

---

## The Impact of Digital Marketing on Consumer Behaviour

*Dr Harvandna,  
Assistant Professor,  
Department of Commerce,  
Government College, Barwala (Panchkula)*

*Ms Sehajpreet Kaur,  
BCom I, GCCBA Sector 50, Chandigarh.*

### Abstract

The increasing popularity of digital marketing has revolutionized the way businesses promote their products and services. Digital marketing has changed the way consumers interact with brands and the way business understand consumer behaviour. This research paper aims to explore the impact of digital marketing on consumer behaviour. This paper studies in detail the meaning and types of digital marketing strategies used by businesses worldwide. It also aims at studying as to which social media platform is most popular for digital marketing. In the end, it studies the latest trends and best practices in relation to digital marketing. The paper ends with the conclusion.

**Key Words:** Brand, Business, Consumer Behaviour, Digital Marketing, Purchase.

### Introduction

Digital Marketing, also known as online marketing, is the promotion of brands to connect with potential consumers using the internet and other forms of digital communication. Digital marketing refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. As a marketer, it is crucial to take benefits of the digital world with an online advertising presence, by building a brand, providing an amazing customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to use effectively different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, one can build a brand, provide a great customer experience, bring in potential customers.

Now the question arises that why is digital marketing important. Any type of marketing can help your business prosper. However, digital marketing has become increasingly important because of the fact that digital channels are very accessible. In fact, there were 5.45 billion internet users globally as of July 2024.

From social media to text messages, there are many ways to use digital marketing tactics to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

### **Types of digital marketing**

There are as many special fields within digital marketing as there are ways of interacting using digital media. Here are a few key examples of types of digital marketing:

- **Search engine optimization**

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing. Today, the most important elements to consider when optimizing a web page for search engines include:

- Quality and uniqueness of content
- Optimization of key elements for the targeted keyword (URL, title tag, H1, sub headlines)
- Level of user engagement (time on page, bounce rate)
- Number and quality of backlinks
- Internal linking

In addition to the elements above, you need to prioritize technical SEO, which is all the back-end components of your site. This includes mobile-friendliness and loading times. Improving your technical SEO can help search engines better navigate and crawl your site.

The strategic use of these factors makes search engine optimization a science, but the unpredictability involved makes it an "art" that often requires experienced SEO professionals.

Ultimately, the goal is to rank at or near the top of the first page of a search engine's result page or in Google's AI Overviews. This ensures that those searching for a specific query related to your brand can easily find your products or services. While there are many search engines, digital marketers often focus on Google since it's a global leader in the search engine market.

Google and other search engines change their algorithm almost constantly, so SEO is a never-ending progress. And your competitors most likely also invest in SEO. What you can do is closely monitor your page's performance and adjust as needed.

- **Content marketing**

As mentioned, the quality of your content is a vital component of an optimized page. As a result, SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material, such as:

- Blog posts
- E-books
- Newsletters
- Video or audio transcripts
- Whitepapers
- Infographics

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

To create effective content that is highly relevant and engaging, it's important to identify your audience. Who are you ultimately trying to reach with your content marketing efforts? Once you have a better grasp of your audience, you can determine the type of content you'll create. You can use many formats of content in your content marketing, including videos, blog posts, printable worksheets, and more.

Regardless of which content you create, it is a good idea to follow content marketing best practices. This means making content that is grammatically correct, free of errors, easy to understand, relevant, and interesting. Your content should also funnel readers to the next stage in the pipeline, whether that is a free consultation with a sales representative or a signup page.

- **Social media marketing**

Social media marketing means driving traffic and brand awareness by engaging people in discussion online. You can use social media marketing to highlight your brand, products, services, culture, and more. With billions of people spending their time engaging on social media platforms, focusing on social media marketing can be worthwhile.

The most popular digital platforms for social media marketing are Facebook, X, and Instagram, with LinkedIn and YouTube not far behind. Ultimately, which social media platforms you use for your business depends on your goals and audience. For example, if you want to find new leads for your FinTech startup, targeting your audience on LinkedIn is a good idea since industry professionals are active on the platform. On the other hand, running social media ads on Instagram may be better for your brand if you run a B2C focused on younger consumers.

Because social media marketing involves active audience participation, it has become a popular way of getting attention. Social media marketing offers built-in engagement metrics, which are

extremely useful in helping you to understand how well you're reaching your audience. You get to decide which types of interactions mean the most to you, whether that means the number of shares, comments, or total clicks to your website.

Direct purchase may not even be a goal of your social media marketing strategy. Many brands use social media marketing to start dialogues with audiences rather than encourage them to spend money right away. This is especially common in brands that target older audiences or offer products and services not appropriate for impulse buys. It all depends on your company's social media marketing goals.

To create an effective social media marketing strategy, it is crucial to follow best practices. Here are a few of the most important social media marketing best practices:

- Craft high-quality and engaging content
- Reply to comments and questions in a professional manner
- Create a social media posting schedule
- Post at the right time
- Hire social media managers to support your marketing efforts
- Know your audience and which social media channels they're most active on
- **Pay-per-click marketing**

Pay-per-click, or PPC, is a form of digital marketing in which you pay a fee every time someone clicks on your digital ads. So, instead of paying a set amount to constantly run targeted ads on online marketing channels, you only pay for the ads individuals interact with. How and when people see your ad is a bit more complicated.

One of the most common types of PPC is search engine advertising, and because Google is the most popular search engine, many businesses use Google Ads for this purpose. When a spot is available on a search engine results page, also known as a SERP, the engine fills the spot with

what is essentially an instant auction. An algorithm prioritizes each available ad based on several factors, including:

- Ad quality
- Keyword relevance
- Landing page quality
- Bid amount

PPC ads are then placed at the top of search engine result pages based on the factors above whenever a person searches for a specific query.

Each PPC campaign has 1 or more target actions that viewers are meant to complete after clicking an ad. These actions are known as conversions, and they can be transactional or non-transactional. Making a purchase is a conversion, but so is a newsletter signup or a call made to your home office.

Whatever you choose as your target conversions, you can track them via your chosen digital marketing channels to see how your campaign is doing.

- **Affiliate marketing**

Affiliate marketing is a digital marketing tactic that lets someone make money by promoting another person's business. You could be either the promoter or the business who works with the promoter, but the process is the same in either case.

It works using a revenue sharing model. If you are the affiliate, you get a commission every time someone purchases the item that you promote. If you are the merchant, you pay the affiliate for every sale they help you make.

Some affiliate marketers choose to review the products of just 1 company, perhaps on a blog or other third-party site. Others have relationships with multiple merchants.

Whether you want to be an affiliate or find one, the first step is to make a connection with the other party. You can use digital channels designed to connect affiliates with retailers, or you can start or join a single-retailer program.

If you are a retailer and you choose to work directly with affiliates, there are many things you can do to make your program appealing to potential promoters. You will need to provide those affiliates with the tools that they need to succeed. That includes incentives for great results as well as marketing tools and pre-made materials.

- **Influencer marketing**

Like affiliate marketing, influencer marketing relies on working with an influencer—an individual with a large following, such as a celebrity, industry expert, or content creator—in exchange for exposure. In many cases, these influencers will endorse your products or services to their followers on several social media channels.

Influencer marketing works well for B2B and B2C companies who want to reach new audiences. However, it is important to partner with reputable influencers since they're essentially representing your brand. The wrong influencer can tarnish the trust consumers have with your business.

- **Email marketing**

The concept of email marketing is simple—you send a promotional message and hope that your prospect clicks on it. However, the execution is much more complex. First, you must make sure that your emails are wanted. This means having an email marketing provider that offers the following is crucial:

- Individualizes the content, both in the body and in the subject line
- An email signature that offers a clear unsubscribe option
- Both, transactional and promotional emails

You want your prospects to see your campaign as a valued service, not just as a promotional tool.

Email marketing is a proven, effective technique all on its own, but it can be even better if you incorporate other digital marketing techniques such as marketing automation, which lets you segment and schedule your emails so that they meet your customer's needs more effectively.

If you are considering email marketing, here are a few tips that can help you craft great email marketing campaigns:

- Segment your audience to send relevant campaigns to the right people
- Ensure emails look good on mobile devices
- Create a campaign schedule
- Run A/B tests
- **Mobile marketing**

Mobile marketing is a digital marketing strategy that allows you to engage with your target audience on their mobile devices, such as smartphones and tablets. This can be via SMS and MMS messages, social media notifications, mobile app alerts, and more.

### **Importance of the Study**

The present paper pits light on the concept that why understanding the impact of digital marketing is crucial for businesses. Following are some reasons to enumerate this importance:

- **Targeted Strategies:** This concept is very helpful for the business to tailor their marketing strategies in order to better meet the needs and preferences of their target customer groups, leading to better sales and profitability.
- **Resource Allocation:** Companies can allocate their marketing budgets effectively by knowing which digital channels to use for best results.
- **Customer Engagement:** With the help of insights into client's behaviour the business can create more engaging and personalised content, improving customer satisfaction.



- **Competitive Advantage:** Understanding Client behaviour helps businesses stay ahead of competitors by adapting quickly to the changes in market trends and consumer preferences.
- **Measurable Results:** Digital marketing provides data that helps companies to measure the effectiveness of their efforts.
- **Improved Return on Investment:** By aligning marketing efforts with client's behaviour, businesses can enhance their ROI and drive better business outcomes.

### **Objectives of the Study**

The present research paper aims to study the following objectives:

1. To what extent different Digital Marketing Strategies influence client behaviour and purchasing decisions?
2. Which social media platforms are most used in digital marketing?
3. To explore how personalised digital marketing content influences consumer preference, brand perception, and purchase intent.
4. To identify the trends and best practices in digital marketing.

### **Research Methodology**

The study employed a mixed method approach, combining quantitative and qualitative methods to investigate the effects of digital marketing on client behaviour. The study aimed to explore the impact of digital marketing on client purchasing decisions, brand loyalty and overall satisfaction. Mostly secondary data was used for this research, the main source of data was various websites and internet sites, various online academic journals and articles, Industry reports and whitepapers and online archives and repositories.

### **Limitations of the Study**

The limitations of the study include:

1. Dependence on existing data.
2. Potential biases in secondary sources.

### 3. Limited generalizability to specific contexts and populations

By using only secondary data, this study avoided challenges and costs associated with primary data collection, but still provided valuable insights into the effects on digital marketing on client behaviour.

## Impact of Digital Marketing Strategies

Digital marketing is crucial for receiving information for direct contact with customers. The following are some points that suggest that digital marketing provides better results than traditional marketing:

- **Comfort for Customers:** Mobile marketing is now the most widespread, fast, inexpensive, and most current marketing platform, allowing users to gain details and characteristics of appealing goods rapidly and effortlessly.
- **Lower costs:** The price of marketing products through the store is high when compared to the market products on the internet. Users don't have to spend any amount to protect the store. The products will be displayed on the internet store as users request products based on their requests.
- **Create good relationships with customers:** The Internet builds a good relationship with the customers and the marketer can maintain contact with the consumers to improve the level of customer retention. The marketer asks for customers feedback about buying the product and working for shortcomings if any.
- **Quick comparison between products:** Customers make comparison between various available products and take purchase decisions. Online marketing allows customers to be free to choose products and decisions based on their consent.

## Customer Buying Behaviour

Understanding Consumer Behaviour is very important to a successful marketing strategy. Consumer behaviour can be understood as the decision-making process and physical activity that the individuals engage in when evaluating, acquiring, consuming, or disposing of goods and

services. A customer can have two types of behaviour that are approach behaviour and avoidance behaviour. The result in customer attitudes can be described as a desire to stay or leave, a desire to explore and interact further or a tendency to ignore it, a desire to engage with others or ignore it, a feeling of satisfaction or disappointment with the service experience (Verplancke & Gelati, 2022). Another definition states that Customer Buying Behaviour as a technical method of decision making is a powerful tool for modelling the behaviour of consumers before and after purchase (Singh & Kohade, 2022).

### **The Importance of Customer Buying Behaviour**

Customer satisfaction is considered as the baseline standardization and performance excellence for many businesses. It also helps to identify potential market opportunities. However, the concept of customer behaviour is not new, in the early 1980s it was exposed to business sectors when researchers considered that customer satisfaction is very crucial for any business to flourish. They also found that it is directly related to the profitability of the company, return on investment, or market share. Buyers usually twice or several times before changing to alternatives because they become emotionally attached and are also afraid to believe in the quality of alternatives (Salim & Hussein, 2019). Consumer perception in the current marketing scenario is very important because customers are considered the “kings of the markets.”

### **The Impact of Digital Marketing on Consumer Behaviour**

Digital marketing is usually considered having great impact on consumers buying behaviour. Following are some of the key points to consider:

- **Increased Access to Information:** Consumers now have exceptional access to information about the products and services. Digital marketing tools like SEO, content marketing, and social media platforms provide consumers with detailed product descriptions, reviews, comparisons, and users testimonials. The abundance of information empowers consumers to make more informed decisions.

- **Shift in Shopping Habits:** E-commerce fuelled by digital marketing, has changed the shopping habits. Consumers are increasingly comfortable with online shopping, leading to a decline in traditional brick-and-mortar retail in some sectors. Digital marketing campaigns directly on e-commerce platforms further streamline the path from discovery to purchase.
- **Personalisation and Customisation:** Digital marketing allows for highly personalised consumer experiences. Through data analytics, companies can target audiences with tailored messages, product recommendations, and offers, making marketing more relevant to individual customers. This personalisation enhances engagement and often leads to increased brand loyalty.
- **Greater Expectation for Engagement:** Social media marketing has fostered two-way communication channel between brands and consumers. Consumers now expect brands to engage with them, listen to their feedback, and respond to their concerns. This level of interaction has created a more dynamic and participatory consumer culture.
- **Influence of Social Proof:** Social media influencers and user-generated content have a significant impact on consumer behaviour. Endorsements from influencers and peers act as social proof, often swaying purchase decisions. The relatability and authenticity of such content can be more persuasive than traditional advertising.
- **Increased Demand for Convenience:** Digital marketing, combined with technological advancements, has raised consumer expectations for convenience. Easy access to information, seamless purchasing processes, and fast delivery services are now standard consumer expectations.
- **Sensitivity to Privacy Concerns:** As digital marketing strategies become more data driven, consumers are becoming increasingly aware of privacy issues. This awareness influences their willingness to share personal information and their attitudes towards brands based on how they handle data privacy.
- **Sustainability and Ethical Considerations:** Digital platforms have also heightened consumer awareness and sensitivity to ethical and sustainability issues. Brands that market

themselves effectively in terms of corporate responsibility and environmental sustainability can appeal to a growing segment of socially conscious consumers.

- **Brand Loyalty and Consumer Building:** Digital marketing enables brands to build communities around their products and services, fostering a sense of belongingness among customers. Engagement content, loyalty programs, and interactive platforms help in cultivating brand loyalty.

### What Social Media Platforms are most used in Digital Marketing

As of January 2023, Facebook was the most commonly used social media platform among marketers worldwide (Valentina Dencheva, 2024). According to a global survey, 89 per cent of responding social media marketers used the network to promote their business, while another 80 per cent did so via Instagram. The following is the table showing the details of the survey:

Name of the platform	Percentage of Share
Facebook	89%
Instagram	80%
LinkedIn	64%
You Tube	54%
Twitter	44%
Tiktok	26%

### Facebook remains the most important social media platform for many marketers.

With an active user count of close to 2.9 billion, Facebook is the most popular social network worldwide. Therefore, the market leader also remains the most important social media platform among marketers on the B2B and B2C spectrum. However, as the social media landscape is quickly evolving and new players are fighting for attention from audiences and marketers alike, Facebook is facing increasing competition. With Instagram and YouTube gaining momentum, many advertisers are planning to reduce their activity on Facebook in the future.

---

## **How Personalised Digital Marketing Influences Consumer Preferences, Brand Perception and Purchase Intent**

A core component of any advertising campaign is its ability to influence consumer behaviour by impacting consumer attitude and eventually driving brand loyalty by increasing the consumers purchase intentions. Advertisement targeting is a phenomenon wherein the advertisement in question is the starting point. On the contrary, personalization of advertisement begins with the consumer to create “personalised” ads that fit the consumer’s preference best. The readily available consumer data on internet opened a new opportunity for advertisers to target consumers selectively by personalizing the communication (Bleier and Eisnbeiss, 2015)

Online Behavioural Advertising (OBA) utilizes the digital footprints of potential consumers acquired by collating data of online activity, e.g., websites visited, streaming platforms accessed, content search history, video preferences, etc. The increased relevance and effectiveness of ads are deemed to be crucial by industry experts. Personalization of advertisements is viewed as double edged sword, with a fine line between harmless utilization of available data and personal privacy violation.

Although personalization of information garner consumers attention more frequently, social media users are hypothesized to have developed a phenomenon referred to as “banner blindness”, which helps them to subconsciously weed out information blasts and promotional advertisements. This cognitive ignorance of consumers is well documented in a study by Kasper et. al. (2017) where they measured the eye movements of consumers to determine whether the displayed ad is fixating enough or not. They point out that demographics can result in increased self-relevance of personalized ads, an observation important for marketers.

When we consider the interaction of advertising efforts and their impact on consumer attitudes, Belch and Belch (2012) state that there exist three attitudinal components or stages which define a tricomponent model:

- I. Cognitive Component which encapsulates an individual’s belief towards an object.

- II. Affective Component which depicts the individual's feelings (positive or negative) towards the object.
- III. Behavioural Component which defines the individual's readiness to respond to the object in form of behaviour.

From the firm's perspective, analysis of consumer's purchase intentions based on social media marketing is pivotal in decision making and devising support mechanism for e-commerce (Maoyon et al.,2017)

Personalized marketing is a game changing strategy that has revolutionised the way businesses interact with customers. With the advent of advanced technologies and data analytics, companies can now offer hyper-personalised experiences that resonate with individual preferences, influencing consumer choice significantly. The following are some advantages of personalised marketing that greatly affect consumer preferences:

- Personalised marketing increases consumer loyalty and willingness to pay more.
- Ad personalisation captures attention and enhances perceived relevance.
- Smart technology choice affects shopping behaviour through technology-enabled personalisation.
- Personal consumption has shifted from mass to individual centric impacting identity.
- Targeted advertising is perceived as personalisation, improving online shopping ease.
- Personalised advertising effectiveness is linked to positive consumer attitude.
- Information transparency in personalised experiences can mitigate privacy concerns.
- Personalisation effects vary with individual user traits and motivations.
- Personalised ads on social networks can influence engagement and purchase intentions.

### **The Trends and Best Practices in Digital Marketing**

Digital marketing is an ever-evolving field, with new trends and technologies emerging each year. It is essential for businesses to stay updated with the latest digital marketing trends and best practices to remain competitive. The following are major digital marketing trends for 2024:



1. **Artificial Intelligence and Machine Learning:** AI and ML are transforming digital marketing by providing deeper insights and automating complex processes. AI can analyse vast amount of data to identify patterns and predict outcomes, enabling more personalised and efficient marketing campaigns.
2. **Voice Search Optimization:** with increasing popularity of smart speakers and voice assistants, such as Amazon Alexa and Google Assistant, voice search is becoming a significant trend. By 2024, it is expected that more than half of all the searches will be conducted via voices.
3. **Video Content Dominance:** Video content is expected to dominate digital marketing, with platforms like YouTube, TikTok, and Instagram Reels leading the charge. Video content is highly engaging and can convey messages more effectively than text alone.
4. **Personalization and Customer Experience:** Personalisation is no longer a luxury but a necessity in digital marketing. Consumers expect tailored experiences based on their preferences and behaviours. Advanced data analytics and AI enable marketers to deliver personalised content and offers at scale.
5. **Interactive Content:** Interactive content, such as quizzes, polls, and interactive infographics, can significantly boost engagement and provide more immersive experiences for users. The type of content encourages active participation, making it more memorable and shareable.
6. **Influencer Marketing Evolution:** Influencer marketing is evolving from macro to micro and nano influencers. Small influencers often have more engaged and loyal audiences, making them valuable partners for targeted marketing campaigns.

### Best Practices for Digital Marketing Success

The following are some best practices that should be followed:

- Focus on quality over quantity
- Stay updated with trends
- Measure and analyse performance



- Focus on mobile optimization
- Build authentic relationships.

## **Conclusion**

In today's digital age, businesses must embrace the latest marketing tools to remain competitive and relevant in the market. Digital marketing has revolutionized the way businesses reach and engage with consumers. The five key digital marketing channels are online reviews, social media, personalisation, mobile devices, and content marketing. But these are just a few of the channels businesses use to improve their marketing performance and drive consumer behaviour. As the world becomes increasingly digital, businesses must embrace these tools to remain competitive and relevant in the market. However, businesses must also consider the ethical and privacy concerns associated with these channels and align their efforts with social and ethical responsibilities. Ongoing research is needed to better understand the impact of digital marketing on consumer behaviour and the broader social and ethical implication of these practices. By doing so, businesses can improve their overall marketing performance and build lasting relationships with their customers.

## **References:**

1. Al Sukaini, A. K. M. (2022). Digital Marketing's Influence on Consumer Purchasing Decision: A Case Study in Iraq. *Journal of Asian Multicultural Research for Social Sciences Study*, 3(3), 120-132.
2. Al-azzam, A. F., & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business*, 8(5), 455-463.
3. Al-Dhuhli, I., & Ismael, S. (2013). The Impact of social media on consumer buying behaviour. Unpublished Master's Project, Sultan Qaboos University.

4. Alexander, L. (2022, November 30). The Who, What, why, & How of Digital Marketing. Retrieved March 21, 2023, from <https://blog.hubspot.com/marketing/what-is-digital-marketing>
5. Autio, S. (2020). The impact of social media on consumer purchasing behaviour.
6. Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321-339.
7. Briere, A., & Potapieff, A. (2022). Social Media Impact on Women's buying behaviour.
8. Chaffey, D. (2023, March 29). What is Digital Marketing? Tools to define the scope of digital today. Smart Insights. <https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/>
9. Chopra, C., Gupta, S., & Manek, R. (2020). Impact of social media on consumer behaviour. International Journal of creative research thoughts, 8(6), 1943-1961.
10. Enehasse, A., & Sağlam, M. (2020). The impact of digital media advertising on consumer behaviour intention: The moderating role of brand trust.
12. Ghazie, D. A., & Dolah, J. (2018, November). How digital marketing affects consumer behavior. In 3rd International Conference on Creative Media, Design and Technology (REKA 2018) (pp. 214-217). Atlantis Press.
13. Godwin, E. U. (2019). An empirical analysis on effect of digital marketing on consumer buying behaviour (Doctoral dissertation, Masters Dissertation, The School of Postgraduate Studies Ahmadu Bello University, Zaria).
14. Goswami, M., Kumar, R., Ahluwalia, I. S., Hazarika, D., Kumar, K., & Singh, M. (2022). TYPES OF CONSUMER BUYING BEHAVIOUR. Journal of Contemporary Issues in Business and Government, 28(4), 372-378.

- 
15. Hinterstein, A. L. (2020). The Effects of social media on the Online Consumer Behaviour of University Students.
  16. Ištvančić, M., Crnjac Milić, D., & Krpić, Z. (2017). Digital marketing in the business environment. *International journal of electrical and computer engineering systems*, 8(2.), 67-75.
  17. K'osuri, M. A., Kalei, A., & Onyango, R. (2018). *International Journal of Multidisciplinary and Current Research* ISSN: 2321-3124 Research Article Available at: <http://ijmcr.com> 1143| *Int. J. of Multidisciplinary and Current research*, Vol. 6 (Sept/Oct 2018) Effect of Social Correlates on Employee Performance in Public Health Facilities, Turbo Sub County, Kenya.
  18. Kaur, S., Tandon, N., & Malik, S. (2018). Impact of Digital Market on Consumer Buying Behaviour'. In *National Conference on People, Planet and Profit in Sustainable Development & contribution in IT, Media and Management* (pp. 1-14).