

The Impact of Digital Marketing Strategies on Consumer Purchase Behavior: A Study of E-Commerce Platforms in Emerging Economies

This study investigates the impact of digital marketing methods on customer purchasing behavior, with a focus on e-commerce platforms operating in emerging markets. As digital transformation reshapes global commerce, organizations that want to remain competitive must grasp how online marketing strategies such as social media advertising, influencer endorsements, tailored content, and search engine marketing influence customer decision-making. The study takes a quantitative approach, surveying over 600 online shoppers from various demographic groups to investigate the link between digital marketing touchpoints and stages of the consumer purchasing journey conversion. The findings are expected to indicate which digital marketing components have the most major effect on brand awareness, trust, and purchase intent. This study contributes to the subject of consumer behavior and marketing by providing practical insights for marketers and policy ideas for fostering long-term e-commerce growth in developing countries.