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CONSUMER BEHAVIOR IN A CULTURALLY DIVERSE MARKETPLACE: INSIGHTS FROM DIGITAL AND SOCIAL MEDIA MARKETING

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ABSTRACT

The rapid growth of digital and social media marketing has transformed consumer behavior, particularly within increasingly diverse market environments. This study aims to examine the influence of digital marketing strategies, including algorithm-driven personalization and social media engagement, on consumer purchasing behavior across different socio-demographic groups. A quantitative research design was employed using a secondary dataset comprising consumer behavior and demographic variables such as age, gender, income, education, and occupation. Statistical techniques, including descriptive analysis, correlation, regression, and ANOVA, were applied to evaluate relationships between variables. The findings reveal that personalized marketing significantly influences consumer behavior and purchase decisions, emerging as the strongest predictor compared to influencer marketing. While influencer-based strategies demonstrate a positive effect, their impact is relatively weaker when controlling for personalization and demographic factors. Additionally, age is identified as a key determinant, with younger consumers showing higher engagement levels in digital environments. Other socio-demographic variables exhibit limited influence, indicating a shift toward behavior-driven segmentation. The study also highlights the importance of digital touchpoints, online reviews, and engagement metrics in shaping consumer decision-making. These findings contribute to the

literature by providing a data-driven understanding of consumer behavior in digital contexts and offer practical implications for developing targeted, personalized marketing strategies in diverse marketplaces.

KEYWORDS: Digital marketing, Consumer behavior, Social media marketing, Personalization, Socio-demographic factors, Consumer engagement, Purchase intention, Digital touchpoints

1. Introduction

The quick development of digital technologies has dramatically changed the modern marketing processes, especially the adoption of digital and social media channels. Organizations are more and more using these platforms as a way of communicating with consumers, promotion and real time influence of the buying behavior. Digital marketing has become one of the most significant promoters of business growth as it allows companies to attract a greater number of people and improve customer interactions with different market segments (Godara et al., n.d.; Khrais and Gabori, 2023). In the digital era, in this case, social media platforms especially are important in influencing the perceptions of consumers, and interactive communication between brands and users, thus, contributing to decision-making (Saura et al., 2020). Meanwhile, the world market is becoming more and more diverse, and consumer behavior is determined by the socio-demographic factors which are age, income, education, and occupation. These variables can have substantial impact on the way people interpret marketing communications, function on the online space, and make buying choices (Nesterenko, 2023; Wigayha et al., 2025). The

increasing focus on the inclusivity of the market only adds to the significance of considering the needs of a wider range of consumers and creating the strategies to offer them to the heterogeneous groups (Roy, 2025). Personalized marketing has acquired significant popularity in this regard as a form of content delivery and customer experience improvement. With the help of consumer data and advanced analytics, personalized marketing plans will enhance interaction, generate a desire to buy, and establish brand loyalty (Chandra et al., 2022; Tong et al., 2020; Madarász, 2021).

Companies are still struggling to comprehend consumer behaviors in various socio-demographic categories in the digital realms. The current literature tends to study consumer behavior, socio-demographic variables, and digital marketing separately and rarely incorporates these dimensions. Besides, data-driven insights into the use of demographic-based segmentation in social media marketing situations are absent (Hellemans et al., 2022). The gap also makes it clear that empirical research involving a combination of these factors is required to gain more insight into the nature of consumer behavior in digitally empowered, diverse marketplaces (Figure 1) better.

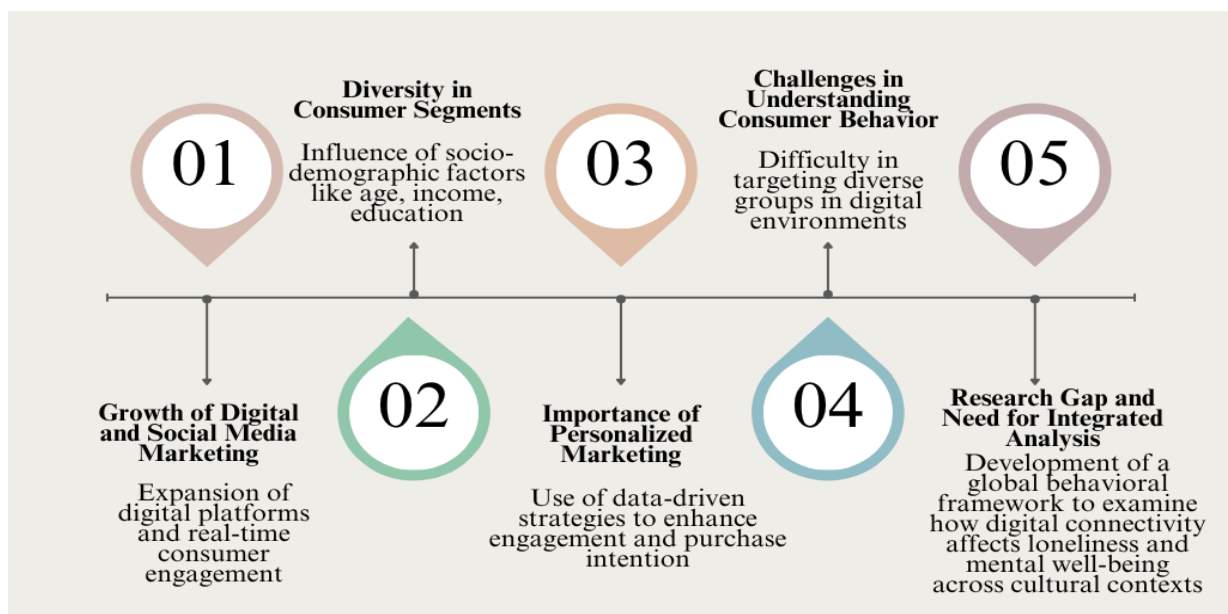


Figure 1: Conceptual Flow of Digital Marketing and Consumer Behavior Analysis

The flowchart illustrates the progression from digital marketing growth to consumer diversity, emphasizing personalization, associated challenges, and the identified research gap. It highlights the need for integrated, data-driven approaches to better understand consumer behavior in diverse digital environments.

Research Objectives

1. To examine the impact of digital and social media marketing activities on consumer purchasing behavior in online environments
2. To analyze the influence of socio-demographic factors (such as age, income, education, and

occupation) on consumer engagement and decision-making processes in digital platforms

3. To develop a data-driven understanding of how personalized and targeted marketing strategies affect consumer responses across different socio-demographic segments

2. Literature Review

2.1 Consumer Behavior in Digital Environments

The digital landscape has posed a substantial change in consumer behavior because of the growing use of online platforms in the search and purchase of information. The consumers in the era of digital technology participate in non-linear and multi-faceted decision-making as they are constantly exposed to online review, recommendations, and social activities that influence their likes and dislikes (Saura et al., 2020). In contrast to the traditional models, the digital consumer journeys are represented by the presence of several feedback loops, which enables the consumer to reevaluate his or her decision at various points.

Trust, perceived risk and availability of information are the factors which have a strong influence on the online decision-making process. Research shows that when consumers think that digital channels are dependable and open (honest), they are more likely to make a purchase choice (Lăzăroiu et al., 2020). Moreover, online touchpoints, such as websites, mobile applications, and social networks, are vital in the determination of experiences of consumers. These touchpoints are prominent areas of interaction, which affect consciousness, perception, and ultimate purchase (Dominique-Ferreira et al., 2021). The combination of these elements with one another highlights the importance of consumer behaviour research in the digital mediated environment.

2.2 Social Media Marketing Influence

Online marketing has now become a central position in the existing marketing techniques with a significant impact on consumer attitudes and behaviors. Influencer marketing, in which persons with existing credibility market products and services to their followers, is one of the most noticeable elements of social media marketing. Influencer recommendations can be viewed as more genuine and reliable by consumers and, therefore, increase their power as a motivator to buy products. Moreover, content exposure that relies on algorithms is an important issue that determines the consumer experience in social media platforms. Algorithms interpret the user behavior and provide user with

more personalized content making the marketing messages more relevant and enhancing the engagement level. This is a niche strategy that helps businesses to target particular audiences with better efficiency to improve the effectiveness of marketing. Likes, shares, comments, and click-through rates are examples of engagement metrics that are commonly used to determine the success of social media marketing initiatives. These measures offer data about the interaction of consumers and assist organizations in streamlining their marketing activities (Yadav and Rahman, 2018). The increased value of social media marketing provides the importance of social media marketing as an important consumer engagement and loyalty driver in the digital environment.

2.3 Socio-Demographic Segmentation

The socio-demographic segmentation is necessary in the study of the differences in consumer behavior among various groupings in terms of the population. In fact, age, income, education, and occupation are the factors that have a significant influence when it comes to consumer preferences, buying capacity and utilization of online platforms. The variables conceptualize consumer decoding of the marketing messages and interaction with the digital content (Sovacool et al., 2018).

The emergence of the new data analytics has enabled the utilization of a more detailed type of segmentation, which is the integration of demographic and behavioral data. These methods complement the precision of consumer profiling and enable the establishment of a specific marketing strategy by the organizations (Rajagukguk & Sofyan, 2025). Also, population segmentation practices can be used to identify specific groups of consumers, and then to offer products to the smaller groups, then to the larger groups, it is possible to modify products to meet their unique requirements (Scheufele et al., 2022).

The observed behavioral variations in socio-demographic groups demonstrate the need to implement a data-driven segmentation strategy. This knowledge of these differences will allow organizations to create better and more customized marketing approaches, which appeal to various groups of consumers.

2.4 Theoretical Framework

The concepts that guide the theoretical background of this study include the Theory of Planned Behavior (TPB) and the Consumer Engagement Theory. According to the Theory of Planned Behavior,

behavioral intentions determine the behavior of an individual, where attitudes, subjective norms, and perceptions of behavioral control have an impact on it (Conner, 2020). The framework is commonly used in the marketing research to describe how the perceptions of consumers and external factors influence decisions in online contexts (Cheng, 2019). As a supplement to TPB, Consumer Engagement Theory is concerned with interactions between consumers and brands, but it has cognitive, emotional, and behavioral aspects of the engagement. Engagement is regarded in digital settings as a decisive factor in long-term relationships and brand loyalty because it indicates the rate of consumer interest in a brand (Hollebeek et al., 2023). Such a theoretical perspective combination provides an overall picture of how the socio-demographic variables and digital marketing strategies interactively influence consumer behaviour.

3. Methodology

3.1 Research Design

The research design applied in the study is quantitative as it focuses on measuring the impact of the digital and social media marketing in the consumer behavior of different socio-demographic groups. The quantitative approach would be appropriate as well since it would enable objective measuring and statistical analysis of the relationships between variables. It is a cross-sectional study which is based on secondary data in which case one can determine the trends and correlation between marketing exposure and consumer responses within a particular set of data.

3.2 Data Source and Description

The information employed in the study is a structured secondary survey containing information on consumer behavior and interaction with social media. The variables in the dataset include the exposure to the adverts, influence of social media, purchase decisions, and socio-demographic information, including age, sex, income, education, occupation. Such behavioural-demographic combination provides an opportunity to perform one complete analysis of the disposition of different groups of consumers to digital marketing tactics (Dumlao, 2025).

3.3 Variable Measurement

In this study, there are variables that can be categorized as dependent variables, independent variables and control variables. Consumer behavior

is the dependent variable that is in terms of purchase decision and the level of involvement. Social media marketing influence, exposure to advertisement and customized marketing content are regarded as independent variables. The socio-demographic factors such as age, gender, income, education and occupation have been taken as the control variables to explain the differences in responses of consumers. All variables are operationalized based on the representation of the variables in the dataset to bring consistency and accuracy to the analysis.

3.4 Data Analysis Techniques

The research utilizes various statistical methods in order to compute the data and to attain the aim of the research. The demographic characteristics and general behavioral trends are summarized with the help of descriptive statistics. Correlation analysis is to be performed to investigate the relationships between variables whereas multiple regression analysis will be used to establish the effect of digital marketing factors on consumer behavior. Also, the analysis of variance (ANOVA) is applied to determine any meaningful differences among socio-demographic groups. To improve the rigor of the analytical process, more complex methods can be used, including Structural Equation Modeling (SEM), to analyze complex relationships between constructs.

3.5 Reliability, Validity, and Ethical Considerations

In order to make the findings robust the reliability and validity tests are carried out. The Cronbach alpha is used to assess internal consistency of the variables whereas the factor analysis is used to assess the construct validity. The research is conducted in accordance with the ethical standards of research since no personal data involving any identifiable information was used in the research. The analysis is always carried out purely on the academic grounds and the transparency and integrity of the research process is maintained.

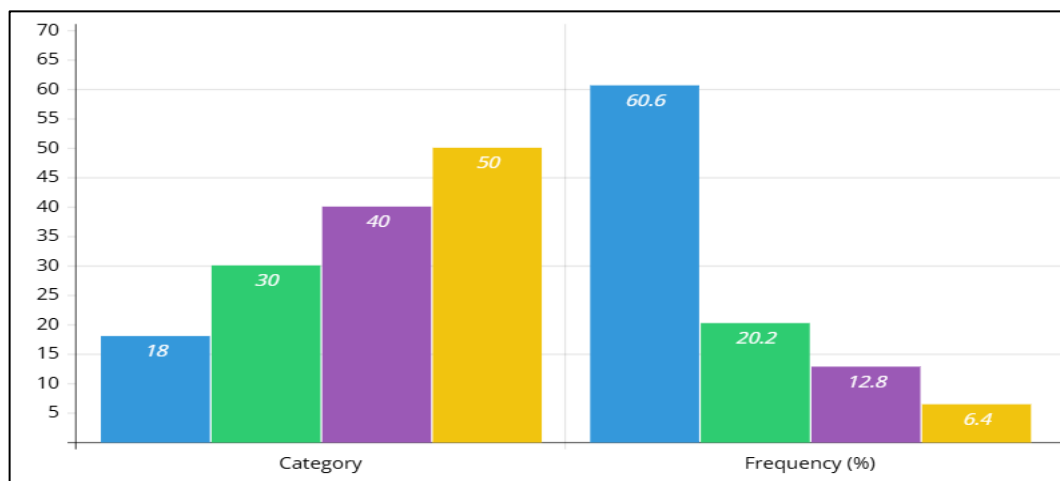
4. Results

4.1 Descriptive Statistics

Table 1 shows the demographic data of the respondents. This sample will have 94 respondents, and most of them fall within the age 18-29 (60.6) and 30-39 (20.2) as demonstrated in Figure 2. The sample is dominated by female respondents (69.1%). As far as education is concerned, the majority of the respondents are higher educated (54.3%), and 47.9% are lowest income earner.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency (%)
Age	18-29	60.6
	30-39	20.2
	40-49	12.8
	50+	6.4
Gender	Male	30.9
	Female	69.1
Education	Fundamental	8.5
	Secondary	37.2
	Higher	54.3
Occupation	Student	34.0
	Salaried	41.5
	Self-employed	24.5
Income	≤1 Minimum Wage	47.9
	>1 Minimum Wage	52.1

**Figure 2: Age Distribution of Respondents in the Study**

The chart illustrates the distribution of respondents across different age groups, with the majority belonging to the 18-29 category (60.6%). Participation decreases progressively with age, indicating stronger engagement of younger individuals in digital and social media environments.

The summary of the variables of consumer perception is provided in Table 2 with a great degree of agreement with statements that are related to social media influence and online reviews.

Table 2: Descriptive Statistics of Key Variables

Variable	Mean	Std. Dev
Social media strengthens local commerce	5.64	1.12
Local stores should use social media	5.44	1.18
Consider online reviews before purchase	5.28	1.25
Trust influencer recommendations	2.81	1.34

4.2 Reliability Analysis

Reliability of the constructs was tested with the help of Cronbach alpha as revealed in Table 3. All of the constructs depict acceptable to high internal

consistency and influence exerted by influencers is considered to have the highest degree of reliability (0.883) as shown in Figure 3.

Table 3: Reliability Analysis

Construct	Cronbach's Alpha
Algorithm/Personalization	0.861
Influencer Influence	0.883
Online Consumer Behavior	0.804
Local Commerce Perception	0.624

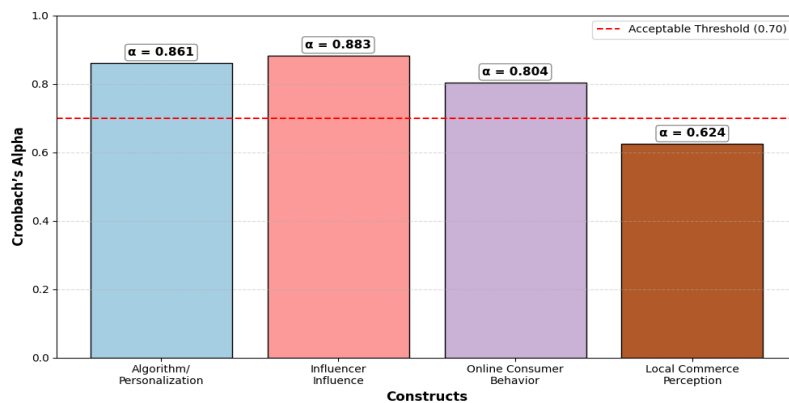


Figure 3: Reliability Analysis of Study Constructs Using Cronbach's Alpha

The chart shows that most constructs exceed the acceptable reliability threshold (0.70), indicating strong internal consistency. Influencer influence and personalization demonstrate the highest reliability, while local commerce perception falls slightly below, suggesting moderate but acceptable consistency.

Table 4 of the correlation is presented. The moderate positive association with consumer behavior is shown with personalization according to algorithms ($r = 0.519$) and the influencer influence also presents the less strong but existing positive correlation ($r = 0.405$). Figure 4 shows that the online behavior and consumer behavior have the highest correlation ($r = 0.906$).

4.3 Correlation Analysis

Table 4: Correlation Matrix

Variables	Consumer Behavior	Personalization	Influencer
Consumer Behavior	1.000	0.519	0.405
Personalization	0.519	1.000	0.432
Influencer	0.405	0.432	1.000

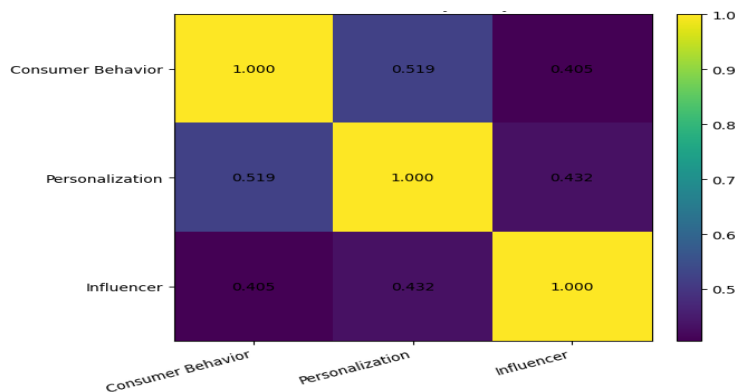


Figure 4: Correlation Matrix of Consumer Behavior, Personalization, and Influencer Factors

The matrix shows positive relationships among all variables, with personalization exhibiting the strongest correlation with consumer behavior (0.519). Influencer impact is comparatively weaker, indicating that personalized marketing strategies have a more significant role in shaping consumer decisions.

4.4 Multiple Regression Analysis

Table 5 presents the regression findings. The model not only is statistically significant ($p < 0.001$) but also its accounts 40 percent of the variance ($R^2 = 0.400$) in consumer behavior as Figure 5 demonstrates.

Table 5: Regression Results

Variable	Beta (β)	p-value
Personalization	0.248	0.000
Influencer	0.056	0.331
Age (18-29)	1.014	0.020
Age (30-39)	0.858	0.049
Gender	0.112	0.257

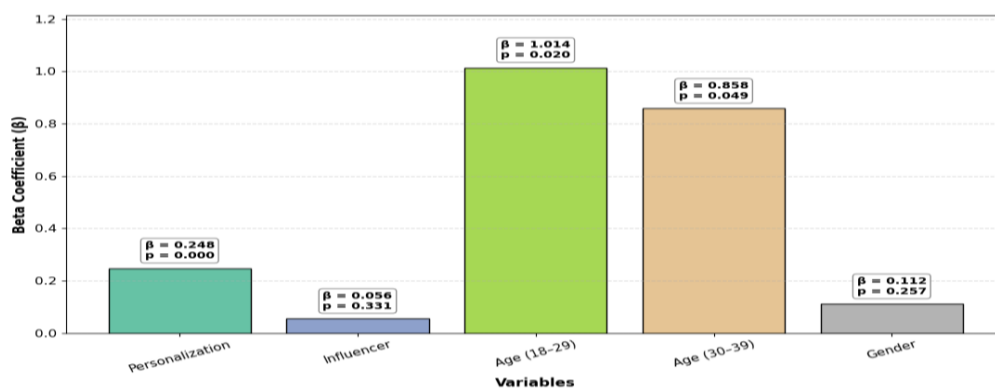


Figure 5: Regression Analysis of Factors Influencing Consumer Behavior

The regression results indicate that age groups (18-29 and 30-39) significantly influence consumer behavior, while personalization shows a moderate effect. Influencer and gender variables are statistically insignificant, highlighting the stronger role of demographic and personalized factors.

4.5 Purchase Behavior Model

Table 6 shows a second model that discusses the purchase behavior following the exposure to the advertisements. The model is an explanation of 53 percent variance ($R^2 = 0.530$).

Table 6: Purchase Behavior Model

Variable	Beta (β)	p-value
Personalization	0.163	0.000
Influencer	0.068	0.032

4.6 ANOVA Analysis

The results of the ANOVA are presented in Table 7. The age difference is found to be almost significant ($p = 0.058$), and the other demographic variables are not significant.

Table 7: ANOVA Results

Variable	F-value	p-value
Age	2.371	0.058
Gender	1.284	0.257
Education	1.212	0.300
Occupation	1.789	0.165
Income	0.231	0.877

5. Discussion

The result of this study gives some important insights on how digital and social media marketing influences consumer behavior in terms of socio-demographic groups. The findings show that artificial personalization introduced by algorithms is the strongest force in influencing consumer behavior, which outlines the influence of influencer marketing. The result is consistent with previous studies that indicate that customized digital experiences promote consumer engagement through the provision of relevant and personalized content (Saura et al., 2020). The positive correlation between personalization and consumer behavior is overwhelming, which argues that consumers tend to react better to marketing messages that address their preferences and browsing behavior.

The findings also indicate that influencer marketing, in as much as it is positively related to purchase behavior, does not have a significant impact on consumer behavior when other variables are held constant. This result is contrary to the previous literature that focused on the high importance of influencer marketing on customer loyalty and engagement (Yadav and Rahman, 2018). One of the reasons could be that contemporary consumers are becoming increasingly skeptical of the content of influencers and trust personalized suggestions and peer feedback more than endorsements. The change emphasizes the change in digital consumer behavior and the increased significance of authenticity and relevance in marketing approaches.

The socio-demographic factors, particularly the age were also claimed to be the influential factors influencing consumer behavior. The younger generation of consumers aged between 18-39 years was more involved and responsive to the digital marketing means. This observation aligns with the current body of evidence showing that younger people are more digital, and they tend to engage in online content more often (Sovacool et al., 2018). Nonetheless, that was not the case with other demographic characteristics like income, education, and occupation, which implied that digital marketing might be more universal in its appeal to these demographics. This helps to embrace the idea that behavioral and technological aspects can be more dominant than conventional demographics in digital space (Rajagukguk & Sofyan, 2025).

The paper also defines the significance of digital touchpoints and online consumer experiences in determining the purchasing choices. The online review and social media presence were greatly accepted by the consumers, which validates the

impact of trust and information clarity on online decision-making (Lăzăroiu et al., 2020). One of the elements that have been singled out as contributing to improved customer engagement and loyalty is effective management of digital touchpoints (Dominique-Ferreira et al., 2021; Nanta et al., 2025). Moreover, when several digital touchpoints are integrated, it leads to a smooth consumer experience and an enhanced chance of converting to a purchase and creating a long-lasting relationship (Sahara and Windasari, 2022).

In theoretical terms, the results may be used to support the relevance of the Theory of Planned Behavior (TPB) in its application to describe consumer behavior in digital settings. Consumer attitudes and behavioral intentions are the primary elements of the TPB, and they can be associated with the influence of personalized content and perceived relevance (Conner, 2020; Cheng, 2019). Also, the findings are correlated with Consumer Engagement Theory as the more the level of interaction and engagement, the more the purchase behavior. The multidimensional concept of engagement has an important role in enhancing consumer-brand relationships in online settings (Hollebeek et al., 2023).

The study has contributed to the existing literature in that it provides a factual understanding of how the digital marketing strategies interact with the socio-demographic factors in developing consumer behavior. It is based on the existing researches and demonstrates that digital engagement mechanisms and personalization impact consumer responses more significantly than traditional demographic variables. The results underscore the need by businesses to adopt advanced analytics of data and tailored marketing campaigns in an attempt to make businesses reach and sell to consumers in the most difficult digitally competitive marketplaces.

6. Conclusion

The current paper offers an in-depth examination of consumer behavior as it applies to digital and social media marketing with specific reference to socio-demographic factors. The results indicate that the role of algorithm-based personalization is critical in influencing consumer interactions and buying behaviour, which is superior to a conventional influencer-based marketing plan. Although influencer marketing helps in creating awareness to consumers, its effect is less than the personalized content depending on the specific preferences of the consumer. Another aspect that was noted by the study is that younger consumers are more

responsive to digital marketing initiatives which means that age should be another demographic factor. The other socio-demographic factors however, including income, education, career were observed to play a minor role and the trend altered to behavior-driven and not merely demographic-based segmentation. Also, the significance of online reviews and perceived trust as well as the need of digital touchpoints supports the importance of the interactive and transparent digital environment in consumer decision making. Theoretically, the results indicate that the Theory of Planned Behavior and Consumer Engagement Theory should be applicable in explaining the actions of digital consumers. On the whole, this research study adds to the rising list of knowledge because it has focused on the importance of utilizing data-driven, customized marketing techniques, which can help businesses to properly address various consumer groups in a rapidly evolving online market.

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