

Abstract: This study examines the impact of digital marketing on consumer behavior. The research is based on a survey of 500 consumers, analyzing their usage of digital marketing channels and their purchasing decisions. The findings indicate a significant positive correlation between digital marketing exposure and consumer engagement. The study also identifies key factors influencing digital marketing effectiveness, such as content quality and user experience. The results suggest that businesses should focus on creating personalized and interactive digital content to enhance consumer loyalty and sales.

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