

# Consumer Behavior and Brand Loyalty: A Study on Digital Marketing Practices

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## ABSTRACT

In the rapidly evolving digital landscape, understanding consumer behavior is critical for building and sustaining brand loyalty. This study explores the relationship between digital marketing practices and consumer behavior, and how these behaviors influence brand loyalty. Leveraging a comprehensive literature review and empirical analysis, this research employs a mixed-methods approach, combining quantitative surveys with qualitative interviews to gain a holistic view of the consumer-brand interaction in the digital era. Data were collected from a diverse sample of consumers who regularly engage with brands through digital platforms. The quantitative analysis, conducted using statistical tools, revealed a significant correlation between personalized digital marketing efforts and increased consumer loyalty. Qualitative findings further highlighted that consumers value brand transparency and engagement in online spaces, which in turn enhances their loyalty. The findings suggest that digital marketing practices, such as targeted advertising and interactive content, play a crucial role in shaping consumer perceptions and driving brand loyalty. These results provide valuable insights for marketers seeking to optimize their digital strategies to foster deeper connections with their audiences.

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## 1. INTRODUCTION

In today's rapidly evolving digital marketplace, businesses are increasingly challenged to effectively capture consumer attention and build brand loyalty in a landscape characterized by information overload and heightened competition [1]. Digital marketing has emerged as a crucial tool for engaging with consumers, offering personalized experiences, and fostering deeper connections [2]. However, despite the proliferation of digital marketing strategies, many companies struggle to translate these efforts into sustained brand loyalty [3]. This challenge is compounded by the dynamic nature of consumer behavior, which is influenced by a variety of factors including technological advancements, social media trends, and shifting consumer expectations [4]. While there is a growing body of research that examines the relationship between digital marketing practices and consumer behavior, significant research gaps remain [5]. Specifically, much of the existing literature has focused on the immediate effects of digital marketing campaigns, such as click-through rates or short-term sales increases, without fully exploring how these strategies contribute to long-term brand loyalty [5]. Moreover, many studies tend to focus on isolated digital marketing channels—such as email marketing,

social media advertising, or content marketing without considering the integrated, multichannel strategies that are increasingly common in today's marketing landscape [6]. This narrow focus fails to capture the holistic consumer experience, where multiple touchpoints across various digital platforms collectively influence brand perceptions and loyalty [7]. Furthermore, the methodological approaches used in prior research often present limitations that restrict our understanding of the complex interactions between digital marketing and consumer behavior. Many studies rely heavily on quantitative methods, such as surveys or analytics data, which can provide valuable insights but may not fully capture the qualitative aspects of consumer attitudes and motivations [8]. This reliance on quantitative data often leads to a reductionist view of consumer behavior, overlooking the nuanced, context-dependent factors that influence how consumers engage with brands online [9]. As a result, there is a pressing need for more comprehensive research that employs mixed-methods approaches, combining quantitative analysis with qualitative insights to provide a deeper, more nuanced understanding of how digital marketing strategies affect consumer behavior and brand loyalty over time [10]. This research aims to address these gaps by investigating the specific ways in which digital marketing practices, particularly those that involve multi-channel strategies and personalized content, influence consumer behavior and contribute to the development of brand loyalty [11]. By integrating both quantitative and qualitative methods, this study seeks to provide a more holistic view of the consumer-brand relationship in the digital age, offering actionable insights for marketers seeking to optimize their strategies for long-term success [12].

## 2. LITERATURE REVIEW

This literature review explores the current research on digital marketing, consumer behavior, and the impact of multi-channel strategies on brand loyalty, identifying both opportunities and challenges that define this dynamic field. These insights are closely linked to the United Nations Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation, and Infrastructure). Digital marketing empowers businesses, including small and medium-sized enterprises (SMEs), to reach global audiences and foster sustainable growth through innovative strategies that enhance customer loyalty and engagement. By leveraging data-driven, multi-channel approaches, companies can operate more efficiently, reducing resource waste associated with traditional marketing while promoting sustainable consumer behavior, aligning with SDG 12 (Responsible Consumption and Production). Additionally, understanding consumer preferences and creating trustworthy, transparent digital interactions contributes to building inclusive and resilient economic structures that support the broader goals of sustainable development.

### 2.1. Digital Marketing and Consumer Behavior

The rise of digital marketing has fundamentally changed how businesses interact with consumers. Digital platforms offer opportunities for personalized engagement, real-time communication, and data-driven strategies that were not possible with traditional marketing approaches [13]. Digital marketing allows for a more targeted approach to consumer engagement, enabling companies to tailor their messaging and offers to specific audience segments. However, the effectiveness of these strategies in influencing consumer behavior varies widely depending on the implementation and the specific context in which they are used [14]. The Role of Personalization in Brand Loyalty Personalization has emerged as a critical factor in fostering brand loyalty in the digital age. Suggest that personalized marketing efforts, such as tailored recommendations and personalized email campaigns, significantly increase consumer satisfaction and brand loyalty. Consumers are more likely to remain loyal to brands that recognize their individual preferences and provide relevant, personalized content. However, there is a fine line between effective personalization and perceived intrusion, which can negatively impact consumer trust and loyalty if not managed carefully [15].

### 2.2. Multi Channel Digital Marketing Strategies

Multi channel marketing, where businesses engage consumers across multiple digital platforms (e.g., social media, email, websites, and mobile apps), has become increasingly common [16]. Highlights that an integrated multi-channel approach can create a seamless customer experience, enhancing brand loyalty [17]. However, the complexity of managing multiple channels presents unique challenges. The need to synchronize messaging, visuals, and brand tone across platforms can lead to inconsistencies in the consumer experience, which may erode trust and reduce brand loyalty. Inconsistent messages or brand representations on different channels can cause confusion and diminish the sense of reliability that is crucial to maintaining loyal customer relationships. Additionally, the resource-intensive nature of multi-channel marketing often demands advanced

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tools, dedicated personnel, and rigorous oversight to ensure alignment across platforms, increasing operational costs and complexity.

The literature emphasizes that successful multi-channel strategies require not only an integrated approach but also strategic coordination and consistency to reinforce brand values and build trust among consumers. This involves aligning each platform's content, tone, and frequency to reflect the brand's core identity consistently. By adopting a well-coordinated multi-channel strategy, businesses can mitigate the potential pitfalls of digital marketing complexity while enhancing the customer experience. Ultimately, a cohesive multi-channel presence can strengthen brand loyalty by providing a reliable, engaging, and trustworthy experience across the digital landscape [18].

### 2.3. Challenges in Measuring the Impact of Digital Marketing on Brand Loyalty

Measuring the impact of digital marketing on brand loyalty presents several challenges [19]. Traditional metrics such as conversion rates and click-through rates may not fully capture the long-term effects of digital marketing efforts on brand loyalty. There is a growing recognition of the need for more sophisticated metrics that assess the cumulative impact of digital marketing over time. Metrics that consider consumer engagement depth, sentiment, and the frequency and duration of interactions across multiple channels can provide a more nuanced picture of loyalty.

Advanced analytics, including customer lifetime value (CLV) and sentiment analysis, can help quantify the ongoing relationship between consumers and brands, offering a more holistic understanding of loyalty. Additionally, social listening and engagement analytics provide real-time insights into consumer attitudes and perceptions, allowing brands to better gauge the effectiveness of their digital marketing efforts on loyalty [20].

### 2.4. Gaps in Current Research

While existing research provides valuable insights into digital marketing and its effects on consumer behavior, there are notable gaps in the literature. Much of the research has focused on short-term outcomes, such as immediate sales or online engagement, rather than long-term brand loyalty [21]. Moreover, there is a lack of studies that adopt a mixed-methods approach, combining quantitative and qualitative data to provide a more holistic view of consumer-brand interactions across digital channels. Quantitative data, while effective in measuring tangible outcomes, may miss the nuanced motivations, perceptions, and attitudes that influence consumer behavior on a deeper level. Conversely, qualitative insights can uncover these subtleties but lack the breadth to identify patterns across larger populations. The absence of studies that integrate these approaches limits the ability to draw comprehensive conclusions on how digital marketing influences brand loyalty over time. A combined approach could, for instance, reveal not only how often consumers engage with brands but also why they continue to do so, offering richer insights into the effectiveness of digital marketing strategies in fostering loyalty [22].

Additionally, the literature often overlooks the evolving nature of digital marketing and its role in shaping consumer behavior within an increasingly complex digital landscape. As platforms and consumer expectations continue to shift, the relationship between digital marketing practices and brand loyalty requires continuous examination. New technologies, such as artificial intelligence and predictive analytics, are reshaping marketing strategies, yet there is limited research exploring how these tools influence long-term loyalty. To address these gaps, future research should focus on longitudinal studies that examine the effects of digital marketing on loyalty over extended periods, as well as studies that account for emerging digital tools and channels. This approach could provide a more comprehensive understanding of how digital marketing impacts various stages of the consumer journey, ultimately contributing valuable insights for both academia and industry stakeholders.

### 2.5. Limitations of Existing Studies

Many studies in the field are limited by their focus on specific industries or geographical regions, which may not be generalizable to broader contexts. Furthermore, the reliance on self-reported data in surveys can introduce biases that affect the validity of the findings [23]. There is a need for more rigorous research designs that include diverse samples and objective measures of consumer behavior to enhance the reliability of conclusions drawn about the impact of digital marketing on brand loyalty [24].

In addition to these limitations, the widespread reliance on self-reported data in digital marketing studies introduces the risk of biases that may compromise the validity of the findings. Self-reported data, often gathered through surveys or interviews, can be influenced by factors such as social desirability bias, recall

bias, or respondents' subjective perceptions. For example, consumers may overstate their loyalty to a brand or underreport negative experiences due to social desirability, particularly when responding to questions about their intentions or attitudes toward brands. This can lead to skewed results that may not accurately reflect actual consumer behaviors or loyalty patterns. Consequently, studies that rely heavily on self-reported data may offer only a partial view of the true impact of digital marketing efforts, failing to capture the complexities of consumer behavior [23].

### 3. METHOD

#### 3.1. Research Design

This study employs a mixed-methods approach, combining both quantitative and qualitative methods to obtain a comprehensive understanding of how digital marketing practices influence consumer behavior and brand loyalty [25]. The quantitative aspect will measure the relationships between variables, while the qualitative component will provide context and depth to the interactions between consumers and brands in the digital environment. In addition to these limitations, the widespread reliance on self-reported data in digital marketing studies introduces the risk of biases that may compromise the validity of the findings. Self-reported data, often gathered through surveys or interviews, can be influenced by factors such as social desirability bias, recall bias, or respondents' subjective perceptions. For example, consumers may overstate their loyalty to a brand or underreport negative experiences due to social desirability, particularly when responding to questions about their intentions or attitudes toward brands. This can lead to skewed results that may not accurately reflect actual consumer behaviors or loyalty patterns. Consequently, studies that rely heavily on self-reported data may offer only a partial view of the true impact of digital marketing efforts, failing to capture the complexities of consumer behavior [23].

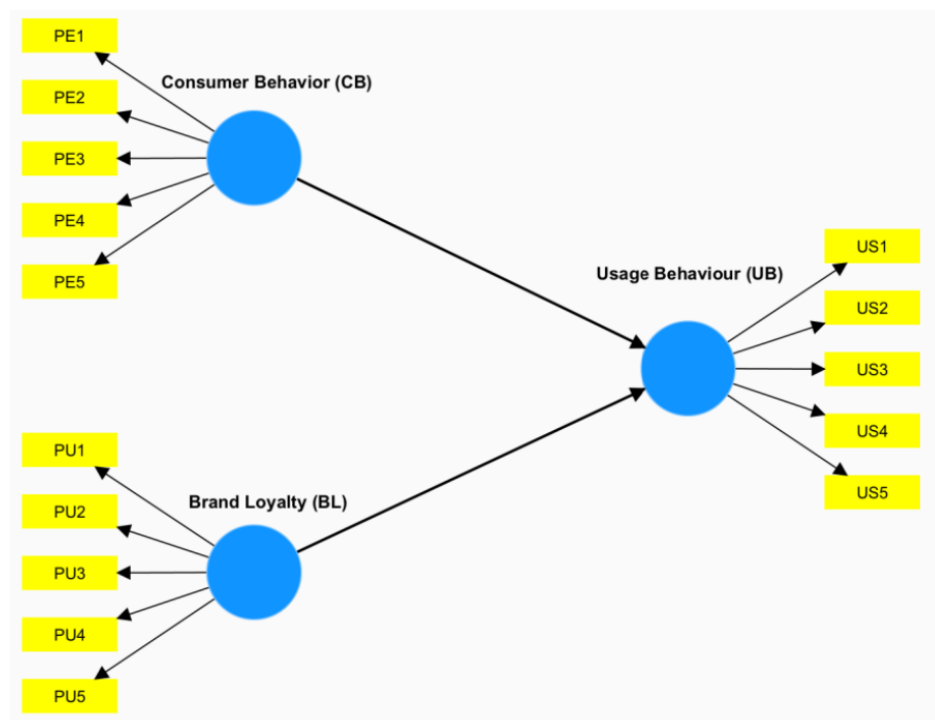


Figure 1. Research Design

Figure 1, shows the overall design of this research, showing the stages, main variables, and the relationship between quantitative and qualitative components that complement each other to achieve the research objectives.

### 3.2. Sample and Population

Prior to defining the population and selecting the sample, it is essential to establish a clear understanding of the study's objectives and the characteristics of the target audience. This preparatory phase involves identifying consumers who demonstrate active engagement with brands through digital channels, as these behaviors are integral to the research focus on digital interactions. By specifying the parameters of engagement, the study ensures relevance and alignment with current digital marketing trends. With these objectives in mind, the subsequent steps of determining the population and carefully selecting the sample will be more structured and targeted, allowing for meaningful insights into consumer digital behaviors.

- **Population:** The population for this study includes consumers who actively engage with brands through various digital platforms, such as social media, email, and websites.
- **Sample:** The sample will be selected using purposive sampling, where respondents are chosen based on specific criteria, such as age (18-45 years), frequency of online brand interaction, and preference for digital purchases. The target sample size is 300 respondents for the quantitative survey and 50 respondents for in-depth qualitative interviews.

After defining the population and selecting the sample, the next step involves implementing the data collection process, ensuring that the selected participants represent the targeted characteristics for this study. With a purposive sampling approach, the chosen sample of respondents adults aged 18-45 with frequent online brand interactions and a preference for digital purchases will provide both quantitative and qualitative insights. Conducting surveys with 300 respondents will yield statistical data, while in-depth interviews with 50 participants will allow for a deeper exploration of motivations, preferences, and behaviors related to digital brand engagement.

Table 1. Population and Sample

Aspect	Description
Population	Consumers who actively engage with brands through various digital platforms (social media, email, websites). Purposive sampling, targeting specific criteria:
Sample Selection	Age: 18-45 years Frequency of online brand interaction Preference for digital purchases
Sample Size	Quantitative Survey: 300 respondents Qualitative Interviews: 50 respondents

This comprehensive data gathering will form a solid foundation for analyzing trends and drawing conclusions about consumer engagement in digital spaces. Based on Table 1, the structure of this study shows the population and sample selection procedures that are specifically designed to capture various aspects of consumer experience in the digital realm.

### 3.3. Research Instruments

To ensure a thorough understanding of consumer engagement with digital brands, this study adopts a mixed-method approach, combining quantitative surveys and qualitative interviews. This dual approach allows for a comprehensive analysis, capturing both measurable trends and detailed personal insights related to consumer-brand interactions. By using structured and semi-structured tools, the study aims to quantify key variables while also exploring the underlying motivations and perceptions that influence consumer behavior.

- **Quantitative Survey:** An online questionnaire will be the primary tool for collecting quantitative data. The questionnaire will include closed-ended questions designed to measure variables such as frequency of brand interaction, perceptions of digital marketing, and levels of brand loyalty. A 5-point Likert scale will be used to capture respondents' responses.

- **Qualitative Interviews:** Semi-structured interviews will be conducted to gain in-depth insights into consumers' motivations and perceptions regarding digital marketing and brand loyalty. Interview questions will focus on consumers' experiences with specific digital marketing strategies, their feelings towards the brand, and factors influencing their loyalty decisions.

This combination of methods provides a balanced view of how digital marketing strategies impact brand interaction, loyalty, and consumer perceptions.

Table 2. Research Instruments

Respondent Group	Criteria	Number of Respondents
Quantitative Survey	Age: 18-45 years	300 respondents
	Engages with brands via digital platforms	
	High frequency of online brand interaction	
	Preference for digital purchases	
Qualitative Interviews	Age: 18-45 years	50 respondents
	Engages with brands via digital platforms	
	High frequency of online brand interaction	
	Preference for digital purchases	

This study used two main instruments shown in Table 2, to collect data from the targeted respondent group, namely quantitative surveys and qualitative interviews. Each instrument was designed to collect different but complementary information, in order to provide a more comprehensive understanding of the influence of digital marketing on brand loyalty.

### 3.4. Data Analysis

To thoroughly examine the effects of digital marketing on brand loyalty, this study employs both quantitative and qualitative analysis techniques, each designed to extract meaningful insights from the collected data. By integrating these methods, the analysis aims to provide a well-rounded view of consumer behavior, capturing both statistical trends and in-depth personal perspectives.

The quantitative analysis will allow for testing specific relationships and measuring the strength of connections between marketing practices and consumer loyalty, while the qualitative analysis will offer nuanced insights into individual experiences and motivations.

- **Quantitative Analysis:** Data collected through the survey will be analyzed using descriptive and inferential statistics [24]. Linear regression analysis will be employed to test the relationships between independent variables (digital marketing practices) and the dependent variable (brand loyalty) [26]. Correlation analysis will also be conducted to determine the strength of the relationships between different elements of digital marketing and consumer behavior [27], [28].
- **Qualitative Analysis:** Interview data will be analyzed using thematic analysis. This process involves coding the data to identify key themes that emerge from the interviews. Qualitative findings will be used to deepen the understanding of quantitative results and provide richer context [29].

This dual approach enriches the study's findings, creating a comprehensive understanding of the dynamics between digital marketing strategies and consumer loyalty.

### 3.5. Reliability and Validity

Before proceeding with the main data collection, it is essential to ensure that the questionnaire is both valid and reliable. This preliminary step will help confirm that the survey accurately captures the intended variables and that respondents will interpret the questions consistently. By conducting a pilot study, the research team can gather initial feedback to identify any unclear or ambiguous items, allowing for adjustments that enhance the questionnaire's clarity and relevance. Following this, reliability testing using Cronbach's Alpha



will verify that the items within each scale are measuring consistently, establishing a solid foundation for meaningful and accurate data analysis in the main study.

- **Validity:** The content validity of the questionnaire will be tested through a pilot study with a small group of respondents before full distribution. Feedback from the pilot test will be used to refine the questionnaire to ensure clarity and relevance.
- **Reliability:** The reliability of the questionnaire will be tested using Cronbach's Alpha to ensure the internal consistency of the items. A Cronbach's Alpha value above 0.7 will be considered indicative of satisfactory reliability.

This study aims to provide a comprehensive understanding of the relationship between digital marketing practices and brand loyalty, combining robust quantitative analysis with in-depth qualitative insights. By carefully ensuring the validity and reliability of research tools, and employing a mixed-method approach, the study seeks to offer valuable findings that can inform future strategies in digital marketing and consumer engagement. The insights gained are expected to contribute to both academic knowledge and practical applications in fostering stronger consumer-brand connections in digital environments.

### 3.6. Ethical Considerations

This study is dedicated to understanding the intricate relationship between digital marketing strategies and brand loyalty, aiming to provide actionable insights that will benefit both academic research and real-world applications [30]. Through a combination of quantitative surveys and qualitative interviews, this research seeks to capture a holistic view of consumer interactions, perceptions, and loyalty patterns in response to digital brand engagement. Rigorous steps have been taken to ensure the study's validity and reliability, from pilot testing the questionnaire for content accuracy to assessing internal consistency with Cronbach's Alpha. By employing both descriptive and inferential statistical analyses, as well as thematic coding, the study will generate a balanced blend of measurable data and rich, narrative insights.

Moreover, this research will adhere strictly to ethical guidelines to protect participants' rights and privacy throughout the study. All participants will be fully informed about the study's purpose, procedures, and potential risks, with their consent obtained prior to participation. Confidentiality and anonymity will be rigorously maintained, with data securely stored and accessible only to authorized research personnel. Participants will retain the right to withdraw from the study at any time, without consequences, ensuring that they remain in control of their involvement. Through these careful and ethical approaches, this study aspires to make a meaningful contribution to understanding how digital marketing impacts brand loyalty, providing valuable insights for both academia and the industry.

## 4. RESULT AND DISCUSSION

The reliability and construct validity table shows very good results for the three constructs measured: Brand Loyalty (BL), Consumer Behavior (CB), and Usage Behavior (UB). The Cronbach's Alpha values for these three constructs are 0.914, 0.924, and 0.930, respectively, all of which are above the general threshold of 0.7, indicating very high internal reliability [25]. In addition, the Composite Reliability ( $\rho_a$ ) values for the three constructs are also very good, with values of 0.917 for BL, 0.925 for CB, and 0.931 for UB, respectively. This value indicates that the measuring instrument used is very consistent in measuring the constructs studied. Furthermore, the Composite Reliability ( $\rho_c$ ) values measured show very strong reliability, with values of 0.936 for BL, 0.943 for CB, and 0.947 for UB, respectively.

### 4.1. Reliability and Validity

This strengthens the conclusion that these constructs have very good reliability. In addition to reliability, Table 3 also shows good convergent validity through the Average Variance Extracted (AVE) value. The AVE values for BL, CB, and UB are 0.745, 0.767, and 0.782, respectively, all of which are above the threshold of 0.5. This indicates that each construct is able to explain more than 50% of the variance of the measured indicators, which is an indication of adequate convergent validity. Overall, these results indicate that the measurement instruments used in this study are reliable and valid in measuring the constructs of Brand Loyalty, Consumer Behavior, and Usage Behavior.

Table 3. Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Brand Loyalty (BL)	0.914	0.917	0.936	0.745
Consumer Behavior (CB)	0.924	0.925	0.943	0.767
Usage Behavior (UB)	0.93	0.931	0.947	0.782

This degree of variance explanation confirms that each construct demonstrates adequate convergent validity, meaning that the indicators are sufficiently correlated to represent their intended constructs. Taken together, these results provide robust support for the reliability and validity of the measurement instruments employed in this study, affirming their effectiveness in accurately capturing the constructs of Brand Loyalty, Consumer Behavior, and Usage Behavior.

#### 4.2. Discriminant Validity

The Discriminant Validity table using the Fornell-Larcker criteria shows that each construct in this model, namely Brand Loyalty (BL), Consumer Behavior (CB), and Usage Behavior (UB), has adequate discriminant validity. The Fornell-Larcker criteria state that to ensure discriminant validity, the square root value of the Average Variance Extracted (AVE) for each construct (indicated by the diagonal value in the table) must be greater than the correlation value with other constructs (indicated by the off-diagonal value).

Table 4. Discriminant Validity Fornell-Larcker

Construct	Brand Loyalty (BL)	Consumer Behavior (CB)	Usage Behavior (UB)
Brand Loyalty (BL)	0.914	0.917	0.936
Consumer Behavior (CB)	0.924	0.925	0.943
Usage Behavior (UB)	0.93	0.931	0.947

In this Table 4, the diagonal value which is the square root of the AVE for each construct is 0.863 for Brand Loyalty (BL), 0.876 for Consumer Behavior (CB), and 0.884 for Usage Behavior (UB). All of these values are greater than the correlation values with other constructs, such as the correlation between Brand Loyalty and Consumer Behavior (0.840) or between Consumer Behavior and Usage Behavior (0.871). This indicates that each construct is more closely related to its own indicators than to other constructs. Overall, these results indicate that the model meets the Fornell-Larcker criteria for discriminant validity, meaning that Brand Loyalty, Consumer Behavior, and Usage Behavior are distinct constructs and can be measured separately in the context of this study.

#### 4.3. R-Square

The R-square Table 5, shows that for the Usage Behavior (UB) construct, the R-square value is 0.825. This means that 82.5% of the variance in Usage Behavior can be explained by the independent variables included in this research model. This value indicates that the model has a very good ability to explain the variability of the measured construct. In addition, the Adjusted R-square value is 0.821. Adjusted R-square is a more conservative version of R-square, because this value takes into account the number of predictors in the model. After adjusting for the number of predictors, about 82.1% of the variance in Usage Behavior can still be explained by the model. This small difference between R-square and Adjusted R-square indicates that the model remains stable and relevant despite the adjustments.

Table 5. R-Square

Construct	R-square	Consumer Behavior (CB)
Usage Behavior (UB)	0.825	0.821

Overall, these values indicate that the research model used has very good predictive power in explaining the factors that influence Usage Behavior, making it reliable for further analysis and prediction.



## 5. CONCLUSION

This study demonstrates a significant relationship between personalized digital marketing practices and consumer brand loyalty. Quantitative findings suggest that targeted marketing efforts such as personalized advertisements and interactive content play a crucial role in shaping consumer perceptions, thereby enhancing brand loyalty. Furthermore, qualitative insights from interviews reveal that brand transparency and engagement on digital platforms are highly valued by consumers, positively impacting their loyalty. Together, these findings address the core question of how digital marketing influences consumer behavior and brand allegiance.

However, this study has certain limitations. The purposive sampling method used may restrict the generalizability of the findings to a broader population. Additionally, the focus is primarily on consumers with a high frequency of online brand interactions, which limits insights into the behavior of consumers who are less active on digital platforms. These factors suggest that while the findings provide valuable insights, they may not fully represent all consumer segments.

For future research, it is recommended to broaden the sample scope to include a more diverse range of consumers with varying levels of online interaction frequency. Including these different consumer segments could provide a more comprehensive perspective on the impact of digital marketing across the full spectrum of consumer behavior, from low-engagement users to highly interactive consumers. Expanding the sample in this way could uncover new insights into how digital marketing practices affect consumer loyalty in segments that may have been overlooked in previous research. Additionally, incorporating longitudinal research methods could offer deeper insights into the long-term effects of digital marketing on brand loyalty, revealing how these strategies evolve in their effectiveness over time. Longitudinal studies would allow researchers to observe changes in consumer loyalty as digital marketing strategies and technologies continue to evolve, providing a clearer understanding of sustained loyalty dynamics. Future studies could also explore the potential of emerging technologies, such as artificial intelligence, machine learning, and predictive analytics, in enhancing the effectiveness of digital marketing. These technologies could enable brands to create even more personalized and adaptive marketing experiences, potentially driving stronger and more sustainable loyalty by anticipating consumer needs and optimizing engagement in real time. Ultimately, these avenues for future research hold the promise of deepening our understanding of digital marketing's evolving role in building and maintaining brand loyalty.

## 6. DECLARATIONS

### 6.1. Author Contributions

Conceptualization: SN; Methodology: DB; Software: SN; Validation: SN and DB; Formal Analysis: SN and DB; Investigation: DB; Resources: SN; Data Curation: SN; Writing Original Draft Preparation: SN and DB; Writing Review and Editing: DB and SN; Visualization: SN; All authors, SN, and DB, have read and agreed to the published version of the manuscript.

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### 6.3. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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