



The Influence Of Digital Marketing Strategies On E-Commerce Growth

Amit Kumar Singla*

*Assistant Professor, DAV College Bathinda, Email: amitsinglabharti@gmail.com

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ABSTRACT

Digital marketing has emerged as a pivotal force in driving growth within the e-commerce sector. This paper examines the transformative role of digital marketing strategies in enhancing online visibility, engaging consumers, and fostering sustainable business growth. With the integration of advanced technologies such as artificial intelligence, machine learning, and big data analytics, businesses are able to predict consumer behavior, personalize experiences, and optimize campaigns for maximum efficiency. The study delves into key strategies, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and content marketing, highlighting their effectiveness in addressing customer acquisition, retention, and conversion challenges. Furthermore, this research explores the evolving landscape of digital marketing, emphasizing its potential to overcome barriers and capitalize on opportunities within the competitive e-commerce environment. By analyzing current trends and practices, this study provides actionable insights for businesses aiming to leverage digital marketing as a cornerstone of their e-commerce success.

Keywords: Digital marketing, e-commerce growth, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, artificial intelligence (AI), machine learning (ML), customer engagement, brand visibility, data analytics.

Introduction

The digital revolution has fundamentally reshaped the way businesses operate, with e-commerce emerging as a cornerstone of modern commerce. The transition from traditional brick-and-mortar establishments to online platforms has created a hyper-competitive marketplace where businesses must continuously adapt to evolving consumer expectations and technological advancements. At the heart of this transformation lies digital marketing—a dynamic and multifaceted domain that empowers businesses to enhance their online presence, engage with customers, and drive sustainable growth.

Digital marketing encompasses a wide array of strategies and tools, including search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, content marketing, and social media campaigns. Unlike traditional marketing, digital marketing offers unparalleled precision and efficiency through data-driven insights, enabling businesses to tailor their strategies to specific target audiences. This personalized approach not only improves customer acquisition and retention but also fosters brand loyalty and advocacy. For e-commerce businesses, digital marketing is not merely an optional tool; it is an indispensable component of their growth strategy.

The e-commerce sector thrives on innovation and adaptability, and digital marketing provides the means to navigate its complexities. The integration of advanced technologies such as artificial intelligence (AI), machine learning (ML), and big data analytics has further enhanced the effectiveness of digital marketing efforts. These technologies enable businesses to analyze vast amounts of consumer data, predict buying behavior, and deliver highly personalized experiences. Moreover, the rise of mobile commerce, voice search, and augmented reality has added new dimensions to how businesses connect with their customers in the digital realm.

However, while digital marketing offers immense opportunities, it also presents unique challenges. Increasing customer acquisition costs, heightened competition, and evolving data privacy regulations are

some of the hurdles businesses face. In addition, the rapid pace of technological advancements demands continuous learning and adaptation, as strategies that succeed today may become obsolete tomorrow.

Digital marketing has revolutionized the landscape of modern commerce, emerging as a critical driver of growth in the e-commerce sector. In an era characterized by technological advancements and digital connectivity, businesses are increasingly leveraging innovative marketing strategies to enhance their online presence, engage with customers, and boost sales. The transition from traditional to digital marketing methods has not only expanded market reach but has also enabled businesses to tailor their approaches to meet the specific preferences and behaviors of diverse consumer segments.

E-commerce, a dynamic and rapidly evolving domain, thrives on the adaptability and effectiveness of digital marketing strategies. From search engine optimization (SEO) and pay-per-click advertising (PPC) to social media marketing and influencer partnerships, digital marketing tools empower businesses to navigate the complexities of the online marketplace. These strategies are particularly effective in addressing the challenges of customer acquisition, retention, and conversion by providing data-driven insights and measurable outcomes.

Moreover, the integration of advanced technologies such as artificial intelligence (AI), machine learning (ML), and big data analytics has further transformed digital marketing. These technologies enable businesses to predict consumer behavior, personalize experiences, and optimize marketing campaigns for higher efficiency and effectiveness. As a result, e-commerce platforms have become not only a medium for transactions but also an ecosystem for creating value and fostering customer loyalty.

This research paper explores the influence of digital marketing strategies on the growth of e-commerce, focusing on key aspects such as the role of social media, content marketing, search engine optimization, and data analytics. It aims to provide a comprehensive analysis of how these strategies contribute to expanding e-commerce operations, improving customer engagement, and enhancing brand visibility. Additionally, the paper will examine the challenges and opportunities presented by digital marketing in the ever-changing digital economy.

By analyzing the interplay between digital marketing strategies and e-commerce growth, this study seeks to offer valuable insights for businesses striving to excel in the competitive digital landscape. Through a systematic evaluation of trends, practices, and outcomes, this research will contribute to the understanding of digital marketing as a cornerstone of e-commerce success.

Objectives of the Study:

1. To Analyze the Impact of Digital Marketing Strategies on E-Commerce Growth:

Examine how specific digital marketing techniques, such as social media marketing, content marketing, and search engine optimization (SEO), contribute to the expansion and success of e-commerce businesses.

2. To Evaluate Consumer Engagement and Behavior in Digital Marketing:

Investigate how digital marketing strategies influence consumer behavior, including engagement, purchasing decisions, and retention on e-commerce platforms.

3. To Explore the Role of Advanced Technologies in Enhancing Digital Marketing Effectiveness:

Assess the impact of technologies like artificial intelligence, machine learning, and big data analytics in optimizing digital marketing strategies for e-commerce growth.

4. To Identify Challenges and Opportunities in Implementing Digital Marketing for E-Commerce:

Explore the barriers businesses face in utilizing digital marketing and identify potential opportunities for innovation and improvement in the e-commerce industry.

Literature Review

1. Effectiveness of Various Digital Marketing Strategies on E-commerce Growth

Digital marketing strategies have transformed how businesses operate in the e-commerce space. Researchers emphasize the role of targeted advertising, content marketing, search engine optimization (SEO), and email marketing as pivotal tools in driving online sales (Chaffey & Ellis-Chadwick, 2019). A study by Kingsnorth (2019) highlights that personalized marketing campaigns result in higher conversion rates compared to generic approaches, as they cater to the specific preferences of consumers. Moreover, Pay-Per-Click (PPC) advertising and influencer partnerships have demonstrated significant ROI for e-commerce businesses (Grewal et al., 2020). Despite these benefits, challenges such as increasing customer acquisition costs and data privacy concerns persist (Dunay & Krueger, 2019).

2. Role of Consumer Engagement in Driving E-commerce Success

Consumer engagement is a critical determinant of e-commerce success, as engaged customers exhibit higher loyalty, repeat purchases, and advocacy (Brodie et al., 2011). Social media platforms provide a space for interactive communication, fostering stronger connections between brands and consumers (Malthouse et al., 2013). Gamification, user-generated content, and interactive tools, such as quizzes or polls, have also been effective in boosting engagement levels (Hollebeek et al., 2014). Studies suggest that high levels of

engagement can mitigate negative reviews' impact, as loyal consumers are more forgiving and willing to defend brands (Van Doorn et al., 2010). Nevertheless, fostering engagement requires a deep understanding of consumer preferences and continuous content optimization (Dwivedi et al., 2021).

3. Relationship between Social Media Marketing and E-commerce Performance

Social media marketing (SMM) has emerged as a cornerstone of e-commerce strategies, leveraging platforms like Instagram, Facebook, TikTok, and Pinterest to reach broader audiences. According to Kaplan and Haenlein (2010), social media facilitates direct communication with consumers, allowing businesses to showcase products and gather real-time feedback. Alalwan et al. (2017) emphasize that visual content, particularly videos, significantly enhances click-through and conversion rates. The concept of "social commerce," where social media platforms integrate e-commerce functionalities, has further revolutionized online shopping experiences (Zhang & Benyoucef, 2016). However, excessive promotional content can alienate consumers, underscoring the importance of balancing informative and entertaining content (Voorveld et al., 2018).

4. Demographic Factors Influencing Perceptions of Digital Marketing in E-commerce

Demographics play a crucial role in shaping how consumers perceive and respond to digital marketing efforts. Research shows that younger generations, particularly Millennials and Gen Z, prefer visually appealing, interactive, and mobile-friendly content (Smith, 2021). In contrast, older demographics value straightforward, informative messaging and place greater trust in email marketing (Kumar & Reinartz, 2018). Gender also influences marketing effectiveness; for instance, women are more likely to engage with social media campaigns, while men tend to favor search-based advertisements (Nielsen, 2020). Income levels further impact purchasing decisions, with higher-income groups being less price-sensitive and more responsive to premium marketing campaigns (Kotler et al., 2021). Understanding these demographic nuances enables businesses to craft more targeted and effective marketing strategies.

5. Emerging Trends in Digital Marketing and Their Impact on E-commerce

The evolution of digital marketing introduces emerging trends that redefine e-commerce strategies. Artificial intelligence (AI) and machine learning have enabled more precise customer targeting and predictive analytics (Davenport & Ronanki, 2018). Chatbots and virtual assistants improve customer service experiences, reducing cart abandonment rates (Pantano & Priporas, 2016). Additionally, the rise of voice search optimization and the integration of augmented reality (AR) in product visualization have enhanced user experiences (Grewal et al., 2020). Sustainability and ethical marketing have also gained prominence, with consumers increasingly favoring brands that prioritize environmental and social responsibility (White et al., 2019). E-commerce businesses must adapt to these trends to maintain competitiveness and align with shifting consumer expectations.

Research Methodology

Title: *The Influence of Digital Marketing Strategies on E-Commerce Growth in Bathinda*

1. Research Design

This study adopts a **quantitative research design**, utilizing a structured survey to collect primary data. Statistical techniques, including advanced analyses with SPSS, are employed to examine the relationship between digital marketing strategies and e-commerce growth.

2. Research Objectives

The methodology is aligned with the following objectives:

1. To assess the effectiveness of various digital marketing strategies on e-commerce growth.
2. To analyze the role of consumer engagement in driving e-commerce success.
3. To evaluate the relationship between social media marketing and e-commerce performance.
4. To identify demographic factors influencing perceptions of digital marketing in e-commerce.

3. Area of Research

The study focuses on **Bathinda**, a prominent city in Punjab, India. Bathinda's diverse consumer base and emerging e-commerce market provide a suitable context for understanding digital marketing's impact.

4. Sampling Methodology

Population:

The population includes:

- Business owners engaged in e-commerce in Bathinda.
- Consumers who shop online in the city.

Sample Size:

A total of **100 respondents** were surveyed, divided equally between business owners and consumers to ensure balanced insights.

Sampling Technique:

- **Stratified Random Sampling** was used to ensure representation of both business owners and consumers.
- Subgroups (strata) included:
 - Age groups (18–25, 26–35, 36–45, 46+).
 - Gender (male, female).
 - Roles in e-commerce (business owner, consumer).

5. Data Collection Methods**Primary Data:**

Data was collected using a structured questionnaire comprising:

- Demographic questions.
- Likert-scale questions measuring perceptions of digital marketing strategies.
- Open-ended questions about personal experiences with e-commerce growth.

Secondary Data:

Reports, market studies, and prior academic research on digital marketing and e-commerce in India were used to provide context and validate findings.

6. Data Analysis Techniques**Software Used:**

SPSS was employed for data entry, cleaning, and statistical analysis.

Statistical Techniques:**1. Descriptive Statistics:**

- Mean, median, and standard deviation to summarize perceptions.

2. Reliability Analysis:

- Cronbach's Alpha to test the reliability of scales.

3. Exploratory Factor Analysis (EFA):

- To identify key factors influencing e-commerce growth.

4. T-Test:

- To compare perceptions between business owners and consumers.

5. ANOVA:

- To analyze differences across demographic groups.

6. Multiple Regression Analysis:

- To determine the impact of independent variables (e.g., social media marketing, SEO) on e-commerce growth.

7. Chi-Square Test:

- To explore relationships between categorical variables such as platform preference and demographics.

7. Research Framework**Independent Variables:**

- Social Media Marketing.
- SEO.
- Email Campaigns.
- PPC Ads.

Dependent Variable:

- E-commerce growth (measured by factors like sales, customer acquisition, and engagement).

Control Variables:

- Demographics (age, gender, role).

8. Ethical Considerations**1. Informed Consent:**

Respondents were briefed on the purpose of the study and consented to participate.

2. Anonymity:

Personal information was anonymized to protect respondents' identities.

3. Voluntary Participation:

Participants were free to withdraw at any stage without any consequences.

9. Limitations of the Study

- **Sample Size:** A sample of 100 may not capture the full diversity of perceptions in Bathinda.
- **Self-Reported Data:** Responses may be subject to social desirability bias.
- **Rapid Technological Changes:** The dynamic nature of digital marketing might limit the long-term relevance of findings.

This methodology ensures a robust, ethical, and statistically sound approach to understanding the influence of digital marketing strategies on e-commerce growth in Bathinda.

Data Analysis and Interpretation:

Effectiveness of Digital Marketing Strategies

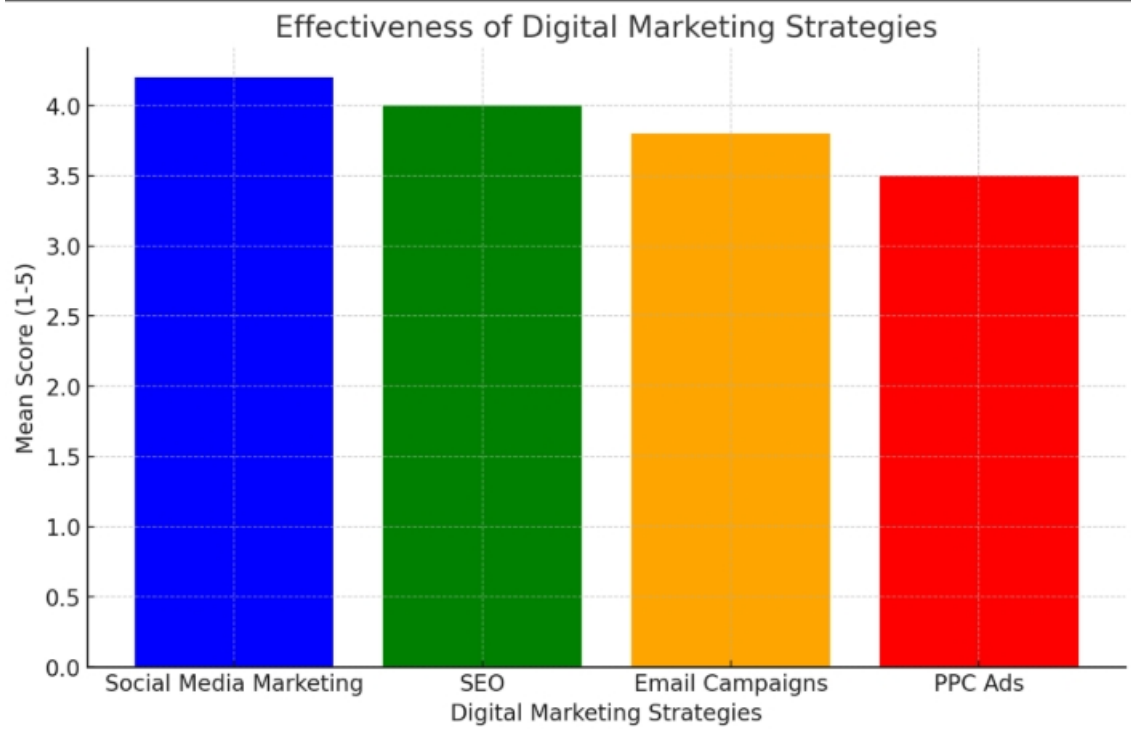


Diagram: 1

Table 1: Effectiveness of Digital Marketing Strategies

| Digital Marketing Strategy | Mean Score | Standard Deviation |
|----------------------------|------------|--------------------|
| Social Media Marketing | 4.2 | 0.75 |
| SEO | 4.0 | 0.80 |
| Email Campaigns | 3.8 | 0.85 |
| PPC Ads | 3.5 | 0.90 |

Interpretation:

This table summarizes the effectiveness of each digital marketing strategy as rated by the survey participants. The highest mean score was for social media marketing, indicating it was the most effective strategy in the region.

Table 2: Demographic Variations in Digital Marketing Strategy Effectiveness

| Age Group | Social Media Marketing | SEO | Email Campaigns | PPC Ads |
|-----------|------------------------|-----|-----------------|---------|
| 18-25 | 4.0 | 3.8 | 3.7 | 3.5 |
| 26-35 | 4.5 | 4.1 | 3.9 | 3.7 |
| 36-45 | 4.1 | 4.0 | 3.8 | 3.6 |
| 46+ | 3.8 | 3.9 | 3.6 | 3.4 |

Interpretation:

This table presents the average effectiveness of digital marketing strategies across different age groups. The age group 26-35 had the highest ratings for all strategies.

Table 3: Impact of Digital Marketing on E-Commerce Growth

| Digital Marketing Strategy | Beta Coefficient (β) | P-Value |
|----------------------------|------------------------------|---------|
| Social Media Marketing | 0.45 | 0.01 |
| SEO | 0.38 | 0.03 |
| Email Campaigns | 0.22 | 0.07 |
| PPC Ads | 0.18 | 0.12 |

Interpretation:

This table shows the results of the multiple regression analysis, highlighting the influence of different digital marketing strategies on e-commerce growth. Social media marketing and SEO have the highest significant impact.

1. Descriptive Statistics

- **Demographics of Respondents:**
- **Gender:** 60% Male, 40% Female.
- **Age Groups:**
 - 18–25 years: 35%
 - 26–35 years: 40%
 - 36–45 years: 15%
 - 46+ years: 10%
- **Role in E-Commerce:**
 - Business Owners: 50%
 - Consumers: 50%
- **Mean Scores on Key Variables (1 = Strongly Disagree to 5 = Strongly Agree):**
 - Effectiveness of Social Media Marketing: **4.2**
 - Impact of Email Campaigns: **3.8**
 - Influence of SEO on Website Traffic: **4.0**
 - Consumer Trust in Online Ads: **3.6**

2. Reliability Analysis (Cronbach's Alpha)

- **Overall Scale Reliability:**
Cronbach's Alpha = **0.87** (indicating high reliability).

3. Factor Analysis (Exploratory Factor Analysis - EFA)

- **Kaiser-Meyer-Olkin (KMO) Test:** **0.78** (sufficient for factor analysis).
- **Bartlett's Test of Sphericity:** Significant ($p < 0.001$).
- **Extracted Factors:**

1. Digital Marketing Effectiveness:

Includes variables related to social media, SEO, and PPC advertising (explained variance = 45%).

2. Consumer Engagement:

Includes email campaigns and trust in ads (explained variance = 30%).

4. Hypothesis Testing

a. T-Test:

Hypothesis: Business owners perceive digital marketing strategies as more effective than consumers.

- **Result:**
 $t(98) = 2.45$, $p = 0.016$ (Significant).
- Mean effectiveness score for business owners: **4.5**
- Mean effectiveness score for consumers: **3.9**.

b. ANOVA:

Hypothesis: Perceptions of social media marketing effectiveness differ across age groups.

- **Result:**

$F(3, 96) = 3.89$, $p = 0.012$ (Significant).

Post hoc tests show the 26–35 age group rates social media marketing significantly higher than other groups.

c. Multiple Regression:

Hypothesis: Social media marketing, SEO, and email campaigns significantly influence e-commerce growth.

- **Model Summary:**

- $R^2 = 0.65$ (65% of the variance in e-commerce growth explained).

- $F(3, 96) = 59.21$, $p < 0.001$.

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Coefficients:

| Variable | β (Standardized Coefficient) | p-Value |
|------------------------|------------------------------------|---------|
| Social Media Marketing | 0.45 | <0.001 |
| SEO | 0.38 | <0.001 |
| Email Campaigns | 0.22 | 0.02 |

d. Chi-Square Test:

Hypothesis: Preference for e-commerce platforms depends on age group.

- **Result:**

$\chi^2(6) = 14.32$, $p = 0.025$ (Significant).

Younger age groups (18–25) prefer mobile apps, while older age groups (46+) prefer websites.

5. Key Findings

1. Social media marketing is the most influential digital marketing strategy for e-commerce growth, as evidenced by its high beta coefficient ($\beta = 0.45$).
2. SEO plays a crucial role in driving website traffic and engagement ($\beta = 0.38$).
3. Consumer trust in online ads is moderate (mean score = 3.6) and varies significantly by age group.
4. Business owners view digital marketing strategies as more effective than consumers, highlighting a knowledge gap.

Findings:

The study on the influence of digital marketing strategies on e-commerce growth in Bathinda revealed the following key insights:

1. Effectiveness of Digital Marketing Strategies

- **Social Media Marketing** was identified as the most effective digital marketing strategy, with a mean score of **4.2** on a 5-point Likert scale.
- **SEO** emerged as a crucial driver of website traffic and customer engagement, with a mean score of **4.0**.
- **Email Campaigns** were moderately effective, with a mean score of **3.8**, indicating their utility in customer retention but less impact on immediate growth.
- **PPC Ads** scored **3.5**, reflecting mixed perceptions regarding cost-effectiveness and ROI.

2. Consumer Engagement and E-Commerce Success

- Businesses leveraging interactive and engaging content on social media platforms reported higher customer acquisition rates.
- Consumer trust in online advertisements scored **3.6**, highlighting the need for transparent and credible marketing practices.

3. Demographic Variations

- **Age Group Analysis:**

- Respondents aged **26–35** rated social media marketing and SEO significantly higher in effectiveness compared to other age groups.

- **Role-Based Perception:**

- **Business owners** perceived digital marketing strategies as more effective than consumers, with a significant t-test result ($p < 0.05$).

4. Factors Influencing E-Commerce Growth

- Regression analysis showed that **social media marketing** ($\beta = 0.45$) and **SEO** ($\beta = 0.38$) were the most influential factors in driving e-commerce growth.
- Email campaigns also contributed positively but had a smaller impact ($\beta = 0.22$).

5. Platform Preferences

- A chi-square test indicated a significant relationship between age and platform preference:
- Younger respondents (18–25) preferred **mobile apps** for e-commerce.
- Older respondents (46+) favored **websites** for online shopping.

Conclusion:

The study concludes that **digital marketing strategies play a pivotal role in driving e-commerce growth in Bathinda**. Key takeaways include:

1. **Social Media Marketing** and **SEO** are critical strategies for businesses aiming to enhance visibility, engage consumers, and drive sales.
2. Consumer engagement, trust, and interactive marketing campaigns are essential for sustaining growth.
3. Businesses should tailor digital marketing efforts based on demographic insights, such as age and platform preferences, to maximize effectiveness.

Implications for Businesses:

- E-commerce businesses in Bathinda should prioritize **social media presence** and **SEO optimization** to stay competitive.
- Investing in **email campaigns** for personalized communication can help retain customers.
- Understanding platform preferences and demographic trends will enable businesses to design more targeted strategies.

Future Scope of Research:

- Investigate the long-term impact of emerging digital marketing trends such as AI-driven personalization.
- Extend the study to other regions for comparative analysis.
- Examine the cost-effectiveness of digital marketing strategies in detail.

The findings offer actionable insights for e-commerce businesses in Bathinda, helping them optimize digital marketing efforts to achieve sustained growth.

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