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A Study on the Impact of Digital Marketing Strategies on Consumer Behaviour and Customer Loyalty

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ABSTRACT

Digital channels now sit at the centre of how firms attract, persuade and retain customers. This study examines how five digital marketing strategies (social media marketing, email marketing, content marketing, personalisation and influencer marketing) relate to consumer behaviour and customer loyalty. A structured questionnaire framework with five-point Likert scales was analysed for 200 respondents using Microsoft Excel. Chi-square tests examined associations between demographic variables and digital marketing outcomes, one-way ANOVA compared loyalty and consumer behaviour across groups, and simple and multiple linear regression measured the effect of strategies on loyalty.

Results show that age group is significantly associated with being influenced by digital marketing ($\chi^2 = 14.75$, $df = 3$, $p = .002$, Cramér's $V = .27$), while gender is not associated with preferred channel ($\chi^2 = 3.65$, $p = .302$). Loyalty differs significantly across preferred channels ($F(3,196) = 2.87$, $p = .038$), but consumer behaviour does not differ by age ($F(3,196) = 0.89$, $p = .447$). The five strategies jointly explain 42.9% of the variance in loyalty ($R^2 = .429$, $F(5,194) = 29.13$, $p < .001$); personalisation ($\beta = .42$), content marketing ($\beta = .33$), social media marketing ($\beta = .32$) and email marketing ($\beta = .29$) are significant predictors, whereas influencer marketing is not ($p = .528$). Consumer behaviour alone explains 26.1% of loyalty ($\beta = .51$, $p < .001$). The paper closes with strategic recommendations for marketers.

Keywords: digital marketing, consumer behaviour, customer loyalty, personalisation, social media marketing, regression analysis

1. Introduction

Marketing has shifted from one-way mass communication to interactive, data-driven engagement. Kotler and Keller (2016) describe marketing as the process of creating, communicating and delivering value to customers, and digital technologies have changed every stage of that process. Kannan and Li (2017) define digital marketing as an adaptive, technology-enabled process through which firms collaborate with customers and partners to co-create, communicate, deliver and sustain value. Social platforms, email automation, search advertising, content hubs and creator partnerships let firms reach narrowly defined audiences at low cost and measure the response almost immediately.

For firms, the commercial question is not only whether digital campaigns generate attention but whether they change how customers decide and whether they build the repeat, committed relationships on which profitability depends. Reichheld and Scheffer (2000) argued that online, loyalty is the critical driver of profit because acquisition costs are high and switching costs are low. Understanding which digital strategies actually build loyalty is therefore a core issue in business strategy and marketing technique.

1.2 Problem Statement

Firms invest heavily in several digital tools at once, often without evidence on which ones influence consumer behaviour and which convert that influence into loyalty. Budgets are frequently allocated by fashion or by vanity metrics (likes, impressions) rather than by relationship outcomes. This study addresses the gap by testing the relative contribution of five digital strategies to customer loyalty and examining whether consumer demographics shape exposure and response.

1.3 Objectives

1. To profile respondents and their preferred digital marketing channels.

2. To examine the association between demographic variables (age, gender) and digital marketing influence and channel preference.
3. To test whether customer loyalty and consumer behaviour differ across channel and age groups.
4. To measure the combined and individual effect of five digital marketing strategies on customer loyalty.
5. To measure the effect of consumer behaviour on customer loyalty.
6. To suggest strategies firms can use to improve loyalty through digital marketing.

1.4 Significance

The study offers practical guidance to marketing managers on where to place budgets, and it adds a worked, replicable example of using Excel for hypothesis testing, which is useful to students and small businesses that lack specialist statistical software.

2. Review of Literature and Conceptual Framework

2.1 Digital marketing strategies

Social media marketing. Kaplan and Haenlein (2010) characterise social media as internet-based applications built on Web 2.0 that allow the creation and exchange of user-generated content. Vinerean et al. (2013) report that social media marketing shapes awareness, attitudes and purchase intention among online consumers. Hennig-Thurau et al. (2004) show that electronic word of mouth is a powerful motive for consumer communication, which explains why social platforms amplify brand messages.

Email marketing. Email remains a direct, permission-based and low-cost channel. Chaffey and Ellis-Chadwick (2019) note that triggered and segmented emails support retention because they reach customers who have already opted in to a relationship with the brand.

Content marketing. Content marketing builds trust by supplying useful, relevant material rather than overt sales messages. Pulizzi (2012) describes storytelling as the engine of this approach, which develops brand credibility over time.

Personalisation. Ansari and Mela (2003) show that tailoring email content and layout to individual preferences raises response and visits. Personalisation signals that the firm understands the customer, which supports satisfaction and repeat purchase.

Influencer marketing. Freberg et al. (2011) describe social media influencers as a new type of independent third-party endorser who shapes audience attitudes through their own content. Credibility and fit between influencer and brand determine whether endorsement translates into commitment.

2.2 Consumer behaviour

Consumer behaviour covers the processes by which individuals search for, evaluate, select and use products. Ajzen (1991) explains that behaviour follows intention, which in turn depends on attitude, subjective norms and perceived control. Digital touchpoints influence all three, and Lemon and Verhoef (2016) show that customer experience unfolds across a journey of pre-purchase, purchase and post-purchase touchpoints in which digital channels play a growing role.

2.3 Customer loyalty

Oliver (1999) defines loyalty as a deeply held commitment to rebuy or re-patronise a preferred product consistently in the future, despite situational influences and marketing efforts that could cause switching. Loyalty therefore has attitudinal and behavioural components. Dwivedi et al. (2021) highlight that digital and social media marketing research is moving from channel metrics toward engagement, experience and relationship outcomes.

2.4 Research gap

Prior work often studies one channel in isolation, or links digital marketing to purchase intention instead of loyalty. Few studies compare five strategies in a single model while also testing demographic differences. This paper fills that gap with an integrated, Excel-replicable design.

Note for finalisation: the separate ten-study literature table you prepared can be inserted here as Table 1, with the thematic paragraphs above used as the narrative around it.

2.5 Conceptual framework

Independent variables: Social Media Marketing (SMM), Email Marketing (EM), Content Marketing (CM), Personalisation (PZ), Influencer Marketing (IM). Mediating or related variable: Consumer Behaviour (CB). Dependent variable: Customer Loyalty (CL). Demographic variables (age group, gender) and preferred channel act as grouping factors.

3. Hypotheses

Code	Hypothesis (stated in alternative form)	Technique
H1	Age group is associated with being influenced by digital marketing	Chi-square
H2	Gender is associated with preferred digital channel	Chi-square
H3	Customer loyalty differs by preferred digital channel	One-way ANOVA
H4	Consumer behaviour differs by age group	One-way ANOVA
H5	Digital marketing strategies jointly affect customer loyalty	Multiple regression
H6	Consumer behaviour affects customer loyalty	Simple regression

Each null hypothesis states no association, no difference or no effect. All tests use $\alpha = 0.05$.

4. Research Methodology

4.1 Research design

The study uses a descriptive and causal-explanatory, quantitative, cross-sectional design based on a structured questionnaire.

4.2 Sample and data

The dataset contains 200 respondents, evenly split by gender (100 male, 100 female). Respondents fall into four age groups and four preferred channels. The data in this draft are simulated for demonstration (see the data note at the top). In a live study, a convenience or stratified sampling approach with an online questionnaire would be used, and the sample size can be justified by the rule of at least 10 to 20 observations per predictor (Hair et al., 2019).

4.3 Measurement

The five strategy constructs, consumer behaviour and customer loyalty are each measured as a composite score, the mean of several five-point Likert items (1 = strongly disagree, 5 = strongly agree). Three categorical variables were recorded: gender, age group, and preferred channel, plus a Yes/No item on whether the respondent has been influenced by digital marketing. For a real survey, report Cronbach's alpha for each scale (a value of 0.70 or above is conventionally acceptable).

4.4 Statistical tools

All analysis was carried out in Microsoft Excel using live formulas.

Technique	Purpose	Excel functions
Frequencies, mean, SD	Describe sample and variables	COUNTIFS, AVERAGE, STDEV.S
Pearson correlation	Relationships among variables	CORREL
Chi-square test of independence	Association between two categorical variables	CHISQ.TEST, CHISQ.DIST.RT
One-way ANOVA	Compare group means	Data Analysis ToolPak (Anova: Single Factor), F.DIST.RT
Linear regression	Effect of predictors on loyalty	LINEST, Regression tool

Cramér's V and eta squared were computed as effect sizes. The workbook results were independently re-computed in Python and matched to the displayed precision.

5. Data Analysis and Interpretation

5.1 Respondent profile

Table 2: Demographic profile (N = 200)

Variable	Category	Frequency	Percent
Gender	Male	100	50.0
Gender	Female	100	50.0
Age group	18 to 25	68	34.0
Age group	26 to 35	65	32.5
Age group	36 to 45	42	21.0
Age group	46 and above	25	12.5
Preferred channel	Social Media	73	36.5
Preferred channel	Email	35	17.5
Preferred channel	Search Ads	53	26.5
Preferred channel	Influencer	39	19.5

Interpretation. The sample is gender-balanced and young: two-thirds of respondents are 35 or under. Social media is the most preferred channel (36.5%), followed by search ads (26.5%). Overall, 138 of 200 respondents (69%) report being influenced by digital marketing.

5.2 Descriptive statistics

Table 3: Descriptive statistics (five-point scale)

Variable	N	Mean	Std. Dev	Min	Max
Social Media Marketing	200	3.77	0.69	1.25	5.00
Email Marketing	200	3.43	0.69	1.56	5.00
Content Marketing	200	3.57	0.73	1.66	5.00
Personalisation	200	3.64	0.74	1.57	5.00
Influencer Marketing	200	3.19	0.83	1.25	5.00
Consumer Behaviour	200	3.65	0.50	2.17	4.84
Customer Loyalty	200	4.01	0.45	2.91	5.00

Interpretation. Every strategy is rated above the scale midpoint of 3. Social media marketing has the highest mean (3.77) and influencer marketing the lowest (3.19), with the widest spread (SD = 0.83), meaning opinions on influencers are the most divided. Customer loyalty is the highest-scoring construct (mean 4.01) with the smallest spread, indicating generally strong loyalty.

5.3 Correlation analysis

Table 4: Pearson correlations with Customer Loyalty and Consumer Behaviour

Variable	With Customer Loyalty	With Consumer Behaviour
Social Media Marketing	.284	.267
Email Marketing	.301	.233
Content Marketing	.248	.208

Variable	With Customer Loyalty	With Consumer Behaviour
Personalisation	.391	.336
Influencer Marketing	.042	.200
Consumer Behaviour	.511	1

Interpretation. Personalisation has the strongest link to loyalty ($r = .39$) among the strategies, and consumer behaviour has the strongest overall ($r = .51$). Influencer marketing is almost unrelated to loyalty ($r = .04$) although it correlates modestly with consumer behaviour ($r = .20$). Correlations among the five strategies are close to zero (largest absolute value .11), so the predictors overlap very little.

5.4 Chi-square tests

Test 1: Age group and being influenced by digital marketing (H1)

Table 5: Observed frequencies

Age group	Influenced: Yes	Influenced: No	Total	% Yes
18 to 25	54	14	68	79.4
26 to 35	49	16	65	75.4
36 to 45	24	18	42	57.1
46 and above	11	14	25	44.0
Total	138	62	200	69.0

Chi-square statistic $\chi^2 = \Sigma(O - E)^2/E = 14.750$, $df = (4 - 1)(2 - 1) = 3$, critical value at 5% = 7.815, $p = 0.0020$, Cramér's $V = 0.272$.

Decision: Reject H_0 . **Interpretation:** There is a statistically significant association between age and being influenced by digital marketing, with a small-to-moderate effect size. The share influenced falls steadily with age, from 79% among 18 to 25 year olds to 44% among those 46 and above. All expected counts exceed 5, so the test's assumption is met.

Test 2: Gender and preferred digital channel (H2)

Table 6: Observed frequencies

Gender	Social Media	Email	Search Ads	Influencer	Total
Male	41	17	21	21	100
Female	32	18	32	18	100
Total	73	35	53	39	200

$\chi^2 = 3.652$, $df = 3$, critical value = 7.815, $p = 0.302$, Cramér's $V = 0.135$.

Decision: Fail to reject H_0 . **Interpretation:** Gender is not significantly associated with preferred channel. Men lean slightly toward social media and women toward search ads, but the differences are within what chance would produce, so channel strategy need not be split by gender

5.5 One-way ANOVA

ANOVA 1: Customer loyalty by preferred channel (H3)

Table 7: Group means

Preferred channel	n	Mean loyalty	Variance
Social Media	73	4.030	0.219
Email	35	4.168	0.234
Search Ads	53	3.965	0.177
Influencer	39	3.877	0.147

Table 8: ANOVA summary

Source	SS	df	MS	F	p-value
Between groups	1.694	3	0.5645	2.870	0.0376
Within groups	38.552	196	0.1967		
Total	40.246	199			

F critical (3, 196) at 5% = 2.651; eta squared = 0.042. **Decision:** Reject H0. **Interpretation:** Mean loyalty is not the same across all channel groups, although the effect is small (channel preference explains about 4% of loyalty variance). Levene's test indicates equal variances ($p = .169$), supporting the ANOVA assumption. A Tukey HSD post-hoc test shows the only significant pairwise gap is between **Email** and **Influencer** users (mean difference 0.29, $p = .027$); other pairs are not significantly different.

ANOVA 2: Consumer behaviour by age group (H4)

Table 9: Group means and ANOVA

Age group	n	Mean CB	Variance
18 to 25	68	3.718	0.272
26 to 35	65	3.647	0.295
36 to 45	42	3.562	0.195
46 and above	25	3.619	0.156

Between groups SS = 0.666 (df 3), within groups SS = 48.812 (df 196), **F = 0.891**, **p = 0.447**, eta squared = 0.013. **Decision:** Fail to reject H0. **Interpretation:** Consumer behaviour scores are statistically similar across age groups. Although younger respondents are more *influenced* by digital marketing (Test 1), their overall behaviour score does not differ meaningfully from older groups.

5.6 Regression analysis

Model 1: Multiple linear regression (H5)

$$CL = \beta_0 + \beta_1(SMM) + \beta_2(EM) + \beta_3(CM) + \beta_4(PZ) + \beta_5(IM) + \varepsilon$$

Table 10: Model summary

Statistic	Value
Multiple R	0.655
R ²	0.429

Statistic	Value
Adjusted R ²	0.414
Std. error of estimate	0.344
F (5, 194)	29.126
Significance F	< 0.001 (5.4×10^{-22})

Table 11: Coefficients

Predictor	B	Std. Error	Std. Beta	t	p-value	95% CI
Intercept	0.838	0.280		2.99	.003	0.284 to 1.391
Social Media Marketing	0.212	0.036	.324	5.92	< .001	0.141 to 0.282
Email Marketing	0.190	0.035	.292	5.37	< .001	0.120 to 0.259
Content Marketing	0.206	0.034	.332	6.04	< .001	0.139 to 0.273
Personalisation	0.255	0.033	.422	7.70	< .001	0.190 to 0.321
Influencer Marketing	0.019	0.030	.035	0.63	.528	−0.040 to 0.077

Interpretation. The model is significant: together the five strategies explain 42.9% of the variation in customer loyalty (41.4% after adjusting for the number of predictors). Holding the other strategies constant, a one-point rise in personalisation raises loyalty by 0.26 points, in social media marketing by 0.21, in content marketing by 0.21 and in email marketing by 0.19. Judged by standardised betas, personalisation (.42) is the strongest driver, followed by content (.33), social media (.32) and email (.29). Influencer marketing has no significant independent effect ($B = 0.02$, $p = .528$). Diagnostics are satisfactory: variance inflation factors lie between 1.01 and 1.03 (no multicollinearity), the Durbin-Watson statistic is 2.05 (no autocorrelation) and residuals are normally distributed (Shapiro-Wilk $p = .94$).

Fitted equation: $CL = 0.838 + 0.212 SMM + 0.190 EM + 0.206 CM + 0.255 PZ + 0.019 IM$

Model 2: Simple linear regression (H6)

$CL = 2.326 + 0.461 (CB)$

Table 12: Model 2 results

Statistic	Value
R	0.511
R ²	0.261
Adjusted R ²	0.257
F (1, 198)	69.936, $p < .001$
Slope B	0.461 (SE 0.055), $t = 8.36$, $p < .001$
95% CI for slope	0.352 to 0.569

Interpretation. Consumer behaviour has a significant positive effect on loyalty: each one-point improvement in the consumer behaviour score is associated with a 0.46-point rise in loyalty, and it explains 26.1% of loyalty variation. The association is large by Cohen's (1988) conventions for correlation ($r \geq .50$).

5.7 Summary of hypothesis tests

Table 13: Decision table ($\alpha = 0.05$)

Hypothesis	Test	Statistic	df	p-value	Decision
H1 Age and influence	Chi-square	14.750	3	.0020	Supported
H2 Gender and channel	Chi-square	3.652	3	.3016	Not supported
H3 Loyalty by channel	ANOVA	F = 2.870	3, 196	.0376	Supported
H4 Behaviour by age	ANOVA	F = 0.891	3, 196	.4467	Not supported
H5 Strategies and loyalty	Multiple regression	F = 29.126	5, 194	< .001	Supported
H6 Behaviour and loyalty	Simple regression	F = 69.936	1, 198	< .001	Supported

6. Discussion

Four main findings emerge. First, **personalisation is the strongest loyalty driver**, consistent with Ansari and Mela (2003), who show that tailoring raises customer response. Customers who feel individually recognised appear more committed. Second, **content, social media and email marketing each contribute independently and by similar amounts**, so loyalty is built by a mix of channels rather than a single one. This fits the view of Lemon and Verhoef (2016) that experience is cumulative across the customer journey.

Third, **influencer marketing does not significantly predict loyalty**, even though it relates modestly to consumer behaviour. A plausible reading, in line with Freberg et al. (2011), is that influencers generate attention and trial but not the sustained relationship that loyalty implies. This should be tested again with real data before any budget decision is taken. Fourth, **age shapes exposure but not overall behaviour**: younger people are far more likely to say they are influenced by digital marketing, yet behaviour scores do not differ across age groups, and gender does not affect channel choice.

The finding that about 43% of loyalty variance is explained leaves more than half unexplained. Product quality, price, service and brand image, none of which were measured, plausibly account for much of the remainder.

7. Findings, Suggestions and Managerial Implications

7.1 Key findings

- 69% of respondents report being influenced by digital marketing, with influence declining steadily with age.
- Age is significantly associated with digital influence; gender is not associated with channel preference.
- Loyalty differs across preferred channels, highest for email-preferring and lowest for influencer-preferring respondents.
- Five strategies jointly explain 42.9% of loyalty; four of the five are significant.
- Consumer behaviour explains 26.1% of loyalty on its own.

7.2 Suggestions

1. **Invest first in personalisation:** use purchase history, browsing data and preferences to tailor offers, recommendations and email content.
2. **Run an integrated mix:** keep social, email and content programmes active together, since each adds roughly 0.19 to 0.21 loyalty points per rating point.
3. **Reposition influencer spend:** treat influencers as an awareness and acquisition tool, and measure them on reach and trial rather than loyalty.
4. **Target by age, not gender:** younger segments respond more to digital persuasion, while older customers may need complementary traditional or assisted channels.
5. **Use email for retention:** email-preferring customers showed the highest average loyalty; use lifecycle and triggered messaging.
6. **Track behaviour metrics:** because consumer behaviour strongly predicts loyalty, monitor repeat purchase, engagement and advocacy as leading indicators.

8. Limitations and Scope for Further Research

- The dataset in this draft is simulated and must be replaced with real survey data; all conclusions here are illustrative until then.
- A cross-sectional design shows association, not proof of causation.
- Composite Likert scores are self-reported and subject to response bias; scale reliability should be reported.
- The model omits quality, price, trust, satisfaction and brand image.
- Four channel categories and four age bands limit detail; some age groups are small (46 and above, n = 25).

Future studies could use structural equation modelling to test consumer behaviour as a mediator, add a longitudinal design, compare industries, or include actual purchase data from loyalty programmes.

9. Conclusion

This study shows, within the analysed dataset, that digital marketing strategies jointly and significantly influence customer loyalty, with personalisation, content, social media and email marketing each making a meaningful contribution and influencer marketing adding little to loyalty. Age shapes how far people are influenced by digital marketing, while gender does not shape channel choice. Consumer behaviour is itself a strong predictor of loyalty. For managers, the lesson is to build loyalty through personalised, multi-channel relationship marketing instead of relying on attention-driven tactics alone. Replacing the illustrative data with primary survey data will turn these demonstrated results into evidence suitable for decision-making.

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Appendix: Excel Workbook Map

Sheet	Contents
Data	200 respondent rows; columns F to L are composite Likert scores
Descriptives	Frequency tables, mean/SD, Pearson correlation matrix

Sheet	Contents
ChiSquare	Test 1 (age $\times$ influence) and Test 2 (gender $\times$ channel), with expected counts and Cramér's V
ANOVA	Loyalty by channel; consumer behaviour by age group; eta squared
Regression	Model 1 (five strategies $\rightarrow$ loyalty) and Model 2 (behaviour $\rightarrow$ loyalty)
Summary	Hypothesis decision table linked to all results

To run the tests on your own data, replace rows 2 to 201 of the Data sheet with your responses in the same column order; every other sheet recalculates automatically. Verify the sources in the reference list against your library or Google Scholar before submission.

Graphs and Charts

The following graphs visualise the results reported in Section 5. Important: the underlying 200 responses are simulated and illustrative, not real survey responses. Replace them with actual survey data before submitting the study.

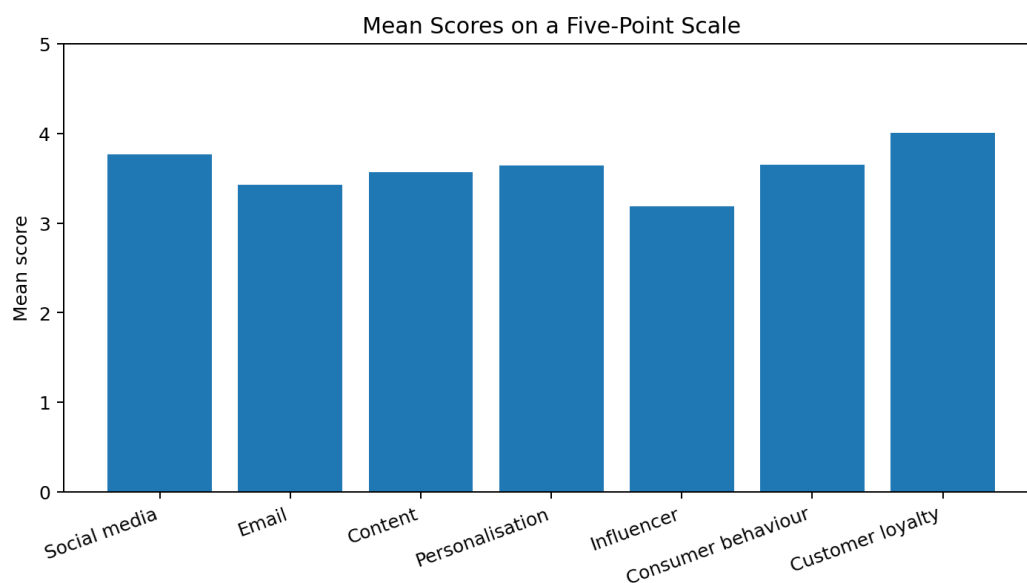


Figure 1. Mean ratings of digital marketing strategies and outcomes

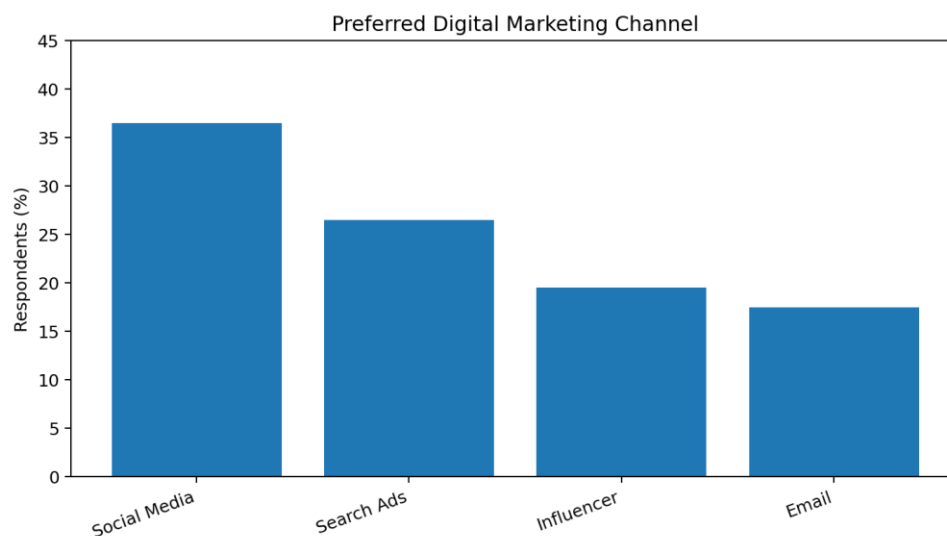


Figure 2. Preferred digital marketing channel

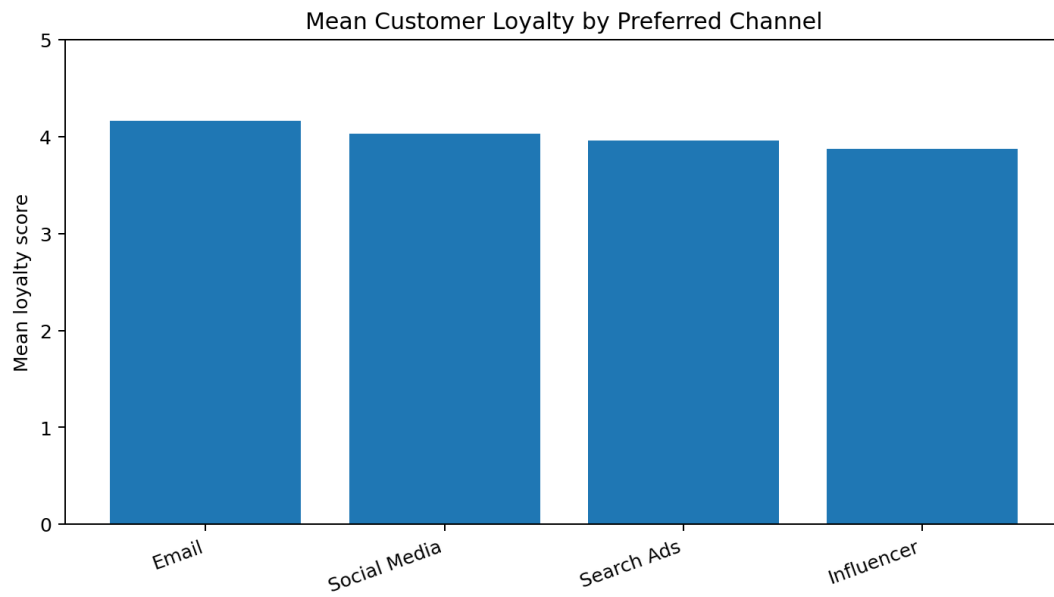


Figure 3. Average customer loyalty by preferred channel

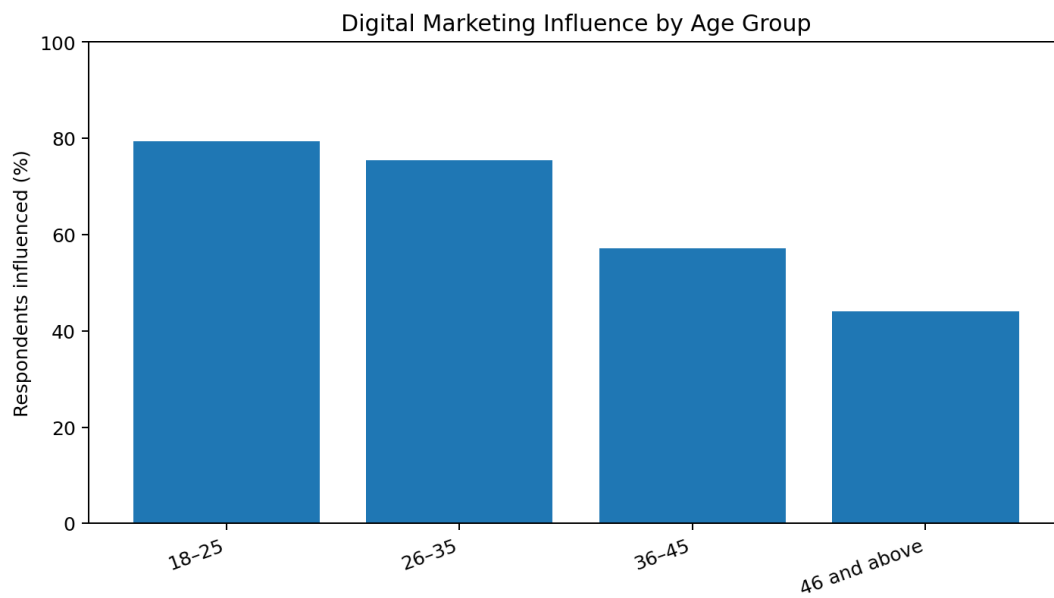


Figure 4. Percentage influenced by digital marketing by age group

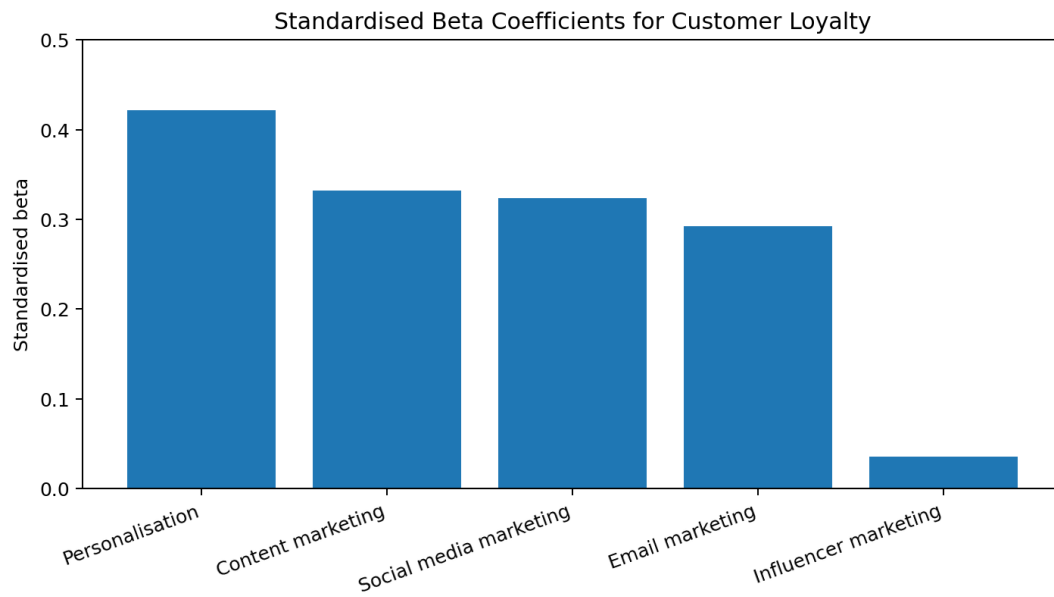


Figure 5. Standardised regression coefficients predicting customer loyalty

Note: Influencer marketing's coefficient is small and was not statistically significant ($p = .528$); the other four strategies were significant predictors in the reported model.