

**THESIS/  
DIPLOMA THESIS**

**Ketsaline XAYASONE**

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Technology has changed the way we live, work, and connect with one another. The internet is essential for business and communication, and e-commerce is gaining popularity in Laos. Digital marketing is an effective way for businesses to reach their target market through social media, advertising, search engine optimization, and collective. Digital advertisements are a strong push for businesses to get their content through to consumers. By conducting a survey of customers in Vientiane, this study hopes to assess if digital marketing affects consumer behavior.

The purpose of the study was to explore the influence of digital marketing on customer purchase decisions made through e-commerce in Vientiane Capital. Its four major goals were to research consumer behavior through e-commerce, investigate the importance of digital marketing for consumers, investigate consumers' purchasing decisions through e-commerce, and understand customer preferences and how they are impacted by digital marketing. For this study, 150 internet users in Vientiane were chosen using the method of random sampling. An online Google Forms questionnaire was used to gather data for the study, which was then entered into Microsoft Excel for analysis. Data analysis methods included descriptive statistics in the form of percentages, frequency, the average (mean), and inferential statistics for hypotheses using simple regression and multiple regressions. The outcomes of the study indicated that the samples were primarily female between the ages of 21 and 30, single with a bachelor's degree. The study's most well represented categories in the survey were those who worked for private companies and earned an average income of 5.000.000 KIP. Customers prefer e-commerce to save time and compare costs, influenced by their personal decisions, and generally make 1-2 transactions per month with an average cost per order of 200.001-400.000 KIP. Smartphones were the most popular device for purchasing fashion-related things on Facebook and websites between 20:01-00:00.

According to the data, customers in Vientiane compare product information on features, dependability, pricing, and promotions to make the best option, and they utilize the internet to discover product information or reviews to assist them make purchase decisions. The hypothesis' findings, digital marketing has an influence on customers' e-commerce purchasing decisions. Content marketing, social media marketing, influencer marketing, and video marketing have positive impacts on customers' e-commerce purchase decisions.

Overall, this research provides significant information for organizations to consider when establishing and implementing their digital marketing strategies and emphasizes the significance of modifying marketing efforts to the interests of their target audience.