns and associations. The discussion further examines the implications of these findings in the context of existing research, existing literature, methodological considerations, and their relevance to social utility research outcomes.

The socio-demographic characteristics of the respondents describe the distribution of participants by age, gender, education, and occupation. This information provides an overview of the study population and helps in understanding the background of the respondents. It also assists in interpreting the findings by showing how the awareness and information about digital marketing is seen among the respondents.

Figure 1
Gender of the Respondent

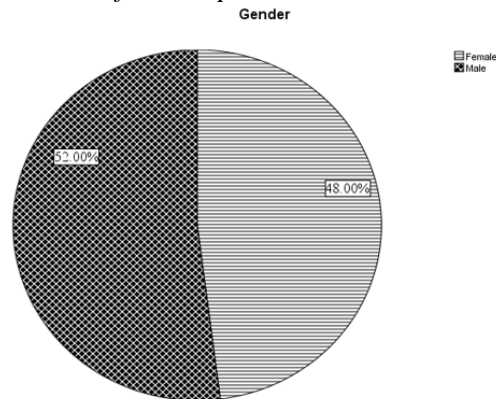


Figure 1 shows socio-demographic characteristics of the respondents' gender in the study. The gender distribution is almost equal, with more than half of population are males, followed by 48 percent females which shows the likelihood of reducing the gender-related sampling bias.

Table 1 describes the age groups of the respondents along with their profession. It provides an overview of the age distribution across the different categories, which is categorized based on the reference of other studies conducted with the same age categorization. It also identifies the main profession of the groups represented in the study. This information helps to understand the demographic composition of the sample and offers a context for interpreting the subsequent analysis.

Table 1
Age Groups and Profession of Respondents

| Variables | Frequency | Percent |
|-------------------|-----------|---------|
| Age Groups | | |
| Below 30 | 59 | 59.0 |
| 31-40 | 26 | 26.0 |
| 41-50 | 13 | 13.0 |
| 51 and above | 2 | 2.0 |
| Profession | | |
| Agriculture | 8 | 8.0 |
| Business | 22 | 22.0 |

| | | |
|-----------|----|------|
| Job | 31 | 31.0 |
| Student | 26 | 26.0 |
| Housewife | 13 | 13.0 |

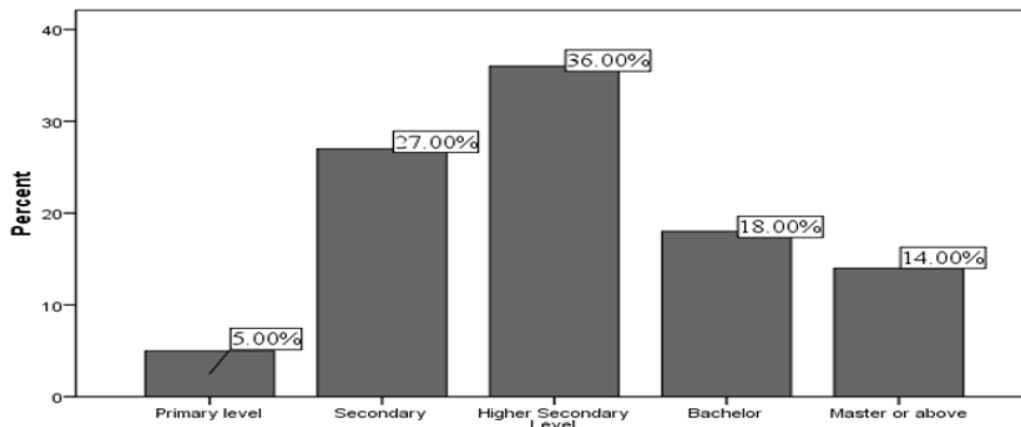
Table 1 indicates that the respondents are predominantly young, with nearly the three-fifths of the respondents aged below 30 years, indicating a population largely in the early adulthood. The age representation declines steadily with the increasing age, and very few respondents are aged 51 years and above, suggesting a limited participation from the older adults in the study of digital marketing. This means that the younger people are mostly engaged in online purchasing due to their knowledge in the digital devices and the frequent use of smartphones and the internet. Occupationally, the sample includes a mix of employed individuals, students, business workers, and non-employed groups, reflecting the socioeconomic diversity, although agriculture is underrepresented. The majority of respondents were the job holders with 31 percent that showed the online purchase was done mostly by the job holders due to time constraints and work-related schedules. This was shown in the study stating that most of the customers' option to shop online due to its ease of use ("Impact of Digital Marketing on Consumer Purchase Decision," 2019) and the comfort as well as consumption of

time like going to the market, selecting the product, bargaining with price and finally purchasing. Overall, the demographic structure suggests a young, educated, and economically active population, as such groups are more digitally literate, have a regular internet access, and possess the purchasing power. In addition, these groups are more responsive to the online advertisements, social media content, and e-commerce platforms. Therefore, the findings of the study can be generalized mainly to the similar young and economically active consumer groups while the older aged people with less engagement in digital marketing should be considered when interpreting the study findings and their generalizability.

The educational status of the respondents shows the distribution of respondents across the different levels of education, providing an insight into the overall educational backgrounds of the study population. This information is important for understanding the respondents' capacity to engage with the devices for online purchase and influence of social media and for interpreting the findings.

Figure 2 shows that the educational attainment is relatively high, as majority of the respondents have completed their higher secondary education, followed by 27 percent completing their secondary

Figure 2
Educational Level of the Respondent



level of education, and a substantial proportion hold their Bachelor’s or higher degrees. This suggests that an adequate literacy as most of respondents were young, using a digital way of purchasing a product.

The figure shows the frequency of purchases by the respondents in the histogram chart. It shows how often the customers purchase online with an influence of advertising of product through the social media or based on their necessities.

Figure 3
Frequency of purchases by Respondents

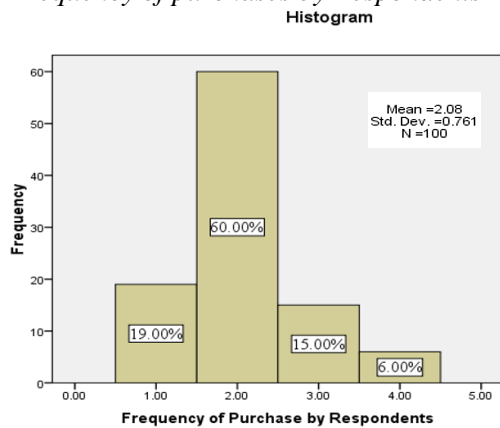


Figure 3 presents the frequency of purchase by the respondents. Most of the respondents purchase through online frequently. A large majority buy few times a week with 60 percent followed by the respondents buying through online every day with 19 percent indicating that purchasing has become a regular part of their routine. Only a small proportion purchase occasionally, either a few times a month or once every few months with 15 percent and 6 percent respectively. The mean value of 2.08 with a standard deviation of 0.761 suggests that the purchasing behavior is moderately frequent and relatively clustered around the central category. This pattern suggests that easy access, convenience, and regular exposure to the online platforms encourage the frequent purchasing, and it reflected how digital marketing makes

buying quicker and more habitual, especially for the active young-aged consumers.

Table 3 presents the data on the influence of product reviews on the purchasing decision of the consumers. It emphasizes the extent to which the consumers rely on the product reviews when making their purchase decisions and provides an insight into the role of online information and sources in shaping the consumer decision making behavior.

Table 3
Influence of Product Reviews on Purchasing Decision

| Choices | Frequency | Percent |
|------------------------------|------------|--------------|
| Not at all | 10 | 10.0 |
| very Little | 22 | 22.0 |
| Some | 20 | 20.0 |
| A lot | 36 | 36.0 |
| It is only the thing I check | 12 | 12.0 |
| Total | 100 | 100.0 |

Table 3 reflects that the influence of the product reviews plays a significant role in the purchase decisions. More than one-third of the respondents reports a strong influence of reviews with 36 percent indicating that the reviews affect them a lot while 12 percent states that the reviews are the only thing they check before purchasing the product through online which claims that 48 percent relies heavily on the reviews when making the purchasing decisions. Overall, the figure suggests that the online product reviews are an important decision-making factor for most consumers, highlighting their growing importance in shaping trust, beliefs, and guiding purchase decisions through digital marketing.

Table 4 describes the influence of social media on the consumer purchase decisions. It explains how an exposure to the social media content such as advertisements, promotions, and peer recommendations affects the consumers’

buying behavior and the discussion provides an insight into the role of social media platforms in shaping their awareness, interest, and purchasing decisions.

Table 4
Influence of Social Media on Purchase Decisions

| Choices | Frequency | Percent |
|-----------------------|------------|--------------|
| Never | 7 | 7.0 |
| Rarely | 20 | 20.0 |
| Sometimes | 19 | 19.0 |
| Often | 47 | 47.0 |
| Every time I see them | 7 | 7.0 |
| Total | 100 | 100.0 |

Table 4 presents that social media has a strong influence on the purchasing decision making behavior. Nearly half of the respondents report that social media often influences their purchase decisions while 7 percent indicating an influence every time, they see such content, but the same percent states that social media never influences them to buy a product advertised by social media. Additionally, 19 percent of the respondents states that they were only influenced sometimes by digital marketing with 20 percent influenced rarely by social media. Similarly, the study showed that the respondents frequently encountered ads on social media that piqued their interest and led them to explore the products further and take a decision in purchasing the product (Desembrianita & Mulyono, 2024). Similarly, a study conducted by Prajita showed that social media marketing has a positive impact on consumer purchase decisions (cited in Balampaki & Rawat, 2025). Overall, the findings indicated that social media plays a vital role in influencing the consumer purchase decisions, particularly for a large segment of respondents, underscoring its importance as a key channel in the digital marketing strategies.

Table 5 emphasizes on sustainable customer loyalty toward businesses. It shows the extent to which the consumers maintain sustainable loyalty towards businesses. The discussion highlights how sustainable loyalty contributes to repeat purchases and long-term business stability.

Table 5
Sustainable Customer Loyalty toward Businesses

| Choices | Frequency | Percent |
|--------------|------------|--------------|
| Never | 13 | 13.0 |
| Rarely | 18 | 18.0 |
| Sometimes | 20 | 20.0 |
| Often | 26 | 26.0 |
| Always | 23 | 23.0 |
| Total | 100 | 100.0 |

As shown in Table 5, the data indicate a moderate to high level of loyalty toward the respondents' online businesses. More than one-fourth of the respondents reports the loyalty behaviors towards their business selling and advertising product through online with 26 percent followed by 23 percent stating that they are always loyal towards online business. Likewise, a study conducted showed digital marketing significantly impacts the purchase intention, consumer trust, and brand loyalty, highlighting the importance of effective digital strategies in promoting the green products (Desembrianita & Mulyono, 2024). This suggested that a substantial proportion of customers maintain the consistent relationships with the specific businesses. Overall, the findings suggested that many consumers demonstrate loyalty, highlighting the importance of sustained value, trust, and engagement strategies in digital marketing to strengthen a long term customer loyalty for sustainability of businesses through the loyal customers.

Table 6 presents a cross-tabulation to show an association between the frequency of online purchasing and

sustainable customer loyalty toward businesses. The companies send the order updates and product advertisements and provides the quality product with home delivery, sending time to time notifications about the products.

Table 6
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 23.928 ^a | 12 | .021 |
| Likelihood Ratio | 26.324 | 12 | .010 |
| Linear-by-Linear Association | 1.435 | 1 | .231 |
| N of Valid Cases | 100 | | |

Table 6 shows the cross-tabulation findings between the frequency of online purchasing and sustainable customer loyalty toward businesses that send the order updates and product advertisements. The daily and weekly online purchasers show relatively higher loyalty, as a larger proportion of these respondents fall in the often and always loyal categories stated in Table 2 and Table 5 respectively.

The chi-square test shows a statistically significant association between the frequency of online purchase and loyalty based on the order updates (Pearson Chi square = 23.928, df = 12, p = 0.021). This suggested that the purchasing frequency and loyalty towards businesses were dependent on each other. This result is relevant to a study conducted by Ali Khalaf that shows the online advertising has a strong positive and significant relationship with the buying decisions (cited in Sukaini, 2022). This is also shown in the study conducted by Awaluddin (2025) that claimed that digital marketing significantly influences relationship marketing ($\beta = 0,747$) and purchase decisions ($\beta = 0,209$). The relationship shows a strong effect on the

purchase decisions ($\beta = 0,589$) and partially mediates the influence of digital marketing (indirect effect $\beta = 0,440$). More frequent online shoppers were more likely to remain loyal when businesses actively communicate through digital marketing. This finding is relevant to the findings of this study that reported that businesses can broaden their reach, draw in a larger consumer base, and boost their online sales by combining these strategies with the successful digital marketing techniques (Nur Hanan Binti Azad Khan, 2023). Additionally, the study finding similar to this study suggested that the organizations can leverage the information systems and digital marketing to communicate sustainability effectively by developing the engaging content, utilizing the social media platforms, and investing in the advanced digital marketing tools and businesses that can apply these findings to craft more impactful digital marketing strategies driving the sustainable consumer behavior (Singh & Selvasundaram, 2024). Therefore, influencing the customers through digital marketing plays an essential role for increasing the frequency of purchase and increasing the number of purchases, leading to loyalty of the customers to business for the sustainable market dynamics.

Therefore, the findings implied that the regular communication, advertisements, social media ads, and updates strengthen loyalty particularly among the frequent online purchasers, which highlights the importance of consistent engagement strategies, such as order notifications, updates, and follow up communication, retaining their active customers and encouraging the repeat purchasing behavior for sustainability of their businesses.

CONCLUSION AND IMPLICATIONS

The study determined digital marketing's significant role in shaping the

consumer purchase decisions, particularly among the young, educated, and economically active consumers. The findings of this study showed that online purchasing among the respondents was frequent, and the product reviews strongly influence the purchasing decisions. Social media plays a key role in shaping the consumer purchasing decisions. Loyalty to businesses is moderately high among the respondents, especially when businesses provide the regular order updates through their notifications and advertisements of products, which indicate that trust, beliefs, and communication are the key factors in repeat purchasing that develops the sustainable markets or businesses.

Furthermore, the analysis identified a significant association between the frequency of online purchasing and loyalty toward businesses that provides the regular updates using digital marketing. This suggests that the digital marketing strategies enhance the customer retention and the long-term relationships. Overall, the study achieves its research objectives, showing how the digital marketing tools such as reviews, social media, and customer updates influence the purchasing decisions and loyalty which highlights the need for businesses to adopt the responsible and customer-centered digital marketing strategies to sustain their competitiveness in an increasingly digital market dynamics.

The study was limited to a smaller sample size of just 100 online purchasing customers. Therefore, to provide more reliable findings and results, further studies should be conducted taking more sample sizes of individuals who are purchasing the product online through the influence of digital marketing and its uses. This study was just limited to the purchasing frequency of customers, and their purchasing decisions by watching ads and other users' reviews, the influence of social media like Facebook, TikTok, and Instagrams. Similarly, customer loyalty

towards online business and other factors in many digital marketing strategies for sustainable marketing of online businesses could be investigated in future studies.

CONFLICT OF INTEREST

The author declares no conflict of interest. This research was conducted independently without financial, political, or personal relationships that could inappropriately influence the study's findings or interpretations.

AUTHOR CONTRIBUTIONS

I declare that this manuscript is my original work.

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ABOUT THE AUTHOR(S)

Sabita Sharma is the CEO of Digital e-commerce company. Currently, she is also a PhD Scholar of Pokhara University. Her interest is in research that focuses on enhancing equitable access to essential goods and services aimed at improving systemic efficiency and societal outcomes.

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