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The influence of digital marketing on consumer's purchasing decisions via E-commerce in Vientiane Capital

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Chapter 1. Introduction

1.1. Rationale of the study

Currently, humanity is catching up with the world of technology and becoming deeply intertwined. The whole world is connected through information and communication technology. Technology has the potential to significantly influence people's behavior. It can facilitate communication, learning, and collaboration, and it can make it easier for people to access information and resources. Technology has changed the way we live, work, and connect with one another, having a significant influence on almost every area of human life. Everything is evolving and changing, and the internet and technology, which make our lives simpler, more comfortable, and more efficient, are the most significant factors affecting people's lifestyle changes. In today's digital age, the internet is essential for business and communication. The internet has changed the way businesses work in the modern world, allowing them to reach out to clients and perform corporate operations on a worldwide scale. The internet has transformed corporate communication by enabling real-time communication and collaboration, giving many avenues for consumer involvement, and providing access to massive volumes of data. Businesses may enhance their communication strategy and create better consumer experiences by using the power of the internet. The internet is a critical tool for businesses to prosper in today's digital age, allowing them to simplify operations, expand their reach, and create better consumer experiences. Consequently, the e-commerce industry was established.

The term "e-commerce," which stands for "electronic commerce," defines the buying and selling of products and services through the internet. It entails the use of electronic tools to perform business transactions, such as online markets, online shops, and online payment processing. In today's digital age, e-commerce has become a crucial tool for businesses to succeed, allowing them to facilitate operations, expand their reach, and create better consumer experiences.

E-commerce is a relatively new concept in Laos, but it is rapidly gaining popularity as more people in the country have access to the internet and digital technology. E-commerce is growing in Laos, as seen by the epidemic limitations. According to the statistics of internet users in Laos in 2021, there are 3.55 million internet users in Laos, a rise of 468,000 or 15% from 2020 and 2021, and internet usage was 48.4%. This equates to 49.1% or around 3.66 million Lao individuals presently utilizing social media, which climbed by 500,000 or 16% between 2020 and

2021. (KEMP, 2021). The majority of internet users in a country access the web via a mobile device. According to a report by Google and Temasek, the e-commerce market in Laos is expected to grow from \$8 million in 2020 to \$25 million in 2025. In 2023, the e-Commerce industry is expected to generate \$746.70 million in revenue (DIGITAL MARKETING INSIGHTS, 2022). E-commerce has expanded as a result of the increase in young people making online purchases due to the development of the logistics and payment infrastructure. Online purchases of products and services are increasing in Laos, with Facebook and Instagram being the dominant platforms, but e-commerce is also used for business-to-customer (B2C) and consumer-to-customer (C2C) transactions.

E-commerce is a growing and extremely competitive industry. Marketing is a crucial component of the company's strategy for promoting e-commerce and ensuring its success. Business marketing is the strategy used by businesses to attract customers, sell products, and promote their brands. "Good marketing makes the company look smart. Great marketing makes the customer feel smart." (JOE CHERNOV). Marketing is important to the success of any organization. It is the process of identifying and fulfilling the requirements and preferences of customers through the development, promotion, and distribution of goods or services. Building relationships with customers, generating revenue, understanding the industry, and adjusting to shifting market conditions are all made easier for businesses with the support of social media.

Digital marketing is an excellent option for meeting corporate objectives and meeting client expectations. Through specific technical channels, such as social media, advertising, promotions through search engine optimization, and collective, it utilizes the website and technology to reach a particular target market. In today's world, digital marketing has recently entered the frame. Digital marketing has significantly altered how organizations and corporations employ communication technologies. Digital marketing strategies have become more widespread and successful as internet technology has steadily been integrated into company strategy as well as daily living, and as customers utilize digital equipment rather than visiting physical businesses. Digital marketing strategies have been more common and successful as internet technology has gotten more progressively incorporated into everyday life and business planning and as customers utilize digital devices rather than go to physical businesses. Since it is a digital era with technology, it is crucial to modify customer behavior and is a channel that offers chances for the company, as well as make connections with consumers relatively easily and direct. The growth in digital

advertisements indicates a strong push for businesses to get their content through to consumers and to embrace the new way of effectively communicating with the consumer.

1.2. Research questions

1. How consumer's purchasing decision via e-commerce Vientiane?
2. What are the digital marketing influences on consumers' purchasing decisions via e-commerce in Vientiane?

1.3. Significance of the study

1. To know about the consumer's purchasing decision via e-commerce in Vientiane.
2. Be mindful of the impact of digital marketing on customer purchasing decisions via e-commerce in Vientiane.
3. Bring the study results that have been published and use them as a guideline for organizations that operate e-commerce businesses to be able to apply the results.

1.4. Research Hypothesis

H1: Digital marketing has an influence on consumers purchasing decisions via e-commerce.

H1.1- The website has an influence on consumers purchasing decisions via e-commerce.

H1.2- Content marketing has an influence on consumers purchasing decisions via e-commerce.

H1.3- E-mail marketing has an influence on consumers purchasing decisions via e-commerce.

H1.4- Search engine optimization has an influence on consumers purchasing decisions via e-commerce.

H1.5- Social media has an influence on consumers purchasing decisions via e-commerce.

H1.6- Influencer marketing has an influence on consumers purchasing decisions via e-commerce.

H1.7- Mobile marketing has an influence on consumers purchasing decisions via e-commerce.

H1.8- Video marketing has an influence on consumers purchasing decisions via e-commerce.

Chapter 2. Literature Review

2.1. E-commerce definitions, concepts and theories

The Organization for Economic Cooperation and Development (OECD) definition of e-commerce is defined as "the sale or purchase of goods or services conducted over computer networks using methods specifically designed for the purpose of receiving or placing orders." It is not necessary to make payment and delivery online. Orders placed by phone, fax, or manually written e-mail are not eligible. There are 3 basic types of e-commerce: Business-to-business (B2B), Business-to-consumer (B2C) and Consumer-to-consumer (C2C) (TORBJORN, 2017).

The International Trade Administration describes e-commerce as a sales channel that goes beyond all sectors that sell or promote brand awareness online, and it is regarded as a sales channel and part of a business's digital strategy. (THE INTERNATIONAL TRADE ADMINISTRATION, n.d.).

Purchasing and selling goods and services online, including pre-sales, marketing, and brand-awareness efforts, the actual sales transaction (which includes fulfillment, inventory management, pricing, shipping, and receiving), processing the payment, and after-sales efforts. (e.g., warranty registration). The process of performing all types of commercial activity amongst entities utilizing proper electronic processes and procedures in order to fulfill the organization's goals. E-commerce technologies include all types of electronic communication between firms, all forms of messaging, electronic trade, EDI, electronic banking, electronic mail, online service, electronic catalogs, multimedia communications, and video conferencing (ANNIE, 2008).

An e-commerce transaction is complete when the buyer and seller achieve an online agreement to transfer ownership or rights to use products or services.

E-commerce is the sale or purchase of products or services via electronic transactions done via the internet or other computer-mediated (online communication) networks, whether between corporations, homes, people, or private groups. The word refers to the ordering of products and services over computer networks, although payment and final delivery of the goods or services might take place either online or offline (EUROSTAT STATISTICS EXPLAINED, 2019).

The Community survey on ICT usage and e-commerce in enterprises defines e-commerce as the placement of orders (a commitment to acquire products or services) over computer networks. Websites (which allow for online purchasing, reservation, or booking, e.g., shopping cart) or an

interchange of electronic communications, EDI-type messaging, can be used to conduct efficient e-commerce. The term "EDI-type" (Electronic Data Interchange) e-commerce refers to the organized electronic exchange of data or documents between businesses that enables automatic processing using, for instance, EDI format or XML format. However, orders sent via handwritten e-mails are not included. E-commerce transactions do not require to include electronic delivery or payment.

A brief explanation of e-commerce has transformed the way businesses function by allowing enterprises to offer their products and services online, 24 hours a day, to clients all over the world. E-commerce has become a crucial tool for businesses to prosper in today's digital age, allowing them to streamline their operations, expand their reach, and create better consumer experiences. In Laos, e-commerce is still at its young age, but it is anticipated to take off in the years to come as infrastructure and logistics networks advance and more people acquire access to the internet and other digital technologies.

Electronic commerce (e-commerce) is simply defined as the use of the internet and web to transact business in the context of a global marketplace (KENNETH C.L., CARO G.T., 2006). Electronic business (e-business), a new term is often used interchangeably with e-commerce though it encompasses much more than transacting business online (JUDY S., ADEL EL-A., RAYMOND F., 2005). Electronic commerce (e-commerce) is simply described as the use of the internet online to conduct business in the setting of a global marketplace. Though it includes much more than just conducting business online, the phrase "e-business," which is relatively new, is sometimes used interchangeably with the term "e-commerce." E-business makes use of information intelligence to uncover process efficiencies, analyze competitors, develop partnerships, and strategically advertise. It entails electronic distribution channel coordination to collaborate with suppliers and partners in delivering goods effectively and efficiently to clients. E-business enables the integration of client data at each point of engagement in order to strategically identify features and preferences. It encourages the optimization of office operations like order processing, purchasing, inventory management, and invoicing in order to reduce the cost of doing business. E-business also includes social structure, management, and customer alterations as a result of technological improvements. E-commerce is a term used to describe the wider concept of e-business. It encompasses past, present, and developing technologies inside and between public and private sectors in a global economy.

E-commerce has fundamentally transformed how businesses are conducted. Financial transactions are being accomplished without the involvement of the banking industry. Online marketplaces offer price-sensitive purchasing based on two-way interactions between purchasers and suppliers. Branding has been expanded to encompass a consumer's online experience with an e-commerce site. Media-rich data is provided in real-time to customers and businesses, introducing new products and services while keeping them informed and delighted. Virtual communities comprising suppliers, customers, partners, and other stakeholders are forging business partnerships. Businesses are growing into markets that were previously inaccessible or unprofitable.

Through ever-expanding information and communication technology infrastructures, e-commerce is ubiquitous in crossing local, regional, and national boundaries. Through universal design standards, internationalization, and personalization of electronic tools and technologies, cultural, linguistic, and financial barriers are being overcome. Virtual exchanges are bringing together thousands of foreign providers and consumers to benefit from economies of scale. New global marketplaces are being formed to promote social interaction, entertainment, healthier living, and lifelong learning for both young and old people (ANNIE B, 2008).

2.2. Concept and theory of digital marketing

2.2.1. Definition and meaning of digital marketing

Whatever actions a corporation takes to engage with clients using electronic technology are referred to as digital marketing. Digital marketing uses online channels including email, social media, mobile marketing, online customer communities, webinars, and other video-based material to advertise and offer goods and services to potential consumers. (ALEXANDER S. G, 2022).

Digital marketing is responsible for recognizing, anticipating, and serving customer needs efficiently using digital tools and strategies. "Digital marketing" will soon be regarded as a basic component of marketing. Combining digital and offline marketing is critical, so explain how digital marketing efforts are connected with other forms of communication and aligned with marketing objectives (DEAV C., PR S., 2023).

Digital marketing is the use of digital technology to build channels for reaching potential receivers in order to meet the enterprise's goals through more effective fulfillment of customer wants. The terms "digital marketing" and "Internet marketing" are frequently used

interchangeably. This is incorrect. The internet is merely one of many ways to contact a client. There are additional domestic appliances and audio/video equipment (ARTUR. S, 2016).

E-marketing refers to any sort of marketing activity that requires the use of interactive technology to be carried out. It is used as an umbrella term to represent a variety of methods, procedures, and tactics for making the greatest use of technology for marketing delivery. E-marketing contains a basic set of rules (electronic, interactive, and marketing) that may be used in a variety of creative ways to make the best use of the specific technology's characteristics (STEPHEN D., SUSAN D, 2011).

The marketing and promotion of goods or services using digital technology, specifically websites, mobile, visual advertising, and any other electronic medium, is known as digital marketing. Digital marketing platforms are internet-based and offline systems that enable the creation, promotion, and distribution of brand quality to end customers via digital channels. Search engine marketing, product management, search engine optimization, project marketing, information-driven marketing, e-business, social media, email marketing, interactive ads, digital books, influencer marketing, spinning disk, and gaming are all growing in popularity. Offline platforms such as digital media, mobile, backup, smartphone, visual media, and so on are also included in digital marketing. This expansion of offline channels contributes to the separation between digital marketing and online marketing (ANTONY. P, 2020).

According to the definitions given above, digital marketing is the process of advertising goods, services, or brands using digital channels such as search engines, social media, email, mobile applications, and websites. It entails a variety of techniques and approaches for recruiting, engaging, and retaining clients via online platforms. It seeks to reach a specific audience in a cost-effective and quantifiable manner and also to generate conversions and sales by cultivating connections with both new and existing consumers.

2.2.2. History and theory of digital marketing

From 1971, when Ray Tomlinson transmitted the first message and received data across several devices, digital marketing has been inextricably linked to technological innovation. The Archie browser was created in 1991 as File Transfer Protocol (FTP) pages, and the term "digital marketing" first appeared in the 1990s. Consumer relationship management (CRM) systems became a significant component of communications technology with the introduction of server

and client computing and the rise of desktop computers. AT&T's "You Can" campaign was the first searchable banner ad in 1995 and 43% of viewers who saw it stayed with the commercial for the first few months. When IOS was introduced in 2001, consumers started to do their initial product research and decision-making online, posing a new challenge for corporate marketing teams.

The advancement of internet networks such as LinkedIn, Instagram, YouTube, and Twitter suggested growth in online marketing in reports made in 2013 and 2014. Particularly after 2014, "global online marketing" has been the most inclusive word. Use of digital material was anticipated to reach 4.6 trillion online advertisements displayed annually with multimedia expenditure, increasing by 50% in 2012 (ANTONY. P, 2020).

The four categories of digital programs differ in their degree of connection to the product, ranging from enhancing it to supporting it, boosting its marketing campaigns, or even being unrelated to it. Also, they will differ in terms of the kind of digital technologies used (DAVID. A, 2016).

Digital marketing theory is influenced by a wide range of disciplines, including advertising, marketing and psychology, sociology, and computer science. The concept of the customer journey, which refers to the process that a consumer goes through while interacting with a company, is a core concept in digital marketing. The customer journey often includes numerous phases: awareness, deliberation, purchase, and loyalty. To interact with consumers at each point of the journey, digital marketers employ a variety of strategies such as content marketing, social media advertising, and email campaigns.

The funnel, which explains the process through which a potential consumer progresses from awareness to purchase, is central to digital marketing theory. Digital marketers employ a variety of strategies, including retargeting campaigns, customized content, and targeted adverts, to lead customers through the sales funnel.

Theoretically, data and analytics are essential to digital marketing because they allow marketers to understand what influences conversions and tailor their efforts appropriately. As innovative technology and platforms develop, digital marketing theory continuously expanding, and marketers must stay current on the newest trends and best practices to be competitive.

2.2.3. Digital tools

Digital tools are software programs, platforms, and technologies that organizations and individuals employ to complete certain activities and goals. With the rapid pace of technology innovation, new digital tools are continuously developing, enabling new and inventive ways to optimize processes, boost efficiency, and improve communication and collaboration. The following are some instances of digital tools that are related to this research:

2.2.3.1. Website

A website is a set of web pages that are hosted on a web server and accessible over the internet. It is a digital platform used by companies, people, groups, and institutions to disseminate information, engage with their audience, and interact with clients. A website is a collection of multimedia content that includes text, photographs, videos, and other forms of multimedia content that provides information about a company's products or services, contact information, and customer assistance. Moreover, it could have interactive elements like Chabot's, forums, and forms that let users or the site owner connect with visitors. Websites are accessible using a web browser, such as Google Chrome, Mozilla Firefox, or Safari, and may be browsed on a variety of gadgets, including desktop computers, laptops, tablets, and smartphones.

The advent of the World Wide Web (WWW) has revolutionized the way business is conducted and businesses run, however it is frequently utilized in an indiscriminate manner without knowing its distinctions, contexts, and linkages.

There are five stages of the evolution of the web (AJIT. K, 2008).

- Web 1.0 was primarily a transactional and publishing platform.
- Web 2.0 is a collaborative platform where people generate value.
- Web 3.0 is a semantic environment where human and artificial intelligence interacts to provide fresh insights.
- Web 4.0 is a mobile environment where users, actual items, and virtual objects are connected to provide value.
- Web 5.0 is a sensory affective place in which we may turn the web from an abstract emotional world to a place of rich interactions.

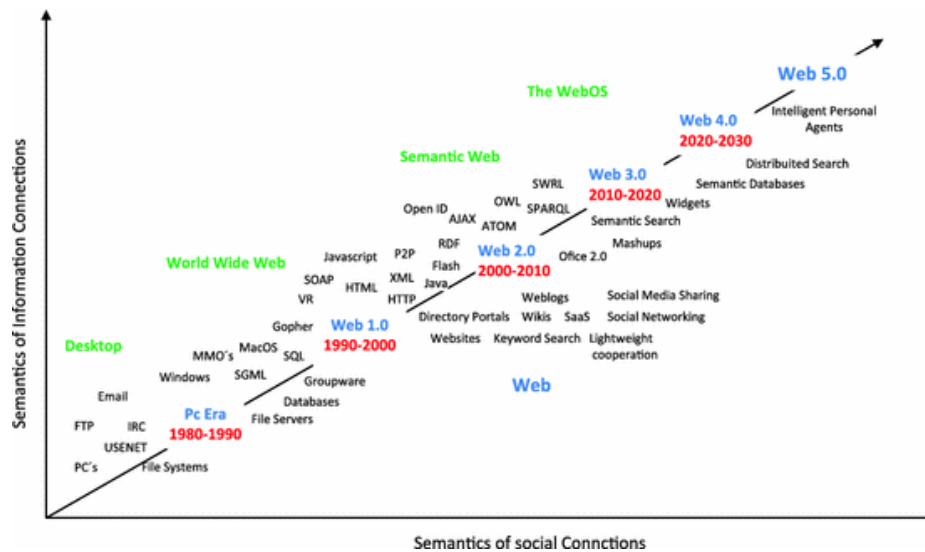


Figure 1: Evolution of the World Wide Web. Source: (NOVA S, 2007).

Website structure describes how a website's pages, content, and navigation are arranged. A well-structured website is essential for both user experience and search engine optimization.

➤ **The following are some essential website structure elements:**

Navigation: The menus on a website should be simple to understand and utilize. It should be simple and quick for users to find what they are looking for.

Header: The website's header should include the logo, primary navigation menu, and any significant links.

Footer: The website's footer should provide links to crucial sites such as the privacy statement, terms of service, and contact page.

Pages: The website's pages should be ordered into logical groupings, such as About Us, Goods or Services, Blog, and Contact Us. For SEO purposes, each page should have a distinct and meaningful title that contains important keywords.

URLs: Each page's URLs should be short, descriptive, and simple to remember. SEO benefits from this as well.

Content: Each page's content needs to be clear, engaging, and easy to read. Content may be made more entertaining by using headers, bullet points, and graphics.

Internal linking: Internal links on a website can assist users in navigating to different pages while also improving SEO.

To increase usability and the overall user experience, UX designers should consider the user's demands while designing a website structure. Enhanced discoverability and intuitiveness, help build great user experiences.

The 8C Framework website components concept

To find the proper structure, several researchers and web designers have created and constructed various website architectures. In this study, we will concentrate on businesses that use e-commerce websites as a medium for contacting and selling items. It is comparable to a store page. As a result, website components are crucial to the success of online stores.

The 8C Framework is a framework for arranging the most essential elements of a successful website. The 8Cs each represent a particular feature of the website that should be taken into account while creating and optimizing a site for maximum effect. The 8Cs are summarized in the following list (YANG. T. A., KIM. D. J., DHALWANI. V., VU T.K., 2008):

- 1: Context** is the structure and design of the website. It is the part that makes the website attractive which is about the colors used on the website, images, and product presentation style.
- 2: Content:** the website's content should be of high quality, interesting, and relevant to the intended audience. This includes text, images, videos, and other types of media.
- 3: Community:** creating a feeling of community on the website helps promote engagement and brand loyalty. Social sharing, user-generated content, and online forums are examples of such features.
- 4: Customization:** Customization: Providing each user with a unique website experience may increase engagement and conversions. This can include features such as personalized recommendations, user accounts, and customized messaging.
- 5: Communication:** Communication: Good communication is critical for developing connections with consumers and prospects. This includes simple and clear messages, helpful customer service, and strong branding.
- 6: Connection:** refers to the capacity to establish connections with people through a variety of channels, such as social media, email marketing, and other digital marketing strategies.
- 7: Commerce:** the element of commerce is essential for websites that offer goods or services. This includes services like online shopping carts, secure payment processing, and order tracking.

8: Collaboration: is to contribute to the design and development of the website by making recommendations (Feedback) and different remarks (Comments) and being able to use the information gathered to improve the website.

Website owners may design an efficient, entertaining, and lucrative website by concentrating on each of the 8Cs.

2.2.3.2. Content Marketing

In conclusion, content marketing is a key component of digital marketing, creating and sharing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. (CONTENT MARKETING INSTITUTE, 2015).

When it comes to refining search results, content is the most essential factor. It can be presented in different formats, such as blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, infographics, podcasts, webinars, videos, or content for micro blogging and social media sites. It is critical to develop content on any topic and relate it to your business indirectly, as well as to personalize it for different platforms. A successful technique will hold readers' attention and stimulate their curiosity about your other content. Excellent content gets shared and is the most effective technique for branding your company (MADHU B., DEEPAK V., 2018).

Content marketing is a type of marketing that entails developing and sharing online content that does not only advertise a brand but rather encourages its audience to visit the business's website. The objective is to encourage readers to take a step toward becoming a client, such as asking for more information, signing up for a newsletter, or completing a purchase. Content marketing can comprise blog articles, white papers, digital books, podcasts, digital films, and so on. It can create a long-lasting relationship with customers that eventually results in a lot of sales (THE UNIVERSITY OF SALFORD, n.d.).

➤ The importance of content marketing

Content marketing has significance because it assists organizations in increasing brand awareness, establishing authority and credibility, driving website traffic, improving SEO, engaging consumers, and generating leads and sales. The importance of content marketing is increasing, according to data from the Content Marketing Institute, as 70% of B2B marketers are producing more content now than they were a year ago.

This is explained by the fact that “60% of B2B decision makers say branded content helps them make better purchase decisions, while 61% of consumers are more likely to buy from companies that offer custom content”. “94% of B2B marketers use LinkedIn to distribute content, 35% say they have a documented content marketing strategy, while 48% say they have a content marketing strategy, but it is not documented. Moreover, 84% of them say that the content marketing goal of their organization is “brand awareness”, and 42% of organizations publish new content that supports their content marketing program daily or multiple times per week (VIJAYENDRA G, n.d.).

In terms of the proportion of the organization's overall marketing budget spent on content marketing, the average of B2B marketers from North America answered 28%.

In conclusion, content marketing is a key component of digital marketing, creating and sharing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. Customers are engaged through a variety of channels and platforms in order to support the overall marketing plan. Businesses may increase trust, position themselves as thought leaders, and encourage lucrative consumer action by producing and disseminating important and interesting content. In digital marketing, content marketing is utilized in the following ways:

- **Website content:** Blog posts, articles, and landing pages are examples of online content that may help attract traffic to a website, engage visitors, and convert them into buyers.
- **Social media content:** Social media is an effective way to distribute content and engage with customers. Sharing content on social media sites like Facebook, Twitter, and Instagram may increase brand recognition, increase traffic, and engage customers.
- **Video content:** Video content is a highly engaging format that can be used to tell a story, showcase a product or service, or provide educational content. A very captivating method for storytelling, showcasing a business or service, or delivering instructive material is video content. Videos can be delivered by email, social media, or embedded on a website.
- **Infographics:** Infographics are a visually appealing approach to delivering complicated information in a simple and easy-to-understand style. They may be used to educate consumers, display statistics, and drive visitors to a website.

2.2.3.3. E-Mail Marketing

E-mail marketing is a potent digital marketing technique that allows firms to engage with customers on a more personal level. Unsophisticated mass-marketing strategies are likely to be disregarded, therefore choosing the proper approach for e-mail marketing communications is critical. Consider the junk mail that arrives through your mailbox every day and is discarded, unread, and in many cases unopened (DAMIAN R., CALVIN J., 2009).

Emails are digital communications that can convey a variety of information, such as sales, product details, changes to company policies, free shipping deals, and more. Email marketing is the strategy of promoting goods, educating customers, and encouraging purchases through electronic messages (TARA S, 2021).

Email marketing is a potent marketing tool that uses email to advertise the goods or services your company offers which is a type of direct marketing as well as digital marketing. Incorporating it into your marketing automation efforts can assist in making your consumers aware of your newest products or deals. It can also play an important role in your marketing strategy by generating leads, increasing brand recognition, developing relationships, and keeping consumers involved between transactions via various kinds of marketing emails (MAILCHIMP, n.d.).

A structure for email-based campaigns called direct email marketing involves sending standalone ads to a specific receiver list. It is different from spam in that it employs customer segmentation techniques to ensure that the message is suitable for the group to which it is being sent, as well as customization techniques to address the receiver as an individual. It raises awareness among prospective customers of the company's most recent offerings or promotional deals and gives input on the campaign's success. Organizations can monitor data such as the number of messages read, the number of views produced, and requests to be removed from the sender's list.



Figure 2: Email marketing segmentation strategies. Source: (ALEXANDER S. G, 2022)

Based on figure 2, Email marketing segmentation is the practice of breaking down an email list into smaller, more focused groups based on common characteristics or behaviors. We can group some of the items on the list as below:

- **Demographic segmentation:** businesses can send targeted communications to specific groups by segmenting users based on demographic data such as age, gender, and income level.
- **Behavioral segmentation:** Subscribers can be segmented based on their behavior or activities, such as recent purchases or email openings, to help companies send personalized communications that are more likely to lead to conversions.
- **Psychographic segmentation:** Businesses can send content that resonates with users by segmenting subscribers based on interest, attitudes, or lifestyle.

According to a study by Campaign Monitor, email marketing has an average ROI of 4200%, meaning businesses can earn \$42 for every \$1 spent on email marketing (CAMPAIGN MONITOR, 2018).

Reports have shown that adding videos to your email can increase click rates by 300% (SHABANA A, 2018).

According to a study by the Adoric team, about 87% of marketers prefer to use email marketing to promote their content. 81% of small firms use email marketing as their major

acquisition technique. About 49% of users like to receive weekly brand emails including promotional messages according to a 2017 report (ADORIC, 2023).

2.2.3.4. Search Engine Optimization (SEO)

SEO refers to the act of optimizing a website so that it appears naturally or organically in search results on Google, Yahoo, Bing, or any other search engine. Google frequently adjusts its algorithms to make sure that only the most pertinent results are displayed. SEO effort should cover technicalities such as content and query matching, spidering, indexing, and analyzing non-text information. It is the most cost-effective marketing method for driving organic visitors to your website (MADHU B., DEEPAK V., 2018).

Search engine optimization (SEO) is the process of getting a website to show in the top results lists of a search engine for certain terms. There are numerous variables that contribute to a website's rise to the summit of search engine results. The most efficient method of capturing users' interest is related to search engine optimization. Because search engine optimization is primarily based on terms that are relevant to the website and can be used to conduct searches in search engines (NURSEK Y., UTKU K., 2010).

The essential thing in making SEO more successful with the company is keywords. The keyword analysis must be completed for the website that will be optimized. It is necessary to perform keyword research on a website in accordance with the following guidelines or tasks:

- Using keyword research, create a strong inventory of possible keywords.
- Websites in the top 5 rankings must be discovered via a search.
- Links must be tallied and goal keywords identified.
- Untested words must be discovered and noted.

The related keywords can be used in the following fields in order to move web site to the top results of search engines:

- In the page title tag, Meta description tags, keyword description tags, and heading tags.
- In lower description tags, graphics, link texts, plain texts, or domain fields (if it is possible).

A definition from Moz, one of the leading authorities in SEO: SEO refers to a collection of practices aimed at improving the visibility and placement of websites in organic search results. An effective SEO approach is necessary for improving the quality and number of visitors to your website because organic search is the most popular way for people to locate and access online

information. Crawlers, often known as bots or spiders, are used by search engines such as Google and Bing to gather information on all the content available on the internet. The crawler begins on a well-known web page and follows both internal links to pages on that site and external links to other sites. The crawler is helped in comprehending each website's content and how it is logically connected to every other page in the search engine's large database, known as an index, by the content on those sites and the context of the connections it followed. The search engine employs sophisticated algorithms to compile what it deems to be a most precise and helpful list of results for a user's input into the search box. Users can also speak or write their own queries into the search box. These organic results may contain text-based web pages, news stories, photos, videos, local company listings, and other sorts of content that are more specialized. (MOZ, 2023).

There are many aspects that go into search engine algorithms, and those components are always developing in order to keep up with constantly changing user behavior and breakthroughs in machine learning.

The Influence of Ranking Factors in Google's Algorithm

Based on a survey of over 150 SEO experts

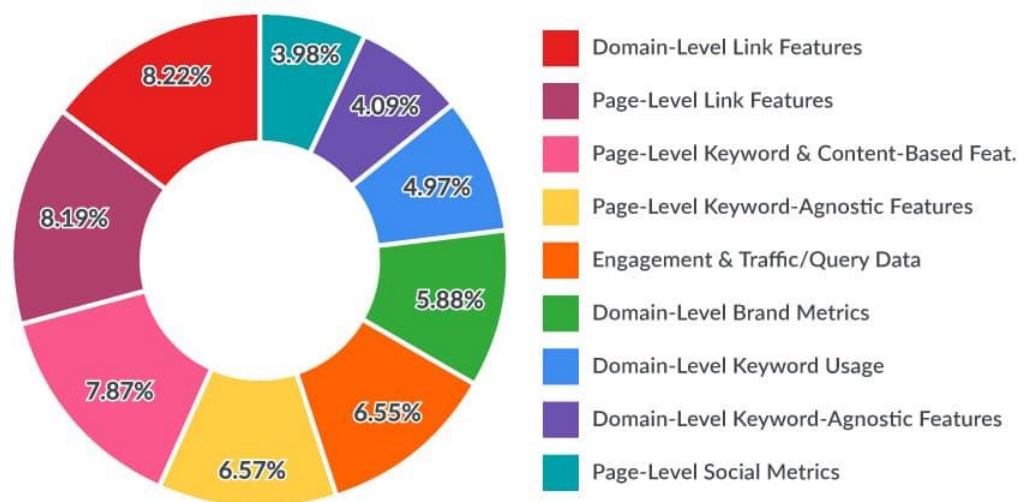


Figure 3: The influence of ranking factors in Google's algorithm

Source: <https://moz.com/learn/seo/what-is-seo>

SEO's employ their awareness of these ranking variables to build and implement search marketing strategies that involve a combination of on-page, off-page, and technical practices. A firm that wishes to achieve and maintain high SERP rankings and, a large amount of high-quality user traffic should implement a strategy that focuses on user experience, applies non-manipulative

ranking tactics, and adapts to changing search engine and user behaviors. Although other digital marketing strategies such as conversion rate optimization (CRO), pay-per-click (PPC) advertising, social media management, email marketing, and community management are frequently connected with SEO, they are typically outside of the authority and definition associated with conventional search marketing (MOZ, 2023).

➤ **The importance of SEO**

SEO is critical for companies that want to increase their online visibility, draw more qualified visitors, and create more leads and conversions. Here are some data and references that show the significance of SEO.

First, organic search delivers 53% of all website traffic. That is one of the major reasons why the global SEO business is expected to reach a staggering \$122.11 billion by 2028. SEO generates actual business outcomes for brands, businesses, and groups of all kinds.

Now users can look on conventional online search engines (such as Google and Microsoft Bing), social networks (such as YouTube and TikTok), or store websites. (e.g., Amazon). In reality, 61% of US internet buyers begin their product search on Amazon, while 49% begin on a search engine such as Google. Also worth noting from the same study (G, n.d.):

- 32% start on Walmart.com.
- 20% start on YouTube.
- 19% start on Facebook.
- 15% start on Instagram.
- 11% start on TikTok.

According to a study by Moz, the top-ranking website on Google's first page receives 31.7% of clicks, while the second and third positions receive 24.71% and 18.66% of clicks, respectively (FISHKIN R, 2017).

A study by On The Map (CHINTAN Z, 2023):

- A search engine is the starting point for 68% of internet experiences.
- Only 0.78% of Google search engine users clicked on something from the second page.
- Google accounts for 93.87% of the mobile search engine market.

These statistics highlight the significance of SEO for companies seeking success in the digital era. Businesses can increase qualified visitors, raise brand recognition, increase sales, and increase income by improving their web presence for search engines.

In totality, Search Engine Optimization (SEO) is the practice of optimizing a website or online material to improve its popularity and ranking in search engine results pages (SERPs) for particular keywords and phrases. SEO's aim is to increase organic traffic to a website, which leads to increased visibility brand knowledge, and, eventually, more purchases or transactions.

2.2.3.5. Social Media Marketing

Social media marketing (SMM) is an essential component of SEM initiatives. It entails driving visitors to websites or companies via social media platforms such as Facebook, Instagram, Twitter, Pinterest, Google+, and LinkedIn. Because good content is shared and liked, develop and customize content for various social media platforms. At the same time, the organization should engage consumers at least four to five times per day. SMM can be particularly useful for promoting brands and increasing revenue. So, businesses need to develop the skills to use social media in a manner that complements their strategy (MADHU B., DEEPAK V., 2018).

Social media marketing is the use of social media channels and tools to communicate, interact, and engage with customers, prospects, and stakeholders in order to build brand awareness, increase sales, and drive website traffic (PAUL R. S., SMITH P. R., ZE Z, 2011).

Social media marketing (SMM) is the practice of promoting a business's goods and services on social networks, blogs, and other online venues. SMM refers to all online promotions done using social media tools and strategies in order to draw customers. Boosting a brand's exposure and attracting new consumers, involves using social media platforms. Companies nowadays use social media marketing to boost company development and profit (JASON G, 2022).

Marketing on social networks or advertising products and services through digital media is referred to as social media marketing. Social media marketing uses the social element of the web to engage and interact on a much more individualized and dynamic level than conventional marketing (SELCUK B, 2020).

It is a type of internet marketing that employs different social networks to offer company marketing communications and social objectives. The majority of social media marketing efforts are focused on social content sharing. Videos and pictures for marketing reasons are a new trend

that is quickly expanding in ways that companies can easily reach their prospective consumers. It can also be described as the use of social media channels to promote the goods of a business (KAUR G, 2016).

From the definitions above, Social media marketing is the practice of using social media platforms and networks to produce and distribute information, as well as engage with and establish relationships with users and customers. The main objective of social media marketing is to raise brand awareness, drive website traffic, and, eventually, create more leads and sales for a company or group. It entails producing and sharing various kinds of content, such as text, photos, videos, and other multimedia, on social media sites such as Facebook, Twitter, Instagram, and LinkedIn, among others. Social media marketing also encompasses activities such as social media ads, influencer marketing, and social media analytics, which are used to evaluate and monitor the efficacy of social media initiatives.

➤ **Platforms for social media marketing**

Social media platforms are media tools that enable people to communicate socially. The following are some of the most popular types of business platforms: Facebook/Instagram for business accounts/pages which included the function of follow, like, and share. LinkedIn is a personal & business page that comes with a good source for business member bios, other professionals will follow you and can create professional groups for conversational. TikTok for short video clips, other people can follow you. YouTube is a popular platform for short and long videos which people see and subscribe to your channel (JASON G, 2022).

Social media platforms are available for businesses to use in their marketing efforts, as well as insights on how to create a successful social media marketing strategy (HANNA R., ROHM A., CRITTENDEN V. L., 2011).

➤ **The importance of social media marketing**

On behalf of Sprout Social, the Harris Poll polled over 1,000 US customers and 250 company executives to better understand how people use social media, the relevance of social media marketing, the impact of social media on businesses, and how its influence will alter in the next years. 7 statistics that demonstrate the significance of social media marketing in a company (LAUREN C, 2021).

- 55% of customers discover new brands via social media.
- 68% of customers think that social media allows them to communicate with brands and businesses.
- In the past year, 43% of customers expanded their usage of social media to find new items.
- After having a favorable social experience with a company, 78% of consumers are inclined to buy from them.
- 80% of corporate leaders believe that investing more resources in social media marketing is extremely necessary or critical.
- In the next three years, 91% of CEOs expect to boost their social media marketing expenses.
- 72% of businesses use data from social media to guide decisions for the company.

Social media marketing is a key component of any modern marketing plan. It enables businesses to access a larger community, interact with customers, and develop brand awareness in a cost-effective manner.

2.2.3.6. Influencer Marketing

Influencer marketing is a digital marketing channel in which businesses and brands work with social media producers and influencers to promote their goods through content produced by these influencers. It is gaining popularity due to its ability to reach highly involved audiences with trustworthy messages and achieve an exact fit between the requirements of these audiences and the goods that the brand is providing. It is also closely related to content marketing and social media marketing, as companies work with influencers through sponsored content (DIGITAL MARKETERS WORLD, 2022).

Influencer marketing is a combination of traditional and modern business techniques. It incorporates the concept of star endorsement into a modern-day content-driven marketing strategy. In the case of influencer marketing, the primary difference is that the campaign results in partnerships between companies and personalities (WERNER G, 2023).

In brief, Influencer marketing is a type of marketing strategy that includes collaborating with people who have a large social media following to support a brand's goods or services. Influencers are usually specialists or authorities in a specific field or specialty with a large following. The idea is to use the influencer's reputation and reach to market their goods or services

to their target audience via a variety of methods such as paid posts, product evaluations, or giveaways.

➤ **The Influencer Marketing Revolution**

Influencer marketing is the practice of promoting goods and services to those who have sway over what other people purchase. As their devoted fans view them as genuine and authentic, very tiny bloggers and vloggers can be especially powerful.

According to the influencer marketing stats, 93% of marketers find influencer marketing effective (World, 2018). Influencer marketing can generate 11 times the ROI of traditional advertising. 90% of consumers trust peer recommendations but only 33% trust traditional ads.

According to the results of the most recent Open Influence poll, the current year will be the year of influencer marketing. Sixty-four percent of the 150 marketing leaders polled said they intend to increase their marketing budget. Influencer marketing owns a bigger share of the budget. 64% of brand marketing leaders expect their influencer marketing budget to increase in 2023 (AROOJ A, 2023).

Influencer marketing is becoming more common, with companies spending nearly a million dollars on such promotions. Almost 77% of businesses want to work with content creators and influencers on a long-term basis because it helps the brand establish a better connection with its consumers. While 40% of marketers believe that the recruiting process is simple, some brand marketers find it difficult because the person they seek is not always accessible. Paid ads are also used on social networks, the two biggest being Meta's Instagram and ByteDance's TikTok. Instagram leads the way with 76%, followed by Facebook (67%), and TikTok (59%).

2.2.3.7. Mobile Marketing

Mobile marketing (m-marketing) makes use of a variety of communication protocols and technologies, including wireless connectivity, Bluetooth devices, multimedia messaging systems (MMS), and short messaging systems (SMS). Nevertheless, using MOIP is not required when accessing the Internet through a portable device. You are employing m-marketing if you leverage native mobile technology to send an SMS, have an interactive billboard broadcasting a Bluetooth downloaded voucher, or deliver content over GPRS networks (STEPHEN D., SUSAN D, 2011).

According to the Mobile Marketing Association, the worldwide mobile marketing trade association, mobile marketing can be defined as: “a set of practices that enables organizations to

communicate and engage with their audience in an interactive and relevant manner through any mobile device or network” (MOBILE MARKETING ASSOCIATION, 2010).

Mobile marketing is a digital marketing approach that reaches out to specific groups through numerous platforms, including smartphones, tablets, mobile devices, social media, and apps. Mobile marketing refers to any marketing strategy that promotes goods or services via mobile devices, enabling businesses to provide a consistent client experience. It is used to attract consumers in a customized and engaging manner (OTIMOVE, n.d.).

Andreas Marcus Kaplan, Marketing Professor at the ESCP Europe School of Business, defines mobile marketing as "all marketing endeavors done via a vast network to which target customers are constantly connected via their mobile devices". Since late 2015, smartphone online traffic has outpaced desktop internet use. To reiterate, according to a 2018 statistics study, smartphones produced 52.2 percent of global internet traffic (SENDPULSE, 2023).

Mobile marketing refers to “the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device, or technology” (Shankar and Balasubramanian 2009). Marketers use mobile marketing to interact directly with customers at any time or location. Location precision, portability, and untethered/wireless capabilities are key characteristics of mobile marketing (SHANKAR V., BALASUBRAMANIAN S., 2009).

In summary, Mobile marketing is a type of digital marketing that takes advantage of the widespread availability of mobile devices to contact customers wherever they are. Mobile-friendly websites, mobile applications, SMS marketing, mobile search advertising, and mobile display ads are all examples. Sending promotional text texts, providing mobile app exclusive deals, and using location-based targeting to reach customers close to a real shop are all common instances.

➤ **The importance of mobile marketing**

Mobile marketing has grown in importance in recent years as mobile device usage has increased. In 2020, mobile devices will account for more than half of all internet traffic, according to statistics. As a result, companies that want to interact with customers and remain competitive in today's market must implement a powerful mobile marketing strategy (SENDPULSE, 2023).

- Users spend 89% of their time on mobile applications, indicating that mobile devices rule the conversation.

- Because of their compact size, mobile devices simplify the general perspective and quantity of information. Users can easily take mobile devices everywhere and make purchases whenever they want because they are smaller and lighter than PCs.
- Mobile reduces the time it takes to make a transaction by 20%.
- In comparison to a year earlier, 50% of smartphone users expect to purchase something right away while using their devices.
- After seeing pertinent ads, 91% of smartphone users plan purchases or acquire specific products.
- Customers who use smartphones are twice as apt to buy from companies that have applications or mobile websites with material tailored to their region.
- Mobile devices account for 40% of all internet purchases.

The significance of mobile marketing in the current digital environment is illustrated by these figures. Businesses that want to interact with customers while remaining competitive must implement a powerful mobile marketing strategy.

2.2.3.8. Video Marketing

Video used to promote and sell a product or service to maximize interaction on a company's digital and social networks, educate its audiences and clients, and reach out to new customers is called video marketing. Video marketing has applications in all facets of marketing, from increasing consumer awareness of a company's goods and services to retaining current customers. Companies will need more video marketing expertise in the future because 54% of customers want to see video material from companies and brands they support (ALICIA C., MEGAN C., 2021).

Hubsport defines video marketing as the use of videos for marketing and selling a product or service, boosting interaction on digital and social media platforms, informing consumers and customers, and reaching audiences through innovative media. (HUBSPORTS, 2021).

Video marketing is described by Amazon Ads as "the use of video content to promote or inform audiences about your brand and products." Video may be used by brands across a variety of digital platforms and forms, such as their own website, social media marketing, programmatic advertising, and more (AMAZON ADS, n.d.).

To summarize, Video marketing is the use of video content to advertise or market a product, service, or business. It is a form of digital marketing that uses the power of video to

interact and connect with target groups. Explainer videos, product demonstrations, reviews, brand videos, and social media videos are just a few examples of video marketing. Video marketing aims to produce engaging video content that engages viewers and motivates them to act.

➤ **The importance of video marketing**

- With the introduction of YouTube in 2005, video marketing really took off. Google purchased YouTube in October 2006, and by 2009, the network had seven distinct ad forms.
- In 2022, viewers spend an average of 19 hours per week watching videos online. Brands that want to succeed can no longer afford to ignore video marketing (HUBSPORTS, 2021).
- Marketers recognize the importance of video in marketing. Statistics surveyed over 8,000 marketing executives in June 2021 and discovered that pre-produced video was the top digital customer interaction tactic globally. In addition to the 81% of respondents who now do so, another 13% plan to employ pre-produced movies in their digital advertising. The next most popular strategy was livestream video, which 73% of respondents are presently using and another 19% intend to use (AMAZON ADS, n.d.).
- One of the main causes that video marketing is so essential is that video is a common medium among audiences. Two-thirds of consumers would rather view a movie than read about a product or service. In the first half of 2021, video accounted for 53.7% of all Internet traffic globally, with social coming in second at 12.7%. Marketers must distribute their ideas where and how customers will see them.

Video marketing has numerous advantages, including increased engagement, increased brand recognition, and better conversion rates. Businesses can share their stories in a more lively and engaging manner, making it simpler to interact with target groups and develop brand devotion.

Based on the concepts presented above, the researcher determined the idea of digital marketing tools as measurement tools. Digital marketing includes components of the 8C Framework website, the significance of content marketing, email marketing, SEO, ideas about the goals of using social media in a positive way, and statistics about the use of mobile marketing, video marketing, and influence marketing for assisting digital marketing and ensuring the success of the business. The researcher used this as a guideline for this study because digital marketing has an impact on customer behavior and offers chances for entrepreneurs. The secret to attracting

customers in this changing age is to select the right digital marketing tools. The digital marketing tools chosen by the researcher are generally known and popular use.

2.3. Definitions, concepts and theory of consumer behavior and decision making

2.3.1. Definition and meaning of consumer behavior

Business Dictionary offers the following definition "Consumer buying behavior is the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants". Also in many research articles, authors use the next definition "Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." (ALINA S, 2017)

Consumer behavior refers to the process that customers go through while making a purchase, and it includes aspects that impact their decision-making process. Purchase decisions for many goods and services are the outcome of a thorough, time-consuming process that may include a thorough information search, brand comparison, and evaluation. How well marketers comprehend customer behavior has a substantial impact on their ability to influence purchase behavior. Marketers must understand the requirements consumers try to meet and how they translate them into buy characteristics. They must comprehend how customers collect knowledge about various alternatives and use that information to choose between competing companies.

In conclusion, consumer behavior refers to the actions and decisions made by individuals and families when selecting, purchasing, using, and disposing of goods, services, ideas, or experiences. It includes a variety of variables that affect customer decision-making, such as personal factors such as age, wealth, and personality, psychological factors such as reasons, views, and attitudes, social factors such as culture, family, and reference groups, and marketing factors such as advertising, pricing, and product design. Understanding consumer behavior is critical for companies and marketers because it can aid in the development of effective marketing strategies, the development of strong customer relationships, and the eventual growth of sales and income.

2.3.2. Definition and meaning of decision-making models

There are several decision-making models that have been developed by researchers and scholars. According to the research ‘Explaining the Consumer Decision-Making Process’ (ALINA S, 2017), there are some of the writers' decision-making definitions and key models are shortly presented starting from 1960 till nowadays:

Simon's model in 1960, the decision-making process is conceptualized in this model as consisting of three stages: the intelligence activity, the design activity, and the choosing activity. Simon contends that decision-making is a cognitive process that can be broken down into simple, consecutive stages. (SIMON H.A, n.d.)

Engel, Kollat & Blackwell's model in 1968, the decision-making process in this customer model is composed of the following elements: input, information processing, decision process, and variables, influencing the decision process. The decision process component consists of five following stages – need recognition, search, alternative evaluation, purchase, and outcomes. (ENGEL J.F., KOLLAT D.T., BLACKWELL R.D., 1968)

The theory of buyer behavior of 1969 explains the buyer behavior of individuals over a period. Specifically, the buyer's brand selection behavior. The authors define the components of the consumer decision process (a set of motives, a variety of alternative courses of action, and decision facilitators through which the motives are matched with the alternatives), observe the changes happening over time as a result of their practice, and demonstrate the way a combination of decision components affects search processes and the incorporation of information from the buyer's social and professional environment. Three stages of customer decision-making are proposed by this model: extensive problem solving, limited problem-solving, and habitual response behavior. (HOWARD J.A., SHETH J.N, 1969)

This four-stage model, developed by Keeney in 1982, takes a staged approach: structure the decision problem (generation of alternatives and specification of objectives), assess potential impacts of each alternative, determine decision makers' preferences (values), and evaluate and compare alternatives. This model shows the complexities that are expected at each step. (KEENEY R.L, 1982)

Smith & Rupp's model in 2003, this model is an Internet-based model that considers the external effects of website marketing, the social environment, and psychological problems on

online customer activities, which is followed by purchase and post-purchase behavior (SMITH A.D., RUPP W.T, 2003).

The Marketing Spiral in 2007, consumer behavior is like a spiral that starts with an encounter rather than a conversation. As the consumer's engagement grows, the spiral amplifies.

McKinsey's dynamic model of the consumer decision journey in 2009, the four main stages of this model which are repetitive rather than sequential are initial consideration, active evaluation, or the process of researching potential purchases. In conclusion, when consumers buy brands, and post-purchase, when consumers use them. (COURT D., ELZINGA D., MULDER S., VETVIK O.J., 2009)

From the models above, a decision-making model is a structured strategy or framework that people or groups can use to make successful decisions. It consists of several stages, including recognizing the issue or decision to be made, gathering information, identifying options or alternatives, assessing options, making a decision, implementing the decision, and evaluating the decision. A decision-making model can assist people and organizations in making more informed, objective, and successful decisions.

2.3.3. Consumer purchasing decision process

Consumer decision making refers to the process that consumers go through in order to make a purchasing decision. This process generally consists of multiple steps, including, including problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation. The consumer decision-making process can be influenced by a variety of factors, including personal, psychological, social, and marketing factors. Understanding the buyer decision-making process is critical for companies and marketers because it can help them develop effective marketing strategies, establish strong customer relationships, and eventually drive sales and revenue development.

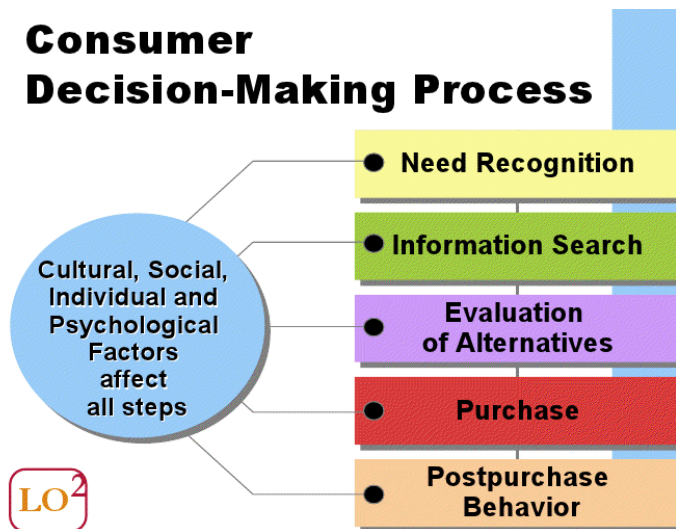


Figure 4: Consumer decision making process
(Source: Dulce Alonso's Marketing Portfolio)

Figure 4 shows the consumer decision-making process step-by-step. The five-stage model of the consumer buying process created by Kotler and Keller (KOTLER P., KELLER K.L, 2012) is a generally recognized model of the decision-making process that consumers go through when making a purchase. The five stages of the model are as follows: Problem recognition, Information search, Evaluation of alternatives, Purchase decision, and post-purchase behavior.

1. **Problem/need recognition:** The first stage is when a consumer recognizes a problem or need that they have. When a consumer's real situation varies from their ideal situation, such as when they run out of a product or need to replace a damaged object, this can occur. Consumer problems may arise for the following reasons.

- The used items were gone. When the initial problem-solving materials run out. As a result of the loss of current items, a new demand emerges, and buyers must find something new to replace them.
- Personal changes, a person's maturation and character development, or even bad changes such as sickness, as well as bodily changes, growth, or even psychic circumstances that cause changes and new requirements.
- When family conditions change, such as marriage or childbearing, and there is a demand for products or services, the family council changes.
- Financial situation changes, whether good or negative, unavoidably results in living changes.

- Marketing and advertising effectiveness. When various marketing activities, such as advertising, public relations, discounts, redemptions, gifts, sales using employees, or successful direct marketing, are promoted, it can raise customer awareness of the issue and cause increased demand.

- When customers become conscious of an issue, people may or may not find a remedy if the problem is not critical, regardless of whether it can be solved or not. However, if the issue has not been resolved, reduced, or grown. The issue then becomes a source of stress, which motivates people to attempt to solve it by gathering information first.

2. **Information search:** Once the buyer is aware of their issue or need, they start looking for information about the good or service that will meet their requirements. This information search may include questioning friends and family, perusing internet evaluations, or visiting shops to collect information. When there is an issue, customers must pursue answers by gathering more information to help them make decisions from the following:

- Personal Search: it is a particular news source such as family, friends, reference organizations, experts, or individuals who have used the product.
- Commercial Search: is a source of information at the point of sale for goods, businesses, or stores that produce or distribute them, or from a salesperson.
- Public Search: it is a source of knowledge obtained from various sources such as television, radio, and Internet searches.
- Experimental Search: It is a source of knowledge obtained through experience, trying, and trial.

3. **Evaluation of alternatives:** After acquiring information, the customer will analyze the numerous possibilities accessible to them. Before deciding, they will evaluate the advantages and disadvantages of each option and take into account their features and benefits.

At the alternative evaluation step, a variety of factors, such as price, quality, features, company recognition, and availability, are considered. The consumer may also consider their own particular preferences and beliefs, as well as the suggestions of others, such as family members, friends, or internet reviews.

Consumers may use various decision-making strategies or techniques to simplify the decision-making process during the assessment of options stage. For example, consumers may use the brand name as a quality indicator or choose the choice that is most known to them.

Businesses and marketers can impact the assessment of options stage by providing pertinent information to consumers, emphasizing the features and benefits of their goods, and utilizing social evidence or recommendations to create trust and trustworthiness. Businesses can create successful marketing strategies to influence customer purchasing decisions if they grasp the elements that impact the evaluation of alternatives stage.

4. **Purchase decision:** at this stage, the consumer has identified a need, researched potential solutions, weighed the options, and is ready to decide which product or service to purchase. The purchase decision is influenced by a number of factors, including the consumer's budget, personal preferences, beliefs, and previous experiences. The customer may also encounter external variables such as time constraints or product availability.

Consumers may also experience psychological dissonance during the buy decision stage, which is a feeling of concern or worry that arises when a person is forced to choose between various choices or experiences after they have made a decision. This can lead to the buyer second-guessing their decision and seeking confirmation that they made the correct decision.

Businesses and marketers can influence the purchasing decision stage by utilizing a variety of strategies, such as providing promotions or discounts, offering clear and concise information about the product or service, and creating a feeling of pressure or rarity to convince the customer to make a purchase. Businesses can create successful marketing strategies to influence customers' purchasing decisions by knowing the variables which influence the purchase decision stage.

5. **Post-purchase evaluation:** after purchasing the product or service, the consumer will assess their choice as well as the product's effectiveness. This evaluation will assist the buyer in determining whether they are happy with their acquisition or if there are any issues that need to be addressed.

When the buyer assesses whether the acquisition satisfies them and whether it fulfills their hopes. The buyer may also consider their previous experiences with the product or service, such as its efficiency, longevity, and general quality. Depending on the degree of happiness of the customer, the evaluation may be favorable or negative. If the client is satisfied, they are more likely to return and may even provide favorable comments or recommendations to others. Businesses and marketers can impact this stage by providing outstanding customer service, addressing any issues or concerns raised by the customer, and promoting feedback and evaluations. Finally,

companies can create effective marketing strategies to guarantee client satisfaction and long-term customer relationships.

In conclusion, the customer decision-making process can be affected by a variety of variables, including personal, psychological, social, and marketing considerations. Understanding the buyer decision-making process is critical for companies and marketers because it can help them develop effective marketing strategies, establish strong customer relationships, and eventually drive sales and revenue development.

2.4. Related research

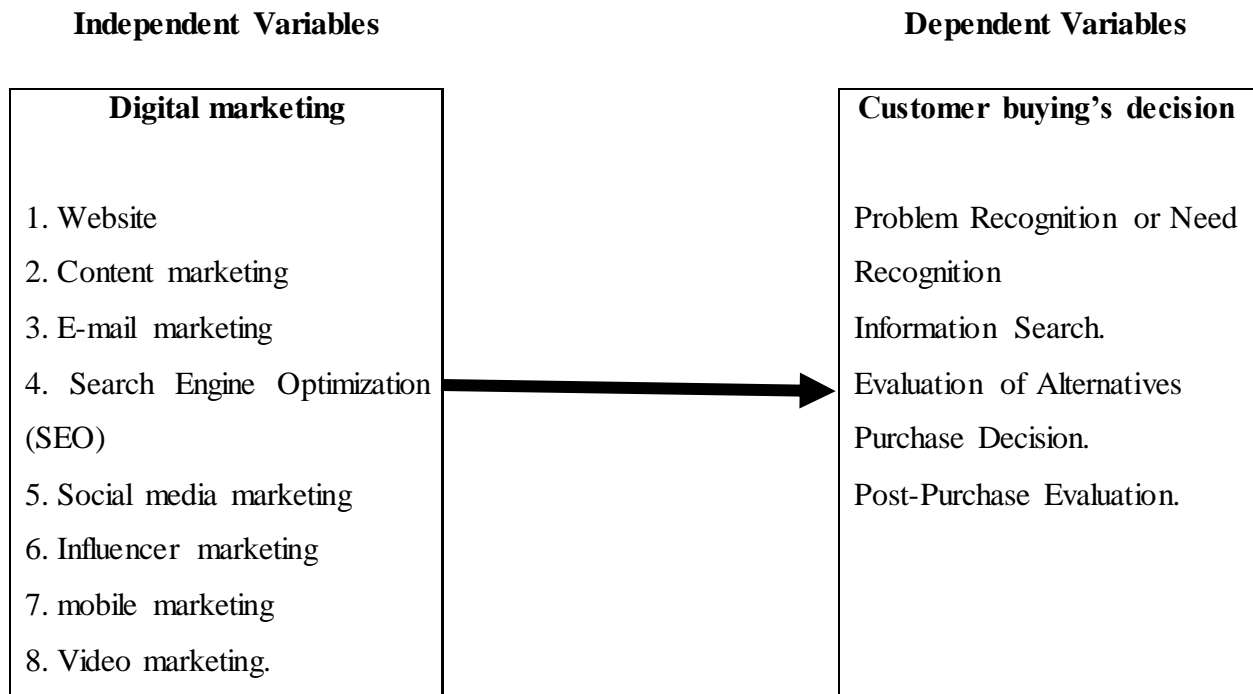
Based on the research of Phonephun Tarnpaseuth (2016), this research had the purpose of studying the influence of digital marketing toward consumer's purchasing decision via e-commerce in Bangkok. The purpose of this research is to investigate people's opinions, purchasing decisions, and the effect of digital marketing via e-commerce in Bangkok. A convenience sample method has been used to choose 400 internet users in Bangkok for this study. The study's data collection method was an online Google Forms questionnaire, and its reliability was verified using Cronbach's Alpha Analysis Test. Data analysis included methods of statistical analysis such as descriptive statistics, simple regression, and multiple regressions, along with hypothesis testing with a level of significance at 0.05. The results of the study revealed that the samples were mostly female, 21-30 years old, single with a bachelor's degree, student, and undergraduate, with an average monthly income of 10,000 - 20,000 Baht, a hobby was surfing the internet, using e-commerce as a shopping channel to make a purchasing decision from its interesting promotion, making a purchasing decision on their own, frequency 1-2 times per month with 501-1,000 Baht each time, using shopping online to make a purchasing decision because it was convenient. The results of the hypothesis testing revealed that social media, e-mail, the front page of websites, and digital marketing influenced consumers' purchasing decisions toward e-commerce in the Bangkok district at a level of significance of 0.05.

The research of Nizar Alam Hamdani1, Rio Muladi and Galih Abdul Fatah Maulani in 2021 about the impact of digital marketing on the consumer decision-making process. The purpose of this study is to examine how digital marketing has affected customer choices related to the Aerostreet shoe brand. The methods of this study used a quantitative method with 58 respondents.

The data analysis approach applied is simple regression with the SPSS 25 application. The findings indicate that internet marketing has a considerable impact on customer decision-making for the Aerostreet shoe brand. This explains why customers frequently use technology to make purchases for their businesses. This study contributes to the advancement of an applied theory that contends digital marketing and promotion strategies have an impact on customer purchase decisions in the footwear sector of the fashion industry. The findings demonstrated the 56.0% influence's considerable impact. The research also offers useful implications for company actors that wish to enhance marketing effectiveness by attempting to use technology as a strategy for sales or promotion. Because digital marketing is more flexible in terms of time and location and may reach a larger market.

2.5. Conceptual framework

A conceptual framework is a framework or model that offers a visual depiction of the key concepts, variables, and relationships relevant to a certain study topic or subject. It is a method of organizing and synthesizing current information in an area to assist researchers in developing a comprehensive grasp of the issue under investigation.



Chapter 3. Material and Method

This section will explain how to gather information, choose a sample, the tool for evaluating data, and evaluate the acquired data.

3.1. Statement of the problems

The challenge for firms is effectively assessing the influence of their digital marketing initiatives on customer purchasing behavior. Understanding the potential of employing digital marketing to reach customers and having the findings be as needed by the organization is important given the problems of conducting a survey for this study. Although digital marketing may give statistics on customer activity, determining whether individual marketing initiatives are generating real sales can be tricky. The goal of this study is to determine whether digital marketing improves the consumer experience. This research will evaluate whether consumers feel they benefit from the digital knowledge they get across numerous platforms by conducting a survey of consumers in Vientiane.

3.2. Purposes of the study

1. To study the consumer behavior via e-commerce in Vientiane.
2. To study how digital marketing is useful for consumers in Vientiane.
3. To explore consumers' purchasing decisions via e-commerce in Vientiane.
4. To understand the consumers purchasing decision preferences and how it is influenced by digital marketing via e-commerce.

3.3. Population

The study population was qualified as people in Vientiane Capital who are using the internet and have ever bought something online.

3.4. Sample size and selection

In this study, 150 people were chosen at random from a larger population. The sample included individuals from different age groups, genders, and buying behaviors, with a focus on respondents who have ever bought something online.

3.5. Research Tool

In this study, an online questionnaire was used as the primary research tool to collect data from participants. The questionnaire was created based on reviewing pertinent literature and previous research in the field. The questionnaire is divided into six parts:

Part 1: Buying something online

Part 2: Personal Information

Part 3: Buying behavior through e-commerce

Part 4: The opinion of consumers with digital marketing tools such as websites, content marketing, e-mail marketing, search engine optimization, social media marketing, influence marketing, mobile marketing, and video marketing

Part 5: The opinion about the purchasing decision

Part 6: Suggestions

3.6. Data collection

The questionnaire was taken online by the researcher, posted on Facebook and sent to the respondents. Data collected through the questionnaire were analyzed using descriptive and inferential statistical techniques to identify patterns and relationships among variables.

3.7. Data analysis

The information from the questionnaire will be input into Microsoft Excel for analysis. The data was analyzed using descriptive statistics in the form of percentages, frequency, the average (mean), and inferential statistics in the form of hypothesis testing.

Percentage

The percentage formula: $P = \frac{f}{n} \times 100\%$

P= percent

f= number of frequency value

n= number of all samples

➤ Value of arithmetic mean

$$\bar{x} = \frac{x_1 + x_2 + x_3 + \dots + x_n}{N} = \frac{\sum x}{N}$$

\bar{x} = the average or arithmetic mean

$\sum x$ = sum of the score in the target of population

N = total number of the samples

➤ **Result Rating Score**

There are 5 rating scores which are shown as following table:

Table 3.7.1: Rating score of agreement

Description	Rating Scores
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

➤ **Rating Class Interval of Mean**

$$Level = \frac{\text{Most score} - \text{Least score}}{\text{amount step}}$$

$$Level = \frac{5 - 1}{5} = 0.8$$

Table 3.7.2: Rating class interval of mean

Description	Mean/Average
4.21 - 5.00	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

➤ **Inferential Statistic** is a comparative analysis and correlation analysis of data related to the research variables for analyzing digital marketing and the consumer's purchasing decision via e-commerce. The hypothesis will use simple regression and multiple regression analysis to conduct the analysis.

Chapter 4. Results and Evaluation

This chapter presents the analysis results and evaluation, which are divided into four parts: personal information, consumer behavior in digital marketing, consumer purchasing decisions and inferential statistics results. The aforementioned data was gathered by the researcher from questionnaires, with complete responses totaling 150 sets, representing 100% of the total number of questionnaires. In this data study, the researcher provides the results using descriptive statistics and multivariate statistics in the data analysis.

4.1. Personal's information

4.1.1. Respondent's demographic characteristics

Table 4.1.1: The number and percentages of sample according to demographic.

Demographics	Item	Frequency	Percentage (%)
Gender	Female	98	65%
	Male	52	35%
Total		150	100%
Age	Under 21 years old	8	5%
	21 - 30 years old	81	54%
	31 - 40years old	32	21%
	41 - 50 years old	19	13%
	Over 50 years old	10	7%
Total		150	100%
Status	Single	74	49%
	Married	70	47%
	Divorced/widowed	6	4%
Total		150	100%
Education level	High school	5	3%
	Diploma Degree	12	8%
	Bachelor's degree	82	55%
	Master's degree	51	34%
	Doctorate degree	0	0%
Total		150	100%

Occupation	Student	23	15%
	Entrepreneur / Freelance	11	7%
	Private company employees	78	52%
	Government employee	38	25%
	Others	0	0%
Total		150	100%
Average monthly income	Less than 1.000.000 KIP	4	3%
	1.000.001 - 3.000.000 KIP	45	30%
	3.000.0001 - 5.000.000 KIP	30	20%
	More than 5.000.000 KIP	71	47%
Total		150	100%

Source: my own calculation from Microsoft Excel

The author selected frequency and percentage to identify demographic information for 150 respondents. According to table 4.1.1, 98 of the 150 respondents were female, which considered them to be the majority representative of the study at 65%, and 52 respondents were male, representing 35%.

This study included five age groups, with the majority of them aged 21–30 years old 54% (81 people), followed by 31–40 years old 21% of the 32 people). 19 of the respondents are 41–50 years old (13%), over 50 years old is 16% (10 people), and 8 respondents are under 21 years old (5%).

Single respondents count for 49% (74 people), married respondents account for 47%, and divorced/widowed respondents account for 6%.

According to the study participants' educational level, among the 150 participants, the majority of 55% (82 people) had obtained a bachelor's degree, followed by 34% (51 people) with a master's degree, while 8% (12 people) of the participants had a diploma degree and 5 respondents had a high school education level.

The respondents in this research, which consists of four groups of occupations, include: more than half of respondents who are private company employees 52% (78 people), 25% (38 people) are government employees, followed by 15% (23 people) are students, and entrepreneur/freelance count for 7% (11 people).

The largest income group found in this research is more than 5.000.000 KIP 47% (71 people), followed by 1.000.001–3.000.000 KIP 30% (45 people), 3.000.001–5.000.000 KIP (20%), and less than 1.000.000 KIP is 3%.

4.1.2. The purchasing behavior of products and services through e-commerce.

Table 4.1.2: The number and percentage of respondents have ever bought something online

Have you ever bought something online?	Frequency	Percentage (%)
Yes	150	100%
No	0	0%
Total	150	100%

Source: my own calculation from Microsoft Excel

The data in table 4.1.2 expresses that the total number of respondents is 150. It shows the percentages among respondents who have ever bought something online. The majority of people who have ever used it are 150 participants or 100%, and the people who haven't bought it is 0 person.

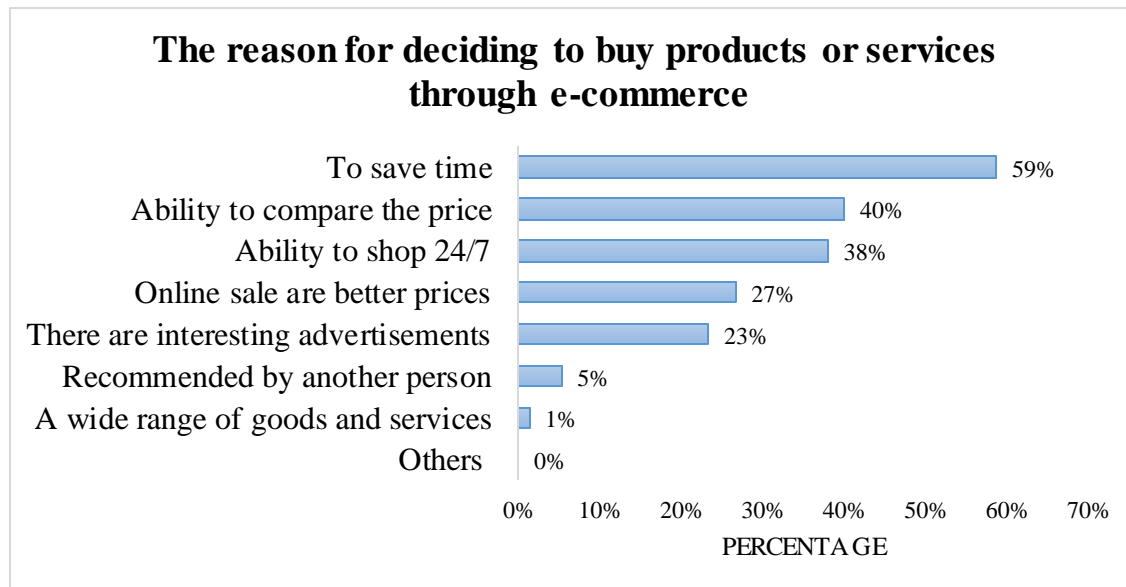


Figure 5: The reason for deciding to buy products or services through e-commerce

Source: my own calculation from Microsoft Excel

From figure 5, reasons for choosing to buy products and services through e-commerce. Most respondents bought it because it saves time (59%), followed by 40% who bought it because

it has the ability to compare prices, 38% who bought it because it is available 24 hours a day, 27% because it has interesting advertisements, 23% because it is recommended by another person, 5% because it has a wide range of goods and services, and 0% for others.

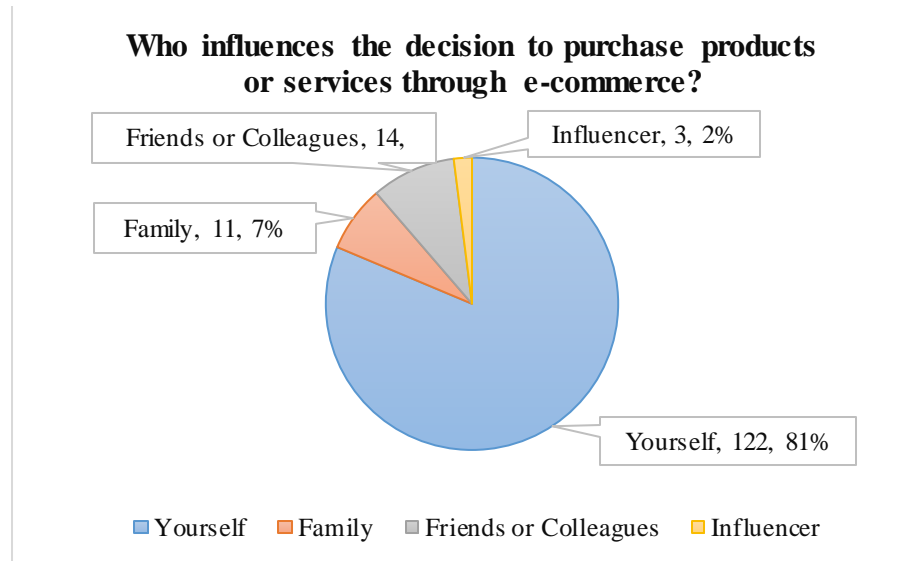


Figure 6: People influences the decision to purchase products or services through e-commerce.

Source: my own calculation from Microsoft Excel

According to figure 6, the majority of people to influence decided to purchase products or services through e-commerce by themselves 81% (122 people), friends or colleagues 9% (14 people), by family 7% (11 people), and by the influencer 2% (3 people).

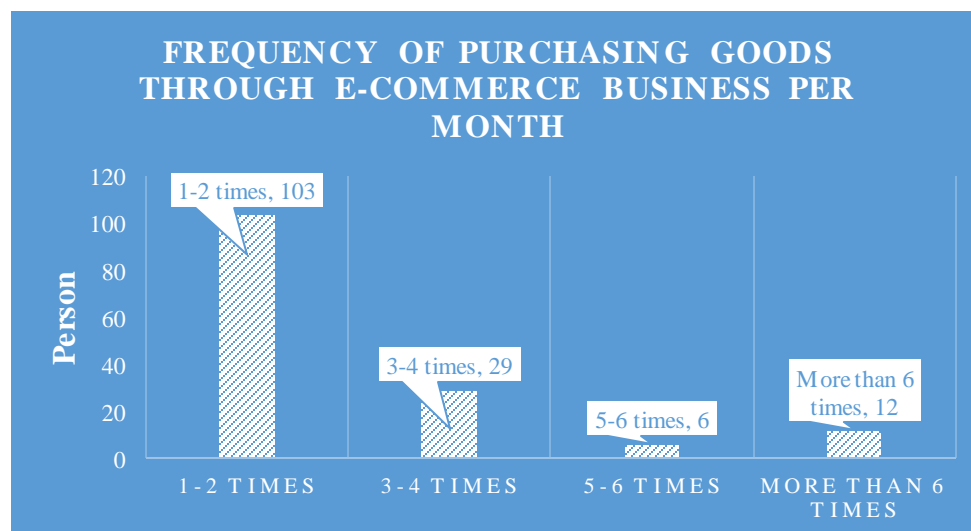


Figure 7: Frequency of purchasing goods through an e-commerce business per month.

Source: my own calculation from Microsoft Excel

Base on figure 7, over half of respondents are purchasing through e-commerce 1-2 times per month count for 69% (103 people), 19% (29 people) bought 3-4 times, more than 6 times count for 8% (12 people) and only 4% (6 people) purchased 5-6 times.

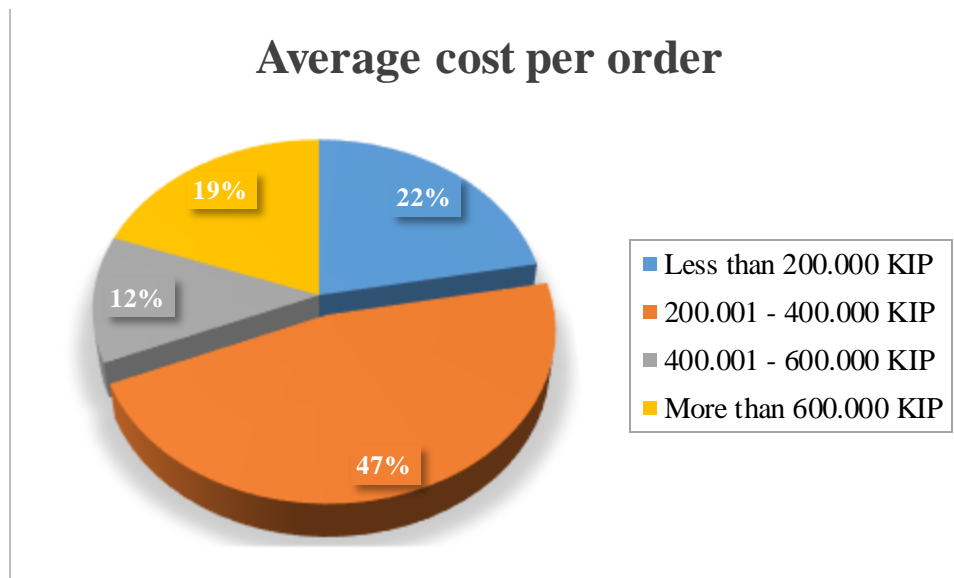


Figure 8: The frequency and percentage of average cost per order

Source: my own calculation from Microsoft Excel

From figure 8, the average cost per order of the respondents in this study is divided into four groups. The majority of respondents have an average cost per order 200.001– 400.000 KIP 47% (70 people), less than 200.000 KIP 22% (33 people), more than 600.000 KIP 19% (29 people), and 400.001–600.000 KIP 12% (18 people).

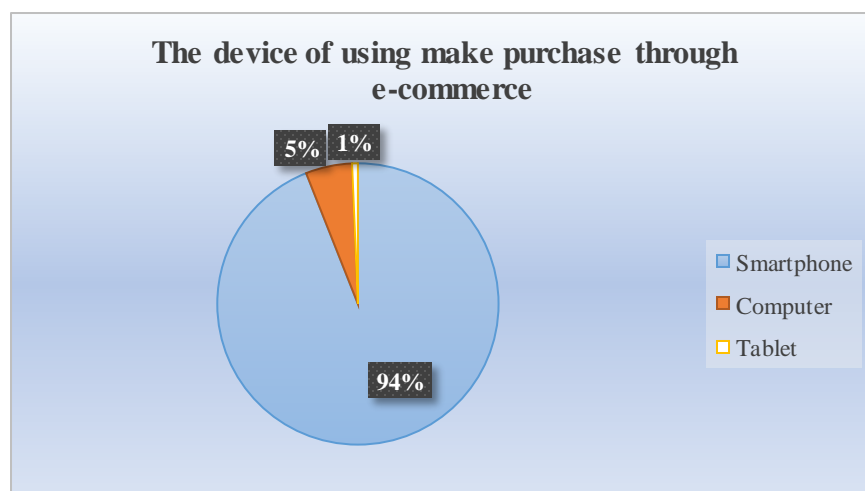


Figure 9: The device for making purchases through e-commerce

Source: my own calculation from Microsoft Excel

From figure 9, the respondents who use smartphones to make purchases through e-commerce count for 94% (141 people), used computers for 5% (8 people), and only 1 % used tablets to make purchases.

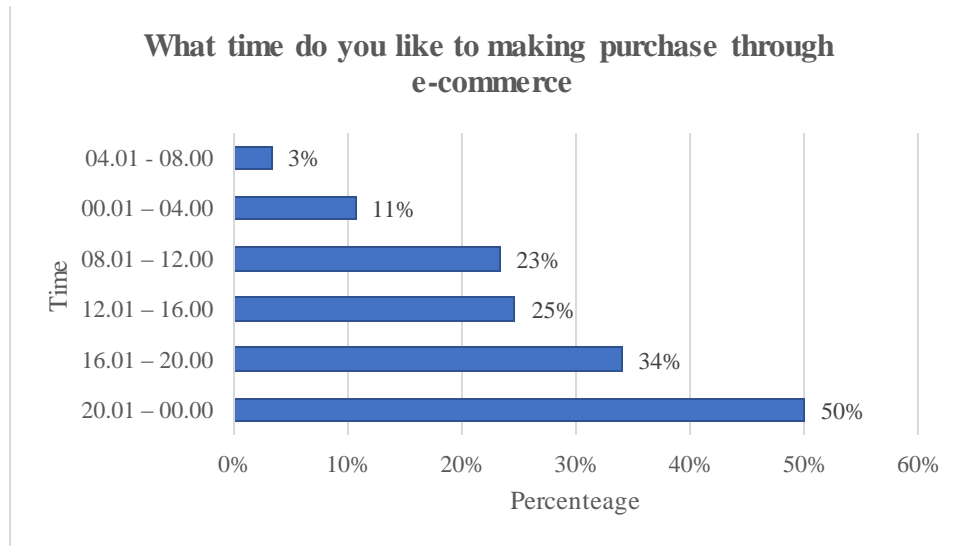


Figure 10: The time at which consumers make purchases through e-commerce

Source: my own calculation from Microsoft Excel

According to figure 10, respondents prefer to make e-commerce purchases between 20:01-00:00, accounting for 50% of their total. 34% of respondents chose 16:01–20:00, followed by 25% for 08:01-12:00, there are 11% for 00:01 - 04:00, and 3% for 04:01 – 08:00.

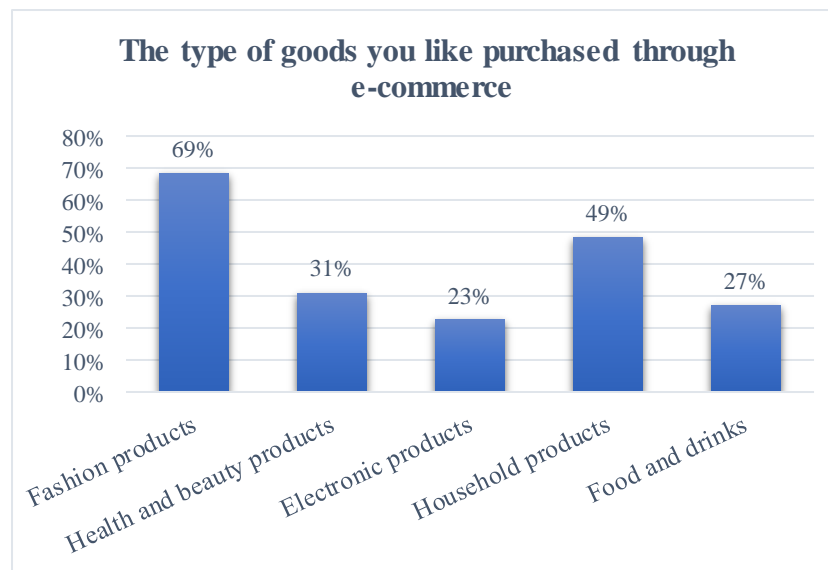


Figure 11: The type of goods you like to purchase through e-commerce

Source: my own calculation from Microsoft Excel

The result from figure 11 shows that the respondents like to purchase fashion products (69%), followed by household products (49%), health and beauty products (27%), electronic products (23%), and 0% for others.

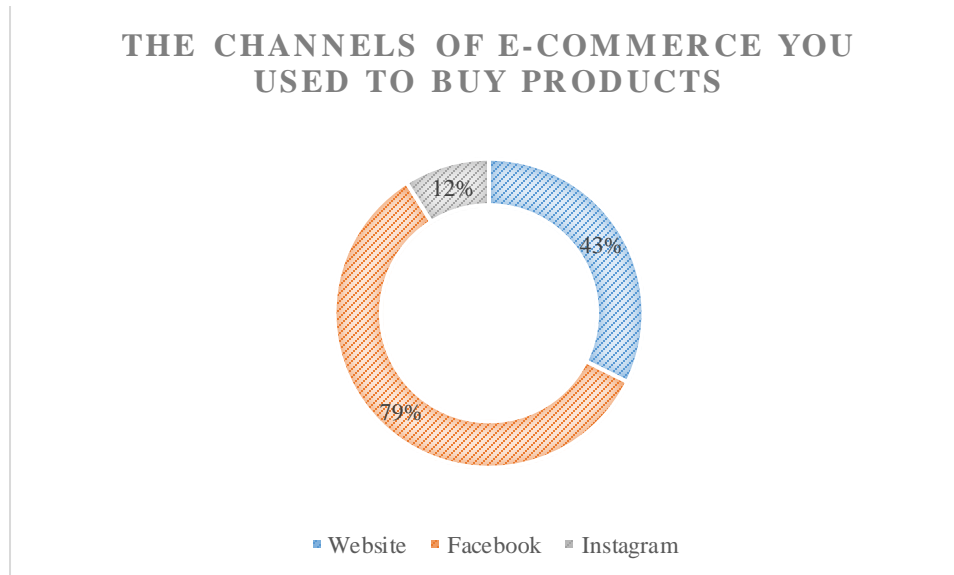


Figure 12: The channels of e-commerce you used to buy products

Source: my own calculation from Microsoft Excel

From figure 12, it is shown that the channels through which consumers like to buy the product are Facebook (79%), websites (43%), Instagram (12%), and others (0%).

4.2. The consumers' opinion about digital marketing.

Table 4.2.1: Website in digital marketing

Digital marketing – Website	\bar{x}	S.D	Meaning
You often go to the official website of the store to buy products.	3.53	1.09	Agree
You often buy products on websites that are easy-to-use and uncomplicated.	3.68	1.06	Agree
You often buy products on websites that are reliable.	4.04	0.99	Agree
You often click on advertising banners to access the home page of the website and purchase products.	2.81	1.11	Neutral
Total	3.52		Agree

*Source: my own calculation from Microsoft Excel, *(\bar{x} = Mean), (S.D = Standard Deviation)*

According to table 4.2.1, respondents to the digital marketing on the website had an agreement level of an average of 3.52. When considering the items, it was found that in the item you often buy products on websites that are reliable, with the highest average of 4.04 at an agree level, followed by you often buying products on websites that are easy-to-use and uncomplicated, with an average of 3.68 at an agree level. You often go to the official website of the store to buy products with an average of 3.53 at an agreeable level, and the least is that you often click on advertising banners to access the home page of the website and purchase products with an average of 2.81 at a neutral level.

Table 4.2.2: Content marketing in digital marketing

Digital marketing - Content marketing	\bar{x}	S.D	Meaning
You are interested in contents that provide useful information about products.	3.55	0.95	Agree
You are interested in visual communication or visual storytelling.	3.51	0.93	Agree
You are interested in graphics that have short, concise, and easy-to-understand content.	3.48	1.05	Agree
You are interested in meaningful and entertaining content.	3.47	1.03	Agree
Total	3.50		Agree

*Source: my own calculation from Microsoft Excel, *(\bar{x} = Mean), (S.D = Standard Deviation)*

From table 4.2.2, we can obviously see that respondents are agreeing with the lists with an average of 3.84. The highest mean is 3.55 with the description that you are interested in contents that provide useful information about products, followed by an average of 3.51 with an agree level for being interested in visual communication or visual storytelling, and an average of 3.48 agree that consumers are interested in content with graphics that are short, concise, and easy to understand. The lowest mean is 3.47, which is in agreement with the description that you are interested in meaningful and entertaining content.

Table 4.2.3: E-mail marketing in digital marketing

Digital marketing - E-mail marketing	\bar{x}	S.D	Meaning
You received an email with news or promotions and were interested in it.	2.63	1.01	Neutral
You received the benefits via email and were impressed.	2.65	1.02	Neutral
You received information about products and purchases via e-mail.	2.58	1.09	Neutral
You can use email to communicate and interact with the store quickly and easy.	3.04	1.15	Neutral
Total	2.73		Neutral

Source: my own calculation from Microsoft Excel, *(\bar{x} = Mean), (S.D = Standard Deviation)

According to table 4.2.3, respondents to the digital marketing on the e-mail marketing had a neutral level of an average of 2.73. When considering the items, it was found that in the item you can use email to communicate and interact with the store quickly and easily, with the highest average of 3.04 at the neutral level, followed by you receiving the benefits via email and being impressed with an average of 2.65 at the neutral level. You received an email with news or promotions and were interested in it, with an average of 2.63 at the neutral level, and the least is that you received information about products and purchases via e-mail, with an average of 2.58 at the neutral level.

Table 4.2.4: Search Engine Optimization (SEO) in digital marketing

Digital marketing - Search Engine Optimization (SEO)	\bar{x}	S.D	Meaning
When searching for a shop or product, you often click on the first shop or link on the webpage.	3.36	0.94	Neutral
When you search and see the shop on the first page, it gives the impression that it is reliable.	3.27	0.91	Neutral
You often choose a website with a short name and can use a key word to search.	3.37	1.02	Neutral
You often click on websites that are advertised on a search engine like Google.	3.19	1.00	Neutral
Total	3.30		Neutral

Source: my own calculation from Microsoft Excel, *(\bar{x} = Mean), (S.D = Standard Deviation)

According to table 4.2.4, respondents to SEO in digital marketing had a neutral level with an average of 3.30. When considering the items, it was found that in the item, you often choose a website with a short name and can use a key word to search, with the highest average of 3.37 at the neutral level, followed by when searching for a shop or product, you often click on the first shop or link on the webpage, with an average of 3.36 at the neutral level. When you search and see the shop on the first page, it gives the impression that it is reliable, with an average of 3.27 at the neutral level. The least is that you often click on websites that are advertised on a search engine like Google, with an average of 3.19 at the neutral level.

Table 4.2.5: Social media marketing in digital marketing

Digital marketing - Social media marketing	\bar{x}	S.D	Meaning
You followed the store's social media fan pages to receive information about the store.	3.61	0.93	Agree
You feel that social media is a convenient and fast way to update information.	3.84	0.93	Agree
You feel interested when you see an advertisement or product promotion on various social media platforms.	3.48	1.02	Agree
You often use social media to find information and buy products.	3.67	0.97	Agree
Total	3.65		Agree

Source: my own calculation from Microsoft Excel, $*(\bar{x} = \text{Mean})$, $(S.D = \text{Standard Deviation})$

From table 4.2.5, we can obviously see that respondents are agreeing with the lists with an average of 3.65. The highest mean is 3.84 on an agree level with the description that you feel that social media is a convenient and fast way to update information, followed by an average of 3.67 on an agree level for you often use social media to find information and buy products, and an average of 3.61 agree that you follow the store's social media fan pages to receive information about the store. The lowest mean is 3.48, which is in agreement with the description that you feel that social media is a convenient and fast way to update information.

Table 4.2.6: Influencer marketing in digital marketing

Digital marketing - Influencer marketing	\bar{x}	S.D	Meaning
You know the e-commerce website from the influencer.	3.09	0.94	Neutral

You buy the products by recommendation from the influencer.	2.85	0.96	Neutral
You are using e-commerce because you trusted an influencer.	2.91	0.95	Neutral
You buy the products because you want to support the influencer.	2.67	1.05	Neutral
Total	2.88		Neutral

Source: my own calculation from Microsoft Excel, $*(\bar{x} = \text{Mean}), (S.D = \text{Standard Deviation})$

The results of Table 4.2.6 show that respondents had a neutral level of agreement with an average of 2.88 for influencer marketing in digital marketing. When considering the items, it was found that in the item, you know the e-commerce website from the influencer, there was the highest average of 3.09 at the neutral level, followed by you are using e-commerce because you trusted an influencer, with an average of 2.91 at the neutral level. You buy the products by recommendation from the influencer, with an average of 2.85 at the neutral level. The least is that you buy the products because you want to support the influencer, with an average of 2.67 at the neutral level.

Table 4.2.7: Mobile marketing in digital marketing

Digital marketing - Mobile marketing	\bar{x}	S.D	Meaning
You know the e-commerce website from the advertising on your smartphone.	3.37	1.05	Neutral
You often buy something from advertising on your smartphone.	3.49	1.10	Agree
You know about the promotion of that product via advertising on your mobile.	3.52	0.95	Agree
You'd like to make an online purchase via mobile.	3.84	1.10	Agree
Total	3.55		Agree

Source: my own calculation from Microsoft Excel, $*(\bar{x} = \text{Mean}), (S.D = \text{Standard Deviation})$

The results of Table 4.2.7 show that respondents had an agree level of agreement with an average of 3.55 for mobile marketing in digital marketing. When considering the items, it was found that in the item, you'd like to make an online purchase via mobile, there was the highest average of 3.84 at the agree level, followed by you know about the promotion of that product via advertising on your mobile, with an average of 3.52 at the agree level. You often buy something from advertising on your smartphone, with an average of 3.49 at the agree level. The least is that

you know the e-commerce website from the advertising on your smartphone, with an average of 3.37 at the neutral level.

Table 4.2.8: Video marketing in digital marketing

Digital marketing - Video marketing	\bar{x}	S.D	Meaning
You often see advertising videos while you surf the internet.	3.46	1.00	Agree
You often click on the advertising video to access the website.	2.98	1.06	Neutral
You feel interested in the products when you watch the video.	3.23	1.11	Neutral
You often watch the video on the website.	3.35	1.04	Neutral
Total	3.26		Neutral

*Source: my own calculation from Microsoft Excel, *(\bar{x} = Mean), (S.D = Standard Deviation)*

From table 4.2.8, we can obviously see that respondents are neutral with the lists, with an average of 3.26. The highest mean is 3.46 on an agree level with the description that you often see advertising videos while you surf the internet, followed by an average of 3.35 on a neutral level for you often watch the video on the website, and an average of 3.23 on a neutral level for you feel interested in the products when you watch the video. The lowest mean is 2.98, which is in line with the description that you often click on the advertising video to access the website.

4.3. Purchasing decisions of consumers in the e-commerce

Table 4.3.1: Consumers' purchasing decision

Purchasing decision	\bar{x}	S.D	Meaning
You choose to buy products through e-commerce because it meets your needs and is comfortable.	3.55	1.09	Agree
You use the internet to find product information or reviews to help you make a purchasing decision.	3.67	1.03	Agree
You compare product information on features, reliability, prices, and promotions to make the best choice.	3.70	1.09	Agree
You spent a short time making a purchase through e-commerce.	3.45	1.11	Agree

You often give feedback about your buying experience after purchasing through e-commerce.	3.16	1.07	Neutral
You feel satisfied for buying products through e-commerce, which will be recommended to others and bought again.	3.39	1.03	Neutral
Total	3.49		Agree

Source: my own calculation from Microsoft Excel, $*(\bar{x} = \text{Mean})$, $(S.D = \text{Standard Deviation})$

According to table 4.3.1, respondents agreed with an average of 3.49 for purchasing decision lists. When considering the items, it was found that for the items, you compare product information on features, reliability, prices, and promotions to make the best choice, with the highest average of 3.70 at the agree meaning, followed by you using the internet to find product information or reviews to help you make a purchasing decision, with an average of 3.67 at the agree meaning. You choose to buy products through e-commerce because it meets your needs and is comfortable. With an average of 3.55 and an agreeing meaning, you spent a short time making a purchase through e-commerce with an average of 3.45, meaning that respondents agree. Next is an average of 3.39, meaning with neutral for the description of feeling satisfied for buying products through e-commerce, which will be recommended to others and bought again. The least is that you often give feedback about your buying experience after purchasing through e-commerce, with an average of 3.16 at the neutral level.

There are some comments from respondents with e-commerce and consumer purchasing decisions that can be assumed that digital marketing, especially social media marketing, and influencer marketing, has an increasing influence on consumer behavior in Laos as more people gain access to the internet and social media. Respondents stated that while online buying is convenient and can save time, it is critical to choose a trustworthy online retailer. While internet buying is convenient and frequently inexpensive, there are risks related to it, such as obtaining things that are not as advertised or represented. Respondents additionally point out the necessity of online businesses being honest and transparent, as well as the need for customer feedback to improve the online purchasing experience. Furthermore, some Lao applications currently lack effective customer feedback channels and may be unable to address issues in a timely way.

4.4. Inferential statistics result

4.4.1. Hypothesis: Digital marketing has an influence consumers' purchasing decisions e-commerce in Vientiane Capital

Table 4.4.1: Digital marketing influences consumers purchasing decisions via e-commerce with simple regression.

Regression Statistics	
Multiple R	0.737
R Square	0.543
Adjusted R Square	0.540
Standard Error	0.631
Observations	150

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	70.065	70.065	175.770	0.000
Residual	148	58.996	0.399		
Total	149	129.061			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.051	0.264	0.194	0.847	-0.471	0.573	-0.471	0.573
Digital Marketing	1.042	0.079	13.258	0.000	0.887	1.198	0.887	1.198

Source: my own calculation from Microsoft Excel

According to the results table 4.4.1, where the Adjust R-Square (R^2) = 0.540, it can be explained that 54.0% of consumer e-commerce purchases in Vientiane were influenced by digital marketing, while the remaining 46.0% were influenced by other unknown causes.

H1: Digital marketing has an influences consumers purchasing decisions via e-commerce.

H0: Digital marketing does not influence consumers purchasing decisions via e-commerce.

H1: Digital marketing influences consumers purchasing decisions via e-commerce.

The regression equation is: $Y = 0.051 + 1.042 X$

The R square value of 0.543 indicates that variance in digital marketing can explain about 54.3% of the variation in customer purchase decisions. The ANOVA table demonstrates that the regression model is significant ($p < 0.05$) with an F-value of 175.770 and a corresponding p-value of 0.000.

The coefficient for digital marketing is 1.042, indicating that for every one-unit increase in digital marketing, there is an estimated increase of 1.042 in consumer purchasing choices while all other factors are held constant. The coefficient has a p-value of 0.000, indicating that it has an effect at the 0.05 level. When digital marketing is equal to zero, the intercept term of 0.051

indicates the expected customer purchase decision. In conclusion, the analysis showed digital marketing has a significant positive effect on consumer purchasing decisions and can be used as a predictor of consumer purchasing decisions in this context.

Table 4.4.2: Digital marketing influences consumers purchasing decisions via e-commerce with Multiple Regression Analysis.

<i>Regression Statistics</i>	
Multiple R	0.785
R Square	0.616
Adjusted R Square	0.594
Standard Error	0.593
Observations	150

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	8	79.487	9.936	28.260	0.000
Residual	141	49.574	0.352		
Total	149	129.061			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-0.032	0.260	-0.123	0.903	-0.547	0.483	-0.547	0.483
Website	-0.022	0.095	-0.229	0.819	-0.210	0.166	-0.210	0.166
Content marketing	0.263	0.100	2.623	0.010	0.065	0.461	0.065	0.461
E-mail marketing	-0.004	0.075	-0.053	0.958	-0.152	0.144	-0.152	0.144
Search Engine Optimization	-0.179	0.111	-1.612	0.109	-0.398	0.040	-0.398	0.040
Social media marketing	0.318	0.091	3.489	0.001	0.138	0.499	0.138	0.499
Influencer marketing	0.247	0.071	3.457	0.001	0.106	0.388	0.106	0.388
Mobile marketing	0.154	0.099	1.566	0.120	-0.041	0.349	-0.041	0.349
Video marketing	0.262	0.078	3.347	0.001	0.107	0.418	0.107	0.418

Source: my own calculation from Microsoft Excel

According to the results table 4.4.2, the regression analysis was performed to investigate the association between eight digital marketing techniques (website, content marketing, e-mail marketing, search engine optimization, social media marketing, influencer marketing, mobile marketing, and video marketing) and consumer purchasing decisions.

The multiple R-value of 0.785 indicates a moderate positive correlation between the digital marketing and consumer purchasing decision. The R-squared value of 0.616 indicates that digital marketing can explain 61.6% of the variability in customer purchase decisions. The adjusted R-squared value of 0.594 indicates that the model fits the data reasonably well. The standard error of 0.593 is relatively low, indicating that the model is reliable.

The ANOVA table shows that the regression the model is statistically significant ($F=28.260$, $p<0.05$).

Regarding the individual predictors content marketing ($\beta = 0.263$, $p = 0.010$), social media marketing ($\beta = 0.318$, $p = 0.001$), influencer marketing ($\beta = 0.247$, $p = 0.001$), and video marketing ($\beta = 0.262$, $p = 0.001$) have a significant positive influence on consumers' purchasing decisions. However, website ($\beta = -0.022$, $p = 0.819$), e-mail marketing ($\beta = -0.004$, $p = 0.958$), search engine

optimization ($\beta = -0.179$, $p = 0.109$), and mobile marketing ($\beta = 0.154$, $p = 0.120$) do not have a significant influence on consumers' purchasing decisions.

Because content marketing, social media marketing, influencer marketing, and video marketing have a positive influence on customers' purchasing decisions via e-commerce, the findings support H1.2, H1.5, H1.6, and H1.7. However, the findings do not support H1.1, H1.3, H1.4 and H1.8, as website, e-mail marketing, search engine optimization and video marketing had no substantial impact on customers' e-commerce purchasing decisions.

4.4.2. Reporting of hypothesis testing results

Table 4.4.3: Summary of hypothesis testing results.

Hypothesis	Hypothesis testing result
H1: Digital marketing has an influence on consumers purchasing decisions via e-commerce.	Verified
H1.1- The website has an influence on consumers purchasing decisions via e-commerce.	Not verified
H1.2- Content marketing has an influence on consumers purchasing decisions via e-commerce.	Verified
H1.3- E-mail marketing has an influence on consumers purchasing decisions via e-commerce.	Not verified
H1.4- Search engine optimization has an influence on consumers purchasing decisions via e-commerce.	Not verified
H1.5- Social media has an influence on consumers purchasing decisions via e-commerce.	Verified
H1.6- Influencer marketing has an influence on consumers purchasing decisions via e-commerce.	Verified
H1.7- Mobile marketing has an influence on consumers purchasing decisions via e-commerce.	Not verified
H1.8- Video marketing has an influence on consumers purchasing decisions via e-commerce	Verified

Source: from my own research

Conclusion, to influence consumers' purchasing decisions through e-commerce, marketers should focus on social media marketing, content marketing, influencer marketing, and video marketing. Companies that are looking to increase their sales through e-commerce should focus their efforts on these digital marketing techniques.

Chapter 5. Conclusions and recommendations

5.1. Conclusion

In conclusion, this research study on the influence of digital marketing on consumer's purchasing decisions via e-commerce in Vientiane Capital. This study has successfully identified and provided the demographic information of the 150 respondents. The majority of responders were females between the ages of 21 and 30, with a bachelor's degree. Additionally, the study's most well-represented categories were those who worked for private companies and those whose annual income exceeded 5.000.000 KIP.

The purpose of this study was to examine Vientiane's e-commerce consumer behavior and the significance of digital marketing to consumers. The study also intended to investigate customer purchase decision preferences and how digital marketing influences those decisions. According to the study questions, the primary reason why customers choose for purchasing products and services through e-commerce is to save time and to compare prices. The majority of respondents (81%) were inspired by their personal decision to buy products or services via e-commerce, and they typically 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 making e-commerce transactions, with 94% of respondents using them. The favorite time for e-commerce purchases was between 20:01-00:00. The respondents' preferred category was fashion-related goods, which was followed by household goods and health and beauty products. Facebook (79%), followed by websites (43%), was the most preferred channel for purchasing things.

Based on the study's objective of determining how digital marketing could benefit consumers in Vientiane, this research focuses on eight digital marketing tools, including websites, content marketing, e-mail marketing, search engine optimization, social marketing, influencer marketing, mobile marketing, and video marketing. The respondents agree with social media marketing, mobile marketing, content marketing, and website, with a mean between 3.41 and 4.20. The highest levels of agreement were found for consumers who frequently buy products on easy-to-use websites, as well as for content that provides useful information about products. In social marketing, consumers believe that social media is a convenient and quick way to update information, and respondents prefer to make an online purchase via mobile. On the other hand,

respondents had a neutral level of agreement towards e-mail marketing, search engine optimization, video marketing and influencer marketing.

When deciding what to buy through e-commerce, respondents agree with the overall of consumer purchasing decision. The most significant variables is comparing product information on features, reliability, prices, and promotions, and using the internet to find product information or reviews. However, the study also found that respondents were less likely to give feedback about their buying experience after purchasing through e-commerce, indicating room for improvement in encouraging customers to share their feedback.

According to the findings of the hypothesis, digital marketing has an impact on customers' e-commerce purchase decisions. When shown by the items, content marketing, social media marketing, influencer marketing, and video marketing have a positive influence on customers' e-commerce purchasing decisions. However, the results do not prove that marketing through websites, email marketing, search engine optimization, and mobile marketing had no appreciable influence on consumers' e-commerce purchase decisions.

5.2. Recommendations

Based on the research on the influence of digital marketing on consumer purchasing decisions via e-commerce in Vientiane capital, the related business can use the research results in improving the marketing planning, choosing marketing tools to match their goals, target group and increasing competitiveness. A variety of variables influence consumer purchasing decisions in Laos. As digital technologies and the internet are being used more widely, people are turning to online sources including e-commerce platforms, social media, and websites for information to discover more about products and make informed decisions. In recent times, the expansion of e-commerce in Laos has also led to changes in consumer purchasing behavior, with people increasingly preferring to buy things online because of convenience, comparable prices, and a greater selection of possibilities. To improve the conduct of e-commerce, e-commerce platform should easy-to-use and uncomplicated. Companies should purchase adverts on search engine websites such as Google in order to rank top in search results since it may assist develop credibility and attract a target audience to the website. The company should create useful information about products in visual communication or visual storytelling, as well as the regularity of updating various information, promotion via the company's social media channels for interacting with

customers or opening for reviews. Furthermore, because most consumers prefer to use their smartphones to make purchases or visit websites, e-commerce businesses should focus more on mobile marketing to increase their online visibility, drive website traffic, and boost sales.

Recommendations for future research might explore more digital marketing such as inbound marketing, marketing automation, and viral marketing, or compare conventional and digital marketing for e-commerce businesses.

Chapter 6. Summary

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.

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APPENDIX

Appendix 1: Questionnaire of this research

Dear all the respondents, my name is Ketsaline XAYASONE. This questionnaire was created with the aim of studying "The influence of digital marketing on consumer's buying decisions via e-commerce in Vientiane Capital" which is part of my Master's degree in Business Development at the Hungarian University of Agriculture and Life Science (MATE), Károly Róbert Campus.

The researcher would like to ask for cooperation from the respondents in providing information that matches the actual situation as much as possible.

All your information will be kept confidential and used for educational purposes only.

Please help my survey by filling in this questionnaire! It takes about 10 minute's altogether.

Thank you very much for your help!

Part I: General information

1. Have you ever bought something online?
☐ Yes
☐ No

Part II: Part II: The purchasing behavior of products and services through e-commerce.

2. The reason for deciding to buy products or services through e-commerce
☐ Ability to shop 24/7
☐ Ability to compare the price
☐ Online sale are better prices
☐ To save time
☐ Recommended by another person
☐ There are interesting advertisements
☐ A wide range of goods and services
☐ Others
3. Who influences the decision to purchase products or services through e-commerce?
☐ Yourself

- ☐ Family
 - ☐ Friends or Colleagues
 - ☐ Influencer
4. Frequency of purchasing goods or services through e-commerce per month
- ☐ 1-2 times
 - ☐ 3-4 times
 - ☐ 5-6 times
 - ☐ More than 6 times
5. Average cost per order
- ☐ Less than 200.000 KIP
 - ☐ 200.001 - 400.000 KIP
 - ☐ 400.001 - 600.000 KIP
 - ☐ More than 600.000 KIP
6. The device of using make purchase through e commerce
- ☐ Smartphone
 - ☐ Computer
 - ☐ Tablet
7. What time do you like to make purchase through e-commerce?
- ☐ 00:01 – 04:00
 - ☐ 04:01 – 08:00
 - ☐ 08:01 – 12:00
 - ☐ 12:01 – 16:00
 - ☐ 16:01 – 20:00
 - ☐ 20:01 – 00:00
8. The type of goods or services you like purchased through e-commerce
- ☐ Fashion products
 - ☐ Health and beauty products
 - ☐ Electronic products
 - ☐ Household products
 - ☐ Food and drinks
 - ☐ Others

9. The channels of e-commerce you used to buy products or services.

- ☐ Website
- ☐ Facebook
- ☐ Instagram
- ☐ Others

Part III: The consumers' opinion about digital marketing.

Your opinion with digital marketing tools	(1) Strongly disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly agree
10. Website					
You often go to the official website of the store to buy products.					
You often buy products on websites that are easy-to-use and uncomplicated.					
You often buy products on websites that are reliable.					
You often click on advertising banners to access the home page of the website and purchase products.					
11. Content marketing					
You are interested in contents that provide useful information about products.					
You are interested in visual communication or visual storytelling.					
You are interested in graphics that have short, concise, and easy-to-understand content.					
You are interested in meaningful and entertaining content.					
12. E-mail marketing					
You received an email with news or promotions and were interested in it.					
You received the benefits via email and were impressed.					
You received information about products and purchases via e-mail.					
You can use email to communicate and interact with the store quickly and easy.					

13. Search Engine Optimization					
When searching for a shop or product, you often click on the first shop or link on the webpage.					
When you search and see the shop on the first page, it gives the impression that it is reliable.					
You often choose a website with a short name and can use a key word to search.					
You often click on websites that are advertised on a search engine like Google.					
14. Social media marketing					
You followed the store's social media fan pages to receive information about the store.					
You feel that social media is a convenient and fast way to update information.					
You feel interested when you see an advertisement or product promotion on various social media platforms.					
You often use social media to find information and buy products.					
15. Influencer marketing					
You know the e-commerce website from the influencer.					
You buy the products by recommendation from the influencer.					
You are using e-commerce because you trusted an influencer.					
You buy the products because you want to support the influencer.					
16. Mobile marketing					
You know the e-commerce website from the advertising on your smartphone.					
You often buy something from advertising on your smartphone.					
You know about the promotion of that product via advertising on your mobile.					
You'd like to make an online purchase via mobile.					

17. Video marketing					
You often see advertising videos while you surf the internet.					
You often click on the advertising video to access the website.					
You feel interested in the products when you watch the video.					
You often watch the video on the website.					

Part IV: Purchasing decisions of consumers in the e-commerce.

18. Consumers purchasing decision	(1) Strongly disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly agree
You choose to buy products through e-commerce because it meets your needs and is comfortable.					
You use the internet to find product information or reviews to help you make a purchasing decision.					
You compare product information on features, reliability, prices, and promotions to make the best choice.					
You spent a short time making a purchase through e-commerce.					
You often give feedback about your buying experience after purchasing through e-commerce.					
You feel satisfied for buying products through e-commerce, which will be recommended to others and bought again.					

Part V: Personal information

19. Gender

☐ Female

☐ Male

20. Age

☐ Under 21 years old

☐ 21 - 30 years old

☐ 31 - 40years old

- ☐ 41 - 50 years old
- ☐ Over 50 years old

21. Status

- ☐ Single
- ☐ Married
- ☐ Divorced/widowed

22. Education level

- ☐ High school
- ☐ Diploma degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree

23. Occupation

- ☐ Student
- ☐ Entrepreneur / Freelance
- ☐ Private company employees
- ☐ Government employee
- ☐ Others

24. Average monthly income

- ☐ Less than 1.000.000 KIP
- ☐ 1.000.001 - 3.000.000 KIP
- ☐ 3.000.0001 - 5.000.000 KIP
- ☐ More than 5.000.000 KIP

Part VI: Suggestions or other comments

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STATEMENT ON CONSULTATION PRACTICES

As a supervisor of Ketsalin XAYYASONE (Student's name) GLRQXZ (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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Student's Neptun ID: GLRQXZ_____
Title of the document: The influence of digital marketing on consumer's purchasing decisions via
E-commerce in Vientiane Capital_____
Year of publication: 2023_____
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I declare that the submitted master's thesis is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

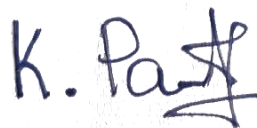
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¹Please select the one that applies, and delete the other types.

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