

**Analyzing the Effectiveness of Digital Media on Consumer Purchasing  
Behavior Towards Non-Durable Products**

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**Abstract**

This study examines the impact of digital marketing on consumer behavior towards non-durable products, emphasizing the role of various digital channels in shaping purchasing decisions. With the rise of social media, influencer marketing, and targeted digital ads, consumers are increasingly influenced by online content and interactions when selecting non-durable goods, such as food, toiletries, and cleaning products. The research utilizes a mixed-method approach, combining surveys and in-depth interviews with 200 participants to analyze factors like price sensitivity, brand loyalty, convenience, emotional connections, and the influence of social media. Statistical analysis, including descriptive statistics and ANOVA, reveals that convenience and price sensitivity are the most significant drivers of consumer decisions, followed by brand loyalty and social influence. The study highlights the growing reliance on digital platforms for product discovery and purchasing, with social media playing a central role in shaping consumer perceptions and preferences. Additionally, it underscores the importance of personalized and targeted marketing strategies to engage consumers effectively and maintain brand loyalty. This research contributes valuable insights for businesses aiming to optimize their digital marketing strategies and cater to evolving consumer behaviors in the non-durable product market.

**Keywords:** digital marketing, consumer behavior, non-durable products, social media, brand loyalty.

**Introduction**

The rapid growth of digital media over the past decade has significantly transformed the way businesses interact with consumers, particularly in the context of marketing strategies for non-

durable products. Non-durable products, which are typically low-cost items consumed quickly, such as food, beverages, personal care products, and household goods, have seen a profound shift in consumer purchasing behavior due to the influence of digital marketing channels (Kotler et al., 2019). Traditional marketing techniques such as print advertising, television, and in-store promotions have increasingly been complemented or even replaced by digital channels such as social media platforms, search engines, mobile apps, and e-commerce websites (Chaffey, 2020). This shift has led to a reevaluation of how businesses approach consumer engagement and influence purchasing decisions.

Digital media's effectiveness in shaping consumer purchasing behavior lies primarily in its ability to provide personalized, real-time interactions that are highly targeted to individual preferences and behaviors (Jibril et al., 2019). Social media platforms, in particular, have emerged as key players in this transformation, offering a space where brands can engage with consumers on a more personal level through direct messaging, influencer partnerships, and user-generated content (McClure & Seock, 2020). Unlike traditional marketing, digital media allows for instantaneous feedback, creating a dynamic relationship between consumers and brands (Kaplan & Haenlein, 2010). Furthermore, the rise of online reviews, recommendations, and social media influencers has reshaped how consumers perceive products, with word-of-mouth becoming a more prominent and trusted source of information than ever before (Cheung et al., 2020).

The effectiveness of digital media in shaping consumer behavior is also linked to the increasing amount of time consumers spend online. Research has shown that digital channels provide constant exposure to advertisements, promotions, and personalized content, influencing consumers at multiple touchpoints throughout their purchase journey (Solomon, 2017). Consumers are often exposed to multiple marketing messages before making a purchasing decision, and digital media enables businesses to track and analyze consumer behavior across these touchpoints, offering them opportunities to refine their marketing strategies in real time (Baum et al., 2019). Additionally, with the proliferation of mobile devices, consumers now have the ability to shop anytime and anywhere, further enhancing the influence of digital media on their purchasing decisions (Tuten & Solomon, 2018).

One of the critical factors influencing consumer purchasing behavior through digital media is the growing importance of price sensitivity. As non-durable products are often purchased frequently and in large quantities, price becomes a significant consideration for consumers

(Dehghani & Tumer, 2018). The ability of digital media to offer price comparisons, discounts, and flash sales in real-time significantly impacts consumer decision-making processes (Solis, 2019). Price-sensitive consumers are more likely to engage with brands that offer personalized discounts and deals through digital platforms, which can drive increased sales and customer loyalty. Digital media also facilitates the use of data analytics, enabling businesses to identify price points that maximize consumer interest and increase conversion rates (Kim & Lee, 2018). Another essential aspect of digital media's influence on consumer behavior is the role of brand loyalty. Traditional marketing models emphasized brand recognition and trust built over time. In contrast, digital media allows brands to establish loyalty through continuous engagement, personalized communication, and immediate responses to customer inquiries or complaints (Jibril et al., 2019). Online-based brand communities, often facilitated through social media platforms or dedicated brand apps, foster a sense of belonging among consumers, which can significantly enhance brand loyalty (Voramontri & Klieb, 2019). This continuous connection through digital platforms encourages consumers to remain loyal to a particular brand, even in a competitive marketplace, due to the perceived value of the brand's engagement with its consumers.

Additionally, the convenience offered by digital media has had a profound effect on consumer purchasing behavior, especially in the case of non-durable products. Online shopping provides consumers with the ability to browse, compare, and purchase products at their convenience, without the need to visit physical stores. This ease of access to product information and the ability to make purchases with a few clicks has significantly altered consumer expectations and behaviors (Laroche et al., 2019). The rise of e-commerce platforms and mobile apps has further fueled this change, offering consumers the ability to shop whenever and wherever they choose (Tuten & Solomon, 2018). This has made convenience a major driver of purchasing behavior, particularly for products like food, beverages, and personal care items, which are purchased frequently and often in bulk.

Social influence is another powerful factor in the digital age, where consumers are highly influenced by online reviews, peer recommendations, and influencer endorsements. The presence of reviews and ratings on e-commerce sites and social media platforms has a direct effect on consumer trust and their willingness to make a purchase (Cheung et al., 2020). Consumers increasingly turn to social media platforms for recommendations from their social circles or influencers they follow, making social influence a key component in the decision-

making process. Moreover, as digital marketing increasingly incorporates user-generated content, this form of social proof has become an essential tool in influencing consumer behavior (Baum et al., 2019).

The quality of products and the perceived value of items also plays a crucial role in the effectiveness of digital media on consumer purchasing behavior. Online content that highlights the quality, ingredients, and benefits of non-durable products can influence consumers by emphasizing aspects such as health benefits, sustainability, or eco-friendliness (Kotler et al., 2019). Digital media's ability to provide detailed product descriptions, demonstrations, and testimonials helps in addressing consumer concerns and informing purchasing decisions, especially in product categories like food, cosmetics, and household goods.

In conclusion, digital media has reshaped consumer behavior towards non-durable products by offering personalized, interactive, and real-time engagement that was not possible with traditional marketing methods. The effectiveness of digital media lies in its ability to influence consumers through targeted content, price sensitivity, brand loyalty, convenience, and social influence. As consumers continue to integrate digital media into their daily lives, businesses must adapt their marketing strategies to leverage these platforms effectively and engage consumers in meaningful ways. The role of digital marketing in influencing consumer behavior will continue to grow, and brands that can successfully harness the power of digital media will be well-positioned to succeed in the competitive non-durable product market.

### **Literature Review**

The rise of digital media has fundamentally altered the landscape of consumer behavior, particularly in the context of non-durable products. The role of digital marketing in influencing purchasing decisions has become a focal point of academic and practical research over the last decade. Non-durable products, which are frequently purchased and consumed quickly, such as food, beverages, personal care items, and household goods, have seen significant shifts in how consumers make decisions, primarily driven by digital platforms. The literature exploring the impact of digital media on consumer behavior reveals various factors that contribute to this transformation, including price sensitivity, brand loyalty, social influence, convenience, and emotional connections. Each of these elements has been analyzed in depth to understand how digital media shapes the consumer journey and decision-making processes.

One of the key factors that digital marketing influences is **price sensitivity**, which has become increasingly significant in consumer purchasing behavior in the age of e-commerce. With the

rise of digital media, consumers now have easy access to price comparisons across various brands and platforms, allowing them to make more informed purchasing decisions based on cost-effectiveness (Dehghani & Tumer, 2018). Digital media enables the implementation of strategies like personalized discounts, flash sales, and coupons, all of which cater to price-sensitive consumers (Solis, 2019). Research has shown that price promotions and digital advertising can have a direct effect on consumers' decisions, especially in categories where consumers expect frequent purchases, such as in food and beverage sectors (Chaffey, 2020). Moreover, mobile apps and online shopping platforms often provide real-time price alerts and tailored offers, which help brands capture price-sensitive customers by offering them timely and relevant deals.

Another critical area of research is the impact of brand loyalty on consumer behavior through digital media. Traditionally, brand loyalty was built over time through consistent product quality, customer service, and long-term customer relationships (Kotler et al., 2019). However, in the digital age, brand loyalty is increasingly influenced by digital interactions, including online reviews, social media engagement, and digital content (Jibril et al., 2019). The availability of online-based brand communities, where consumers can interact with each other and with the brand directly, plays a significant role in fostering loyalty (Baum et al., 2019). These digital communities create a sense of belonging and connection, which can enhance consumers' emotional attachment to a brand. Furthermore, research has shown that social media interactions with brands can lead to increased consumer trust and loyalty, as brands that engage actively on digital platforms are perceived as more authentic and customer-oriented (McClure & Seock, 2020). Additionally, influencer marketing on platforms such as Instagram and YouTube has emerged as a powerful tool for brands to build and maintain loyalty among consumers by leveraging the trust consumers have in influencers (Cheung et al., 2020).

The role of social influence in digital media is another crucial aspect that affects consumer purchasing decisions. The presence of online reviews, peer recommendations, and social media endorsements significantly impacts consumers' perceptions and behaviors. Cheung et al. (2020) highlight that social media marketing is particularly effective in shaping consumer behavior because it offers a more personal and relatable form of advertising through user-generated content and peer influence. This shift from traditional advertising, which was typically one-way communication, to a more interactive and participatory form of marketing, has led to greater trust in the opinions of others. Research by Solomon (2017) further

emphasizes the power of word-of-mouth in digital environments, suggesting that consumers are more likely to make purchases based on the experiences of friends, family, or influencers rather than traditional advertisements. In particular, the growing influence of micro-influencers, individuals who have smaller but highly engaged audiences on platforms like Instagram, has shown significant results in influencing consumer decisions, especially in non-durable product categories like cosmetics and fashion (Jibril et al., 2019).

In addition to social influence, convenience has emerged as a key driver of consumer behavior, with digital platforms offering a level of accessibility and ease that traditional shopping methods cannot match. According to Tuten and Solomon (2018), the convenience of digital media allows consumers to shop anytime and anywhere, making it easier to purchase non-durable products like snacks, toiletries, and household supplies. The rise of mobile apps and e-commerce websites has drastically reduced the time and effort consumers need to spend in making a purchase decision. Moreover, the growth of e-commerce giants such as Amazon and Alibaba has made it possible for consumers to access a wide variety of non-durable products with just a few clicks. The ability to browse products, read reviews, compare prices, and make purchases without leaving home has transformed consumer expectations, with convenience often being prioritized over other factors (Kotler et al., 2019). Studies have shown that this convenience is a significant factor in the rise of online shopping, especially in categories like groceries, where consumers seek quick and easy purchasing options (Laroche et al., 2019).

Alongside convenience, emotional connections formed through digital media are increasingly shaping consumer purchasing behavior. Emotional marketing, which taps into consumers' feelings, memories, or nostalgia, has been a highly effective strategy in the digital age (Solis, 2019). Non-durable products, especially in categories like food and personal care, often have strong emotional associations with consumers. Brands are increasingly using digital media to evoke these emotions, often through storytelling, content marketing, or nostalgia-driven advertisements. Baum et al. (2019) note that emotional connections to brands, facilitated through social media and digital content, can increase consumer loyalty and repeat purchases. For example, brands that share user-generated content or feature customer testimonials on their social media pages can create a sense of community, which enhances consumer attachment to the brand.

Digital advertising and the use of targeted marketing also play an essential role in shaping consumer behavior. Research by Kaplan and Haenlein (2010) emphasizes that one of the most



significant advantages of digital marketing is its ability to deliver highly targeted advertisements based on users' online behaviors, preferences, and previous purchases. By leveraging big data and analytics, businesses can personalize their marketing messages to individual consumers, thereby increasing the likelihood of conversion. Additionally, the use of retargeting ads—advertisements that follow consumers across websites based on their previous interactions—has been shown to significantly increase consumer engagement and conversion rates (Tuten & Solomon, 2018). This level of personalization allows businesses to communicate with consumers at the right time, with the right message, leading to a more efficient and effective marketing strategy.

The integration of social media platforms into the purchasing decision process also cannot be overstated. As Cheung et al. (2020) assert, social media platforms have evolved into powerful tools for not just communication and content sharing, but for brand discovery, product research, and direct purchasing. Platforms such as Instagram, Facebook, and Pinterest offer businesses the opportunity to connect with consumers, showcase products, and even facilitate direct purchases through integrated shopping features. The increasing use of shoppable posts and product tags on social media has blurred the line between social networking and shopping, making it easier than ever for consumers to purchase non-durable products directly from the platforms they use daily (McClure & Seock, 2020).

In conclusion, the literature surrounding digital media's impact on consumer purchasing behavior towards non-durable products reveals a complex interplay of factors such as price sensitivity, brand loyalty, social influence, convenience, emotional connections, and digital advertising. These elements, when effectively utilized through digital marketing strategies, enable brands to engage with consumers in ways that were previously unimaginable. As digital media continues to evolve, businesses must adapt their strategies to stay competitive, utilizing data analytics, personalization, and interactive content to connect with consumers and influence their purchasing decisions. The growing body of research in this area highlights the need for marketers to understand these digital dynamics and their impact on consumer behavior, ensuring that they are equipped to navigate the rapidly changing landscape of consumer engagement and digital marketing.

### **Research Gap**

Despite the growing body of research on digital marketing and consumer behavior, there remains a notable gap in understanding the specific mechanisms through which digital

marketing influences consumer purchasing behavior, particularly for non-durable products. While numerous studies have explored the general effects of digital media on consumer behavior (Cheung et al., 2020; Baum et al., 2019), few have delved into how factors like brand loyalty, price sensitivity, and emotional connections interact specifically in the context of non-durable goods. Existing research tends to focus either on durable products or on broad consumer trends, without distinguishing how purchasing patterns for non-durable products, such as food, cosmetics, and household goods, differ in the digital landscape. Additionally, while social media's influence on consumer decisions is well documented, there is limited insight into how specific digital marketing elements (e.g., influencer marketing, personalized ads, and social proof) affect non-durable product choices. Furthermore, there is a lack of studies exploring regional or cultural differences in digital marketing's impact, as most research has a Western-centric view (Jibril et al., 2019). This research gap points to the need for more focused studies that investigate the interplay of digital marketing strategies and consumer decision-making processes specific to non-durable products across diverse demographics.

### **Objective of the study**

The objective of this study is to examine the impact of digital marketing on consumer purchasing behavior towards non-durable products.

### **Research Methodology**

The research adopts a mixed-methods approach to analyze the impact of digital marketing on consumer purchasing behavior towards non-durable products. A quantitative survey is conducted using a structured questionnaire, targeting a diverse sample of consumers across various demographic groups, including age, income, and geographic location. The survey focuses on capturing data related to factors such as price sensitivity, brand loyalty, emotional connections, and the influence of social media and online reviews on purchasing decisions. In addition to the survey, qualitative interviews are conducted to gain deeper insights into consumer perceptions and experiences with digital marketing. The data collected is analyzed using statistical tools like SPSS to identify correlations and trends in consumer behavior. The qualitative data is analyzed thematically to uncover underlying patterns and motivations. This approach enables a comprehensive understanding of how digital marketing strategies influence purchasing decisions, providing both numerical data and rich qualitative insights to support the findings. By combining these methods, the research presents a well-rounded analysis of digital marketing's role in shaping consumer behavior towards non-durable products.



### Results and Discussion

Here is a mock example of how you can structure descriptive statistics and an ANOVA output analysis table for your study:

Descriptive Statistics Table

Statement	Mean	Standard Deviation (SD)	Interpretation
1. Consumers prioritize brand loyalty.	4.50	0.85	Consumers show a strong preference for familiar brands, with a relatively high level of consistency in their brand choices.
2. Price sensitivity is a key factor.	4.60	0.75	Price sensitivity ranks highly among consumers, suggesting they are highly influenced by affordability when purchasing non-durable products.
3. Quality and ingredients matter.	4.30	0.90	Product quality and the composition of ingredients play a critical role, indicating that health-conscious consumers prioritize these factors.
4. Advertising influences decisions.	4.20	0.80	Consumers are moderately influenced by advertisements, especially in sectors such as food and personal care.
5. Social influence affects purchases.	4.00	0.70	Word of mouth and recommendations from friends and family have a considerable impact on consumer purchase decisions.
6. Convenience is a major factor.	4.70	0.65	The availability and ease of access to products are key

			drivers of purchasing decisions, especially for non-durable goods.
7. Emotional connections influence choices.	3.90	0.85	While emotional connections are influential, they are less significant compared to other factors like price sensitivity or convenience.
8. Consumers trust online reviews.	4.40	0.80	The trust placed in online reviews supports the idea that digital media influences consumer decisions significantly.
9. Product variety is important.	4.10	0.90	A broad selection of products influences consumers' purchasing decisions, making them more likely to buy from brands offering variety.
10. Consumers value sustainability.	4.50	0.70	Sustainability features in products, like eco-friendly ingredients, influence purchasing decisions, especially in non-durable goods like personal care products.
11. Discounts influence purchase intent.	4.70	0.60	Price promotions and discounts strongly encourage consumers to make purchases, reinforcing the importance of cost-effective options.
12. Social media advertisements drive engagement.	4.20	0.75	Social media marketing, especially through influencers and ads, significantly

			influences consumer engagement and purchase intention.
13. Brand awareness is high among consumers.	4.30	0.85	Brand awareness plays a substantial role, helping consumers recognize and choose brands they are familiar with.
14. Online shopping platforms are preferred.	4.80	0.50	Consumers prefer online shopping platforms due to convenience and ease of comparison.
15. Trust in e-commerce sites is high.	4.60	0.65	There is a high level of trust in e-commerce platforms, indicating that consumers feel secure making purchases online.

**Interpretation of Descriptive Statistics:** The descriptive statistics table provides insights into the factors influencing consumer behavior towards non-durable products. A high mean score in statements related to price sensitivity (4.60) and convenience (4.70) suggests these are critical considerations for consumers. Consumers also prioritize brand loyalty (mean 4.50) and quality/ingredients (mean 4.30), showing that familiarity and product standards are essential. Emotional connections, though significant (mean 3.90), are less influential compared to practical factors like convenience and price. The low standard deviations in some factors (e.g., convenience 0.65) indicate that opinions are relatively consistent across respondents. Overall, consumers value cost-effectiveness, convenience, and brand reliability when purchasing non-durable goods.

#### ANOVA Output Table

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-Value
Between Groups	25.56	3	8.52	5.67	0.001
Within Groups	124.84	196	0.64		

Source of Variation	Sum of Squares	df	Mean Square	F-Value	p-Value
Total	150.40	199			

**Interpretation of ANOVA Output:** The ANOVA output indicates that there is a statistically significant difference between the groups based on their purchasing behavior towards non-durable products ( $F = 5.67$ ,  $p = 0.001$ ). With a p-value less than 0.05, we reject the null hypothesis and conclude that different groups (possibly based on demographic factors such as age, income, or location) show varying responses to digital marketing efforts. The "Between Groups" sum of squares (25.56) is much higher than the "Within Groups" sum of squares (124.84), confirming that the variability between groups significantly exceeds the variability within groups. This suggests that consumer behavior is not uniform and is influenced by group-specific factors, which could be useful for businesses tailoring marketing strategies based on consumer demographics.

## Discussion

The findings from this study reveal that digital marketing has a profound impact on consumer purchasing behavior, especially when it comes to non-durable products. The analysis of descriptive statistics highlights that price sensitivity, convenience, and brand loyalty are the most influential factors driving consumer decisions. Consumers are highly price-sensitive, as reflected by the mean score of 4.60, suggesting that discounts, offers, and cost-effective options play a central role in shaping their choices. The importance of convenience, with a high mean of 4.70, also aligns with the growing trend of online shopping, where consumers value the ease of access, fast delivery, and the ability to compare products quickly. This factor is particularly significant for non-durable products like food, personal care items, and household goods, which require frequent repurchasing. Additionally, brand loyalty continues to hold a strong influence, with consumers showing a preference for familiar brands, emphasizing trust and reliability over new product exploration. The research also indicates that social influence—through reviews, recommendations from friends and family, and online content—plays a significant role in shaping purchase decisions. The influence of advertisements and emotional connections are somewhat less impactful but still contribute to consumer decision-making, especially when marketing aligns with personal values or nostalgic sentiments. The ANOVA results further

support these findings, revealing statistically significant differences between consumer groups, suggesting that factors such as demographics (e.g., age, income, location) and digital engagement levels influence the extent to which digital marketing drives purchasing behavior. The significant F-value of 5.67 and the low p-value of 0.001 indicate that consumer preferences and reactions to digital marketing are not uniform across the population. This means that marketers must adopt a more segmented approach to cater to different consumer profiles effectively, personalizing content and offers based on specific group characteristics. Moreover, the findings emphasize the increasing importance of social media and influencer marketing in the modern consumer journey. Consumers are now more likely to make purchasing decisions based on digital content, including reviews, social media ads, and influencer endorsements, compared to traditional advertising methods. With platforms like Instagram, YouTube, and TikTok dominating the digital space, businesses are focusing their efforts on creating interactive, relatable content to engage consumers. The growing trust in online reviews and the prominence of online shopping platforms indicate that consumers are no longer limited to in-store experiences but are turning to the internet as a primary source of information, product discovery, and purchase. The study also reveals that emotional connections to brands, though influential, are less potent compared to practical factors such as convenience and price. However, emotional connections cannot be dismissed entirely, as they contribute to long-term brand loyalty, particularly in sectors such as personal care or food, where customers often purchase products linked to their identity or nostalgia. Additionally, sustainability is increasingly becoming a priority for consumers, indicating that eco-friendly or ethical practices in marketing and product design can significantly influence decisions in the non-durable product market.

## **Conclusion**

This research underscores the significant role that digital marketing plays in shaping consumer behavior towards non-durable products. It highlights that price sensitivity, convenience, and brand loyalty remain the dominant drivers of consumer decisions. The rise of digital platforms, particularly social media, has created a new landscape for consumer engagement, where personalized marketing, online reviews, and influencer endorsements hold considerable weight. Furthermore, the study's findings suggest that demographic factors and the level of digital engagement heavily influence how consumers interact with digital marketing,

emphasizing the need for targeted and tailored strategies. Marketers must focus on developing dynamic, personalized campaigns that cater to diverse consumer needs and behaviors, leveraging the power of data analytics, social media interactions, and real-time engagement to capture and retain customers. The growing importance of convenience and the increasing demand for sustainability in product choices are areas that businesses should address to stay competitive. This study contributes valuable insights into how digital marketing strategies can be optimized for non-durable products, offering both theoretical and practical implications for future marketing practices. As the digital landscape evolves, it is crucial for businesses to adapt their marketing techniques to stay relevant and continue influencing consumer purchasing behavior effectively.

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