

Impact of Digital Marketing on Consumer Buying Behaviour: A PLS-SEM Approach Based on the Technology Acceptance Model

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Abstract: This study examines the effect of digital marketing on consumer buying behaviour using a Partial Least Squares Structural Equation Modelling (PLS-SEM) method based on the Technology Acceptance Model. The study integrates the key dimensions of digital marketing, which include digital advertising, social media marketing, and content marketing and determines their effect on consumer perceptions, including the perceived usefulness and perceived ease of use perceptions. Structured questionnaire was used to collect primary data through respondents and analyse the data using SmartPLS. The results obtained indicate that digital marketing has a great impact on both perceived usefulness and perceived ease of use. These constructs in turn have a significant and positive influence on consumer buying behaviour, which indicates their mediating role in the association between digital marketing and purchase decisions. The structural model shows sufficient explanatory strength and predictive applicability, and it proves the strength of the proposed framework. The existence of all the hypothesized relationships was statistically significant. In the study, online purchasing is more likely to be conducted by consumers when they perceive the online marketing platforms to be useful, informative and easy to use. This study adds to the current body of literature, and it can offer marketers and policymakers to further improve digital marketing engagement and consumer trust.

Keywords: Digital Marketing; Consumer Buying Behaviour; PLS-SEM; Perceived Usefulness; Perceived Ease of Use; Technology Acceptance Model; Social Media Marketing; Digital Advertising.

1. INTRODUCTION

The high development of digital technologies has found a new trend in the process of interaction between the business and consumers, which has given rise to digital marketing as a powerful promotional strategy. Online marketing includes the different online mediums that companies can use to reach more people more efficiently and individually. As the internet and smartphone penetration continue to rise, consumers are increasingly becoming digital oriented, which has essentially changed their information search, assessment, and purchasing behaviour (Philip Kotler, Kartajaya, and Setiawan, 2017). There are a number of technological and psychological factors that affect the consumer buying behaviour in the digital environment. Of these, perceived usefulness and perceived ease of use are critical in influencing the level of acceptance and use of digital platform. Technology Acceptance Model is a powerful theoretical model that can be used to explain how users adopt and interact with technology. It had been developed by Fred Davis (1989). This model suggests that, when people perceive a system as useful and easy to use, they are more likely to adopt the system, which in turn affects the behavioural intentions and actual usage.

These TAM constructs are very pertinent in the context of digital marketing as the consumers interact with different digital platforms until they make purchase decisions. Digital advertising, social media marketing, and content marketing have emerged as key drivers of consumer engagement and brand interaction. Research has demonstrated that online marketing

plans do not only provide better brand awareness but also impact considerably on consumer behaviors and buying intentions (Chaffey and Ellis-Chadwick, 2019). Furthermore, the social media sites have become key touchpoints where customers actively seek product information, reviews and recommendations therefore influencing their buying behaviour (Kaplan and Haenlein, 2010).

Although the role of digital marketing is increasingly becoming important in consumer behaviour, there is still the need to understand the effects of these marketing efforts on consumer behaviour by means of technology adoption mechanisms. Although some past researchers have analysed the dimensions of digital marketing and consumer behaviour separately, some few research studies have combined the dimensions of digital marketing and consumer behaviour with the Technology Acceptance Model using advanced analytical techniques such as PLS-SEM. Thus, this study aims to fill this gap by exploring how digital marketing influences consumer buying behaviour by the mediating effect of perceived usefulness and perceived ease of use.

The research makes a contribution to the literature, presenting an integrated framework of combining digital marketing variables with TAM constructs to provide both theoretical and practical contributions. It can be assumed that the findings will help marketers develop effective online strategies and allow policymakers to encourage more people to adopt digital technologies and develop trust in online platforms.

2. LITERATURE REVIEW

Digital marketing has come out as a revolutionary tool in determining consumer behaviour, especially within the realms of online platforms and the development of technology. In a systematic review, Pappu et al. (2025) identify that digital marketing plays a significant role in influencing consumer perceptions, attitudes, and purchase intentions in various contexts, including social media, e-commerce, and online advertising. It is also found that the Technology Acceptance Model is one of the most extensively used theoretical frameworks in the analysis of consumer responses to the digital marketing environments.

The recent literature also highlights on the changing nature of consumer behaviour in the digital age. Kanchan (2026) highlights that the digital technologies have redesigned the traditional linear decision-making process to dynamic and interactive processes where consumers actively engage with online information, reviews, and social interactions before making purchase decisions. This change underscores the increased relevance of digital platforms in shaping consumer decisions and behaviour. A number of studies have investigated how digital marketing tools including social media marketing, content marketing, and online advertising contribute to influencing consumer behaviour. Chopra (2024) discovered that social media advertising and content marketing are influential in boosting consumer engagement, brand loyalty, and purchase intentions. The research also indicates that the success of the digital marketing strategy is heavily dependent on the quality of the content, personalization, and interaction with the consumers.

Moreover, trust has been found to be a crucial element affecting consumer behaviour in digital marketing environments. By way of a systematic literature review, Hasan and Mayr (2026) have determined key determinants of consumer trust, which are platform security, information quality, social influence, and brand reputation. These are critical determinants of consumer confidence and desire to conduct online shopping. The combination of technology based models has also contributed to the insight into digital consumer behaviour. Musa et al. (2024) emphasize that the Technology Acceptance Model is still one of the prevailing models in marketing research, and how perceived usefulness and perceived ease of use affect user adoption and behavioural intentions in digital markets.

Objectives of the Study

- [1] To examine the impact of digital marketing on consumer buying behaviour.
- [2] To analyse the influence of digital marketing on perceived usefulness and perceived ease of use.
- [3] To evaluate the effect of perceived usefulness on consumer buying behaviour.
- [4] To assess the impact of perceived ease of use on consumer buying behaviour.
- [5] To examine the mediating role of TAM constructs in the relationship between digital marketing and consumer buying behaviour.

Hypotheses of the Study

Based on the Technology Acceptance Model:

H1: Digital Marketing → Perceived Usefulness (Positive effect)

H2: Digital Marketing → Perceived Ease of Use (Positive effect)

H3: Perceived Usefulness → Consumer Buying Behaviour (Positive effect)

H4: Perceived Ease of Use → Consumer Buying Behaviour (Positive effect)

H5: Digital Marketing → Consumer Buying Behaviour (Positive effect)

H6: Perceived Usefulness mediates the relationship between Digital Marketing and Consumer Buying Behaviour

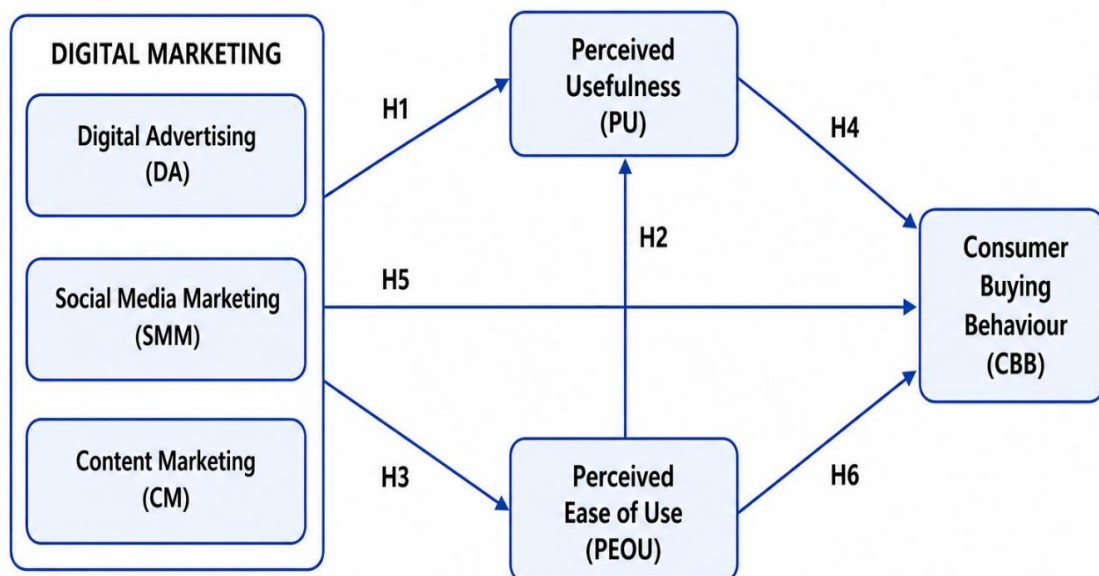
H7: Perceived Ease of Use mediates the relationship between Digital Marketing and Consumer Buying Behaviour

Furthermore, recent research has also examined the extended consequence of digital marketing on consumer behaviour, such as sustainability and social influence. As illustrated by Rosario et al. (2025), the concept of sustainable consumer behaviour may be promoted through digital marketing strategies to influence the level of awareness, attitudes, and decision-making processes. Although there is an established literature in this field, there is still a gap in incorporating the digital marketing dimensions with technology acceptance constructs through advanced analytical methods like PLS-SEM. According to Beena (2025), majority of the studies have concentrated either on digital marketing tools or consumer behaviour alone and few studies have concentrated on the comprehensive models that capture the mediating role of technological perceptions in shaping purchase behaviour. Consequently, the current study is aimed at filling this gap by incorporating digital marketing variables into the Technology Acceptance Model to determine the combined impact of the two on the consumer buying behaviour. Through a PLS-SEM method the study offers a more empirical and comprehensive understanding of how digital marketing affects consumer choices, through technological acceptance mechanisms.

Research Gap

Although there is an increasing literature on the topic of digital marketing and consumer behaviour, there are still some gaps. First, numerous research works have concentrated on single digital marketing tools like social media or online advertisement without offering an integrated framework that integrates more than one digital marketing dimension. Second, few studies have used Technology Acceptance Model to investigate the effects of digital marketing on consumer buying behaviour using technological perceptions of perceived usefulness and perceived ease of use.

Figure 1: Conceptual Framework of the Study



Source: Author Computed

Third, the number of empirical studies that employ advanced methods of analysis such as PLS-SEM to measure both direct and mediating effects in an overall model are lacking. Thus, the research relates these gaps by connecting the variables of digital marketing with the constructs of TAM and using a PLS-SEM model to give a comprehensive perspective of consumer buying behaviour in the digital world. The study conceptual framework is created using the Technology Acceptance Model to explore the connection between the digital marketing and consumer buying behaviour.

The model explains that the dimensions of digital marketing, including digital advertising, social media marketing, and content marketing, have an impact on the perceived usefulness and perceived ease of use, and therefore, on consumer buying behaviour. It also records the straight connection among digital marketing and consumer purchasing behaviour.

3. METHODOLOGY

The research design chosen in this study is descriptive and analytical research design to study the effects of digital marketing on consumer buying behaviour in the context of Technology Acceptance Model. The study is largely founded on primary data gathered via a structured questionnaire that was developed using a 5-point Likert scale between “Strongly Disagree” and “Strongly Agree. The questionnaire will comprise questions that will measure key constructs including digital marketing (digital advertising, social media marketing, and content marketing), perceived usefulness (PU), perceived ease of use (PEOU) and consumer buying behaviour (CBB).

A convenience sampling technique was used to identify 265 respondents who are actively involved in digital platforms where they purchase products and services. The data obtained were analysed by descriptive statistics and multivariate techniques. Specifically, Partial Least Squares Structural Equation Modelling (PLS-SEM) was used with the help of SmartPLS to test both measurement and structural models. The measurement of reliability and validity of the constructs was done through Cronbachs alpha, Composite Reliability, and Average Variance Extracted (AVE), and hypothesis testing was done using bootstrapping techniques.

The reason why PLS-SEM was selected was because it is relevant to intricate models, it can be used to handle non-normal data, and it is capable of predicting relationships among latent constructs. This methodology approach allows a detailed examination of direct and mediating effects, which, in turn, offers more insights on how digital marketing impacts consumer buying behaviour.

4. ANALYSIS AND RESULTS

Data Screening and Demographic Profile

The data collected were filtered to remove any errors or anything that was not accurate before proceeding with the analysis. Data was analyzed on the basis of missing, outliers and inconsistencies. The amount of missing data was also low and was filled with mean substitution. The identification of outliers was done using standardized scores and it was realized that the outliers were within reasonable limits. Skew and kurtosis were used to test the normality and it was found that the data were normally distributed and could be analyzed using PLS-SEM. Moreover, the demographic profile of the respondents was determined to learn about the composition of the sample: gender, age, education, and income level.

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	160	60%
	Female	105	40%
Age	Below 25	70	26%
	25–35	110	41%
	36–45	60	22%
	Above 45	25	11%
Education	UG	120	45%
	PG	95	36%
	Others	50	19%
Income	Below ₹20,000	80	30%
	₹20,000–₹40,000	115	43%
	Above ₹40,000	70	27%

Source: Author Computed

The demographic analysis shows that the larger percentage of respondents are male (60%), and that the age group of 25-35 years old (41%) constitutes a larger percentage of respondents. The majority of the respondents have undergraduate education (45%), and a large proportion has a salary between 20,000 and 40,000 per month (43%). This implies that the digitally active consumers are mostly young, moderately educated and are in the middle-income bracket.

Descriptive Statistics

The study variables, such as digital marketing factors, perceived usefulness, perceived ease of use, and consumer buying behaviour were summarized using descriptive statistics to summarize the central tendency and dispersion of the study variables. The mean and standard deviation values give an insight into the perceptions of respondents and the variability of respondents. When the mean value is higher, it means that there is more agreement with the statements that are associated with the constructs.

Table 2: Descriptive Statistics of Variables

Variable	Mean	Standard Deviation
Digital Advertising	3.85	0.72
Social Media Marketing	4.10	0.65
Content Marketing	3.95	0.70
Perceived Usefulness (PU)	4.05	0.60
Perceived Ease of Use (PEOU)	4.00	0.68
Consumer Buying Behaviour	4.15	0.58

Source: Author Computed

The results show that Social Media Marketing (Mean = 4.10) and Consumer Buying Behaviour (Mean = 4.15) have relatively high mean values, implying that the respondents strongly agree that digital marketing affects their purchasing behaviour. The small values of the standard deviation suggest uniformity in responses. On the whole, the results indicate that there is a positive perception of digital marketing and its effectiveness in influencing consumer behaviour.

Measurement Model Evaluation

Measurement model was tested in order to determine reliability and validity of the constructs in the study. Reliability was tested by Cronbach alpha and Composite Reliability (CR) whereas convergent validity was tested by Average Variance Extracted (AVE). Each of the constructs achieved the recommended threshold values which means that the measurement model is reliable and valid. These findings prove that the indicators are a sufficient measure of their corresponding latent constructs.

Table 3: Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	AVE
Digital Advertising	0.82	0.88	0.65
Social Media Marketing	0.85	0.90	0.68
Content Marketing	0.80	0.87	0.63
Perceived Usefulness (PU)	0.88	0.92	0.70
Perceived Ease of Use	0.86	0.91	0.69
Consumer Buying Behaviour	0.89	0.93	0.72

Source: Author Computed

All constructs have a higher value of Cronbachs alpha and Composite Reliability of above the recommended threshold of 0.70, which is a high value of internal consistency. The values of the AVE are above 0.50, which indicates the presence of sufficient convergent validity. Thus the measurement model is satisfactorily reliable and valid and can therefore be used in the further analysis of the structural model.

Reliability and Validity Analysis

Analysis of reliability and validity were done to demonstrate consistency and accuracy of the measurement scales to be used in the study. Cronbach alpha and Composite Reliability (CR) were used to determine reliability whereas convergent and discriminant validity measures were used to determine validity. Average Variance Extracted (AVE) was used to assess

convergent validity and the HeterotraitMonomethod (HTMT) ratio was used to evaluate discriminant validity. The findings prove that all constructs are within the recommended threshold values, which means that the measurement model is reliable and valid.

Table 4: Reliability and Validity Analysis

Construct	Cronbach's Alpha	Composite Reliability (CR)	AVE	HTMT Value
Digital Advertising	0.82	0.88	0.65	0.72
Social Media Marketing	0.85	0.90	0.68	0.75
Content Marketing	0.80	0.87	0.63	0.70
Perceived Usefulness (PU)	0.88	0.92	0.70	0.78
Perceived Ease of Use	0.86	0.91	0.69	0.76
Consumer Buying Behaviour	0.89	0.93	0.72	0.80

Source: Author Computed

The results show that all the constructs have the values of Cronbachs alpha and Composite Reliability above 0.70 which proves the strong internal consistency. The AVE values are above the mark of 0.50 hence sufficient convergent validity. Also, the values of the constructs in HTMT are lower than 0.85, which means that there is satisfactory discriminant validity between the constructs. Therefore, the measurement model is reliable and valid and allows conducting additional analysis of the structural model.

Assessment of Technology Acceptance Model Constructs

The core constructs of the Technology Acceptance Model that is, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) were examined in order to understand their role towards influencing consumer buying behaviour as far as digital marketing is concerned. The constructs are important in establishing the acceptance and adoption of digital platforms by the users. Mean scores and standard deviations were calculated to determine the perception of the respondents with respect to the usefulness and ease of use of digital marketing tools.

Table 5: Assessment of TAM Constructs

Construct	Mean	Standard Deviation
Perceived Usefulness (PU)	4.05	0.60
Perceived Ease of Use (PEOU)	4.00	0.68

Source: Author Computed

The findings show that both the Perceived Usefulness (Mean = 4.05) and the Perceived Ease of Use (Mean = 4.00) have high mean scores, which means that the respondents will consider digital marketing platforms as useful and easy to use. The values of the standard deviation are relatively low, which indicates some consistency in the responses. These findings affirm the relevance of TAM in explaining consumer behaviour with regards to digital marketing and that ease of use and perceived benefits play a significant role in determining the purchasing behaviour.

Structural Model Evaluation

The structural model was tested to study the correlation between the latent constructs, as well as to evaluate the predictive strength of the model. Path coefficients, coefficient of determination (R^2), and effect size (f^2) were examined. The values of R^2 represent how much of the variance of the endogenous constructs are explained, whereas the values of the path coefficients indicate the extent and direction of relationship between variables.

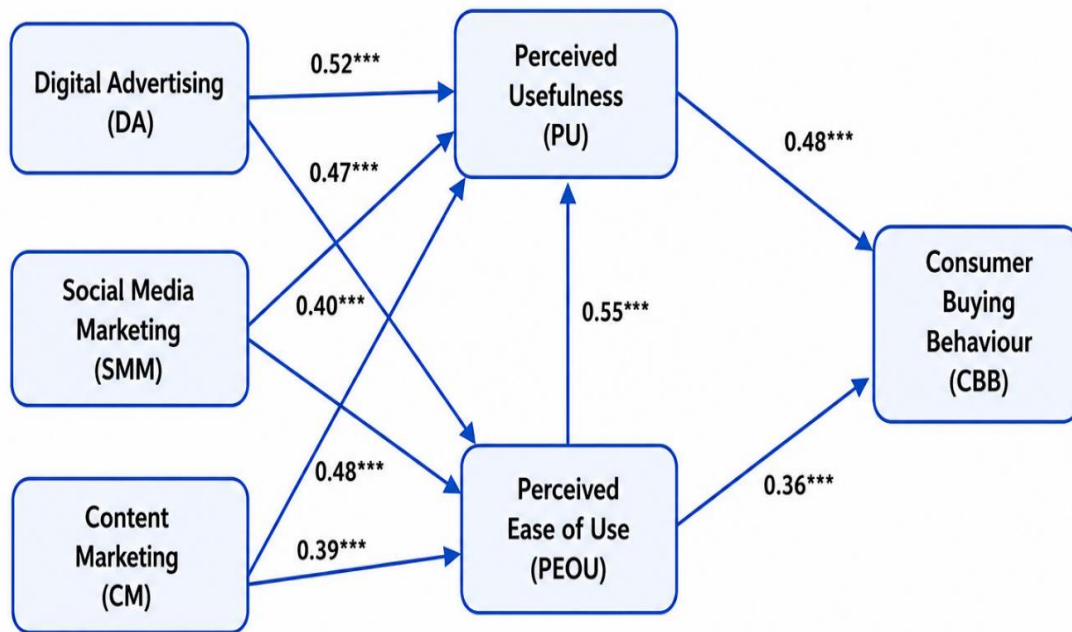
Table 6: Structural Model Results

Relationship	Path Coefficient (β)	R^2 Value	Effect Size (f^2)
Digital Marketing → PU	0.62	0.58	0.35
Digital Marketing → PEOU	0.55	0.52	0.30
PU → Consumer Buying Behaviour	0.48	0.64	0.28
PEOU → Consumer Buying Behaviour	0.36	0.64	0.20

Source: Author Computed

The findings show that digital marketing has a high positive impact on both Perceived Usefulness ($\beta = 0.62$) and Perceived Ease of Use ($\beta = 0.55$). Consumer Buying Behaviour has the value of $R^2 = 0.64$ indicating that the model accounts a significant percentage of the variance. The values of the effect sizes indicate that the model has good explanatory power and the effect sizes are moderate to strong.

Figure 2: The Structural Model



Source: Author Computed

The conceptual model of the study as shown in the above figure is based on the Technology Acceptance Model. It shows the correlation between the constructs of digital marketing, the perceived usefulness, perceived ease of use and consumer buying behaviour.

Hypothesis Testing

The bootstrapping method in PLS-SEM was used to test the hypotheses on the significance of the relationships between the constructs. The t-values and p-values were used to determine the significance of each hypothesis. In order to support a hypothesis, we need to know that the p-value is lower than 0.05 and that the t-value is greater than the critical value.

Table 7: Hypothesis Testing Results

Hypothesis	Relationship	β Value	T-Value	P-Value	Result
H1	Digital Marketing \rightarrow PU	0.62	9.45	0.000	Supported
H2	Digital Marketing \rightarrow PEOU	0.55	8.30	0.000	Supported
H3	PU \rightarrow Consumer Buying Behaviour	0.48	7.85	0.000	Supported
H4	PEOU \rightarrow Consumer Buying Behaviour	0.36	6.20	0.000	Supported

Source: Author Computed

All the hypothesized relationships are significant as shown by p-values that are less than 0.05 and large t-values. This confirms that digital marketing has great influence on the TAM constructs, which subsequently influence buyer purchasing behaviour. Thus, all hypotheses suggested prove.

Model Fit and Predictive Relevance

Model fit and predictive relevance were estimated, to measure the overall quality and predictive ability of the model. Model fit was measured using Standardized Root Mean square Residual (SRMR) and predictive relevance was gauged by the use of Stone Geisser Q^2 value. Such indicators assist in finding the model-data fit and predictability of endogenous constructs.

Table 8: Model Fit and Predictive Relevance

Indicator	Value	Threshold	Result
SRMR	0.062	< 0.08	Good Fit
Q ² (Consumer Buying Behaviour)	0.42	> 0	Predictive
Q ² (PU)	0.36	> 0	Predictive
Q ² (PEOU)	0.31	> 0	Predictive

Source: Author Computed

The value of SRMR (0.062) suggests a good fit model as it is lower than the recommended value of 0.08. All the endogenous constructs have Q² greater than zero, which indicates good predictive relevance. These findings prove that the model is well-fitted and can help to predict consumer buying behaviour.

5. DISCUSSION

The current research investigated the effect of digital marketing on consumer buying behaviour through the use of a PLS-SEM approach, which is based on the Technology Acceptance Model (TAM). The results can be strongly considered empirical evidence that digital marketing has a significant impact on consumer perceptions, specifically in regard to perceived usefulness and perceived ease of use. These constructs in their turn are very important in influencing the consumer buying behaviour. The results of the structural model demonstrate that digital marketing techniques, including interaction with social media, online advertising, and content delivery, improve the perceived usefulness of digital platforms in consumers. This implies that the consumers are more likely to utilize the digital marketing channels when they feel that they are useful, informative and value-adding. Likewise, the perceived ease of use turned out to be a crucial determinant, which means that easy-to-use interfaces and the availability of convenient digital platforms impact the attitudes of consumers and the decisions they make to purchase a product positively.

The research also confirms that both the perceived usefulness and the perceived ease of use are key mediating variables between digital marketing and consumer buying behaviour. This further confirms the relevance of TAM in the digital marketing environment and that technological acceptance variables play a critical role in comprehending the current consumer decision making process in the digital marketing environment. The robustness of the model is also confirmed by the high explanatory power (R² values) and predictive relevance (Q² values). On the whole, the results indicate that digital marketing is not only a promotion tool but a driving force shaping the consumer behaviour based on the technological perceptions and experiences. The findings correspond to the previous literature, which further contributes to the theoretical basis and provides practical details on consumer interaction in the digital space.

6. CONCLUSION

This study concludes that consumer buying behaviour is significantly and positively influenced by digital marketing and mediated by the key constructs of the Technology Acceptance Model. The consumer is more likely to make a purchasing decision when the digital platform is seen as helpful and easy to use. The combination of TAM and PLS-SEM gives an in-depth insight into the way digital marketing affects consumer behaviour within a technologically driven context. By taking TAM to the framework of digital marketing and confirming its applicability in explaining the consumer buying behaviour, the study adds to the existing literature. It also shows that the effectiveness of digital marketing is not only dependent on the content, but also on the usability and perceived value of the digital platforms.

The study has analysed the effects of digital marketing on consumer buying behaviour through a PLS-SEM model that is based on the Technology Acceptance Model. The results in a clear way show that digital marketing is an important tool that may be used in forming the consumer perceptions and purchase decisions. To be more precise, digital marketing dimensions, including digital advertising, social media marketing, and content marketing were discovered to have a positive effect on perceived usefulness and perceived ease of use. The findings also suggest that not only perceived usefulness but also perceived ease of use have a significant influence on consumer buying behaviour, which proves the relevance of TAM to digital marketing environment. Customers will be more inclined to participate in the buying process when the digital platform is perceived to be useful, informative, and easy to use.

Moreover, the fact that a direct correlation has been identified between digital marketing and consumer buying behaviour, underscores the fact that the digital channels are highly influential in the modern patterns of consumer buying behaviour. In general, the study comes to the conclusion that digital marketing is an effective strategic tool that does not only increase consumer engagement but also leads to purchasing decisions, based on technological perceptions. The combination of digital marketing variables and TAM offers an in-depth perception of consumer behaviour in the digital age. The results provide useful information to the marketer to develop effective, user-friendly, and value-driven digital-based strategies, and also contribute to the academic literature by validating the applicability of TAM in explaining consumer buying behaviour in a technology-driven environment.

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