



## The Impact of Digital Marketing on Consumer Preferences and Brand Loyalty

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### Abstract:

The proliferation of digital marketing has brought about a sea change in company contacts with their target audiences. The mechanics of these interactions influences consumers' purchasing habits and long-term interactions with businesses. This paper aims to analyse all these elements in order to better understand how digital marketing methods impact the preferences and brand loyalty of current digital consumers. Among the marketing strategies that have made the internet a necessary arena for altering consumer views and promoting brand loyalty are online forums, customized content, social media, search engines, and others. This makes the online world a stage of great importance. The swift expansion of the internet as a storehouse helped to clarify this inclination greatly. This article intends to investigate and assess the impact of important digital marketing techniques on the development of emotional and behavioural loyalty. Trust is built by means of a consistent voice for the brand across all digital channels, therefore building consumer loyalty and maybe resulting in more sales. Furthermore, consumer involvement through social proof, quick feedback, and fast customer service might lead to a more active and committed connection between the firm and the customer. Conflicting signals, bad personalization, and unpleasant advertising may drastically undermine customer confidence and loyalty. This might drastically alter the overall consumer experience. Emphasizing user experience, timeliness, and relevancy, the results of the research highlight the critical need of connecting digital marketing goals with consumer expectations. This is really crucial in digital marketing. Combining analytical data with creative content distribution is one approach that may assist to improve customer interactions and foster long-term brand loyalty. Together, the two can enable one to reach this aim. The findings of this research can be pretty helpful for marketers striving to retain client involvement and loyalty in a very competitive market by improving their digital approach.

## 1. Introduction

The marketing scene is being profoundly changed by the fast evolution of digital technologies. Interactive digital platforms based on data are displacing conventional publishing methods. Digital connections have changed customers' impressions of

businesses, their interactions with such brands, and their sense of loyalty for such companies. The proportion of successful internet advertising initiatives has skyrocketed within the past several years. Among the tried-upon marketing strategies are email marketing, search engine optimization, influencer marketing, content marketing, and user

interaction on social media platforms. The ease of information access on digital platforms, the speed of communication, and the possibility of personalizing experiences are some elements beginning to influence consumers. Efforts to build closer relationships with individual consumers have helped businesses to have more overall influence[14]. They have to give honesty, responsiveness, and creativity top priority if they are to build long-term client loyalty and involvement. Changing consumer behaviour calls for more of openness, flexibility, and simplicity of use. One expression of this tendency is the explosive development of digital marketing. Companies with basic policies and little online presence usually draw more clients. More and more companies are funding digital marketing strategies if they are relevant in today's corporate environment and help them to keep ahead of the competition. Although employing digital marketing has numerous advantages, there are also some negatives like the need of ongoing consumer interaction, the necessity to modify marketing strategies to match client tastes, and the necessity to protect personal information. Knowing how digital marketing could affect customer decisions and brand loyalty helps both draw in new business and keep current ones simpler. The main objective of this research effort is to investigate how consumer loyalty is affected by digital marketing methods. To what extent can digital marketing help to build enduring ties with consumers analysing consumer attitude, marketing plans, and brand interaction patterns helps one to teach[8].

## 2. Background of the Study

Only recently had digital marketing been acknowledged as transforming customer engagement, brand message, and market dynamics. Thanks to the fast development of internet technology and the general use of social media platforms, companies in many different sectors have embraced digital methods to interact with their target customers. They do this because they want more views. Unlike more traditional kinds of advertising, digital marketing lets interactions be data-driven, tailored to the requirements of the intended audience, geographically and temporally irrelevant, and technologically driven[12]. These characteristics taken together have made digital marketing an invaluable tool for shaping consumer preferences and encouraging brand loyalty in very competitive markets. Digital touchpoints rapidly shifting consumer preferences include ads on social media platforms, material produced by important individuals, marketing via search engines, email campaigns, and interactive websites. Because of the

real-time information, peer reviews, and online experiences of the internet, consumers today make better-informed, value-conscious decisions. In determining customer impression, brands' digital presence, consistent communication, and emotional resonance they create via virtual interaction are starting to equal their product quality and cost. The growing number of individuals having internet access helps to explain this. At the same time, some recently opened locations have seen a rise in the patronage for a particular brand. Sustained online activity, user-generated content, and corporate social media advocacy help loyal consumers to arise. These types of things, in this day and age of digital technology, support consumers returning for more. Customers are more inclined to stick to a company they believe to be real, kind, and compatible with their beliefs. Companies are thus investing more in cooperative digital marketing approaches that complement one another. Apart from increasing sales, these strategies help businesses to establish long-term relationships with clients. Though the usage of digital platforms is rising, actual evidence demonstrating how much digital marketing influences consumer preferences and brand loyalty is desperately needed. Companies who want to stay up with the always growing digital economy and maximize their marketing initiatives must have a strong knowledge of this link. Businesses have to act if they are to stay competitive. This study is meant to investigate the impact of digital marketing methods on customer attitudes, preferences, and commitment so obtaining insights that can lead to more successful brand-building approaches in the current marketplace[4].

## 3. Purpose of the Research

This study aims to find how well digital marketing strategies attract customers in very competitive marketplaces. The main focus of study, be the impact of several strategies on consumer preferences. Given the increasing relevance of digital platforms in shaping consumer behavior, one must grasp the impact of marketing techniques such social media advertising, content marketing, Search Engine Optimization (SEO), influencer alliances, and focused campaigns on customer decisions. Therefore, it is not fully out of current as customer behavior is still much influenced by digital platforms. This study aims to pinpoint the digital marketing strategies most affecting consumers' attitudes, preferences, and inclination to purchase. Furthermore, the study seeks to find how these strategies could enable businesses to stand out, build confidence among consumers, and thrive in over saturated markets. In highly competitive sectors,

digital marketing strategies might gain from the outcomes, which aim to offer insights that can be applied to create more concentrated and effective campaigns. Examining responses and trends from all kinds of clients assist one to gain these insights.

#### 4. Literature Review

Digital marketing has transformed business-customer relations. Digital media influences customers and builds brand loyalty. They maximize the growing internet and social media reach this manner. Recent digital marketing research has studied how content marketing, social media interaction, customization, and trust affect customer behaviour. These researches are done. SEO, PPC advertisements, email marketing, and social media campaigns are traditional consumer interaction methods, say. These solutions improve targeted marketing by letting organizations use data to sell potential customers. The upshot is greater brand-consumer links and more value. Social media marketing is the major approach to affect customers' perceptions about businesses, according to Alalwan et al., Brand groups, real-time interactions, and social media sharing are available to customers. These encounters build brand loyalty via trust and belonging. There's digital marketers personalize influences client tastes discovered that tailored marketing materials promote consumer-firm relationships. This method meets target market needs and increases member brand loyalty. Consider perceived value while discussing digital marketing and brand loyalty. Consumers value products based on their utility. "Consumer perceived value" is how customers value products and services. Studies suggest that digital marketing approaches that boost product value impact consumer behaviour. Engagement platforms, tempting incentives, and valuable content are included. Internet users respect honesty and openness. Customer confidence drops when digital marketers' ethical and privacy problems are revealed. Because customers focus on problems. Open digital operations increase consumer confidence and data security. These activities generate brand loyalty and trust. Mobile marketing simplifies consumer-business connections. Since smartphones are available, marketers can reach clients all day. This helps marketers serve customers well. Say location-based services, push alerts, and mobile applications provide customized, user-friendly experiences. Combining these factors enhances convenience and involvement, which are necessary for long-term commitment. Influencer marketing is another digital marketing method showing promise. An "influencer" is a middleman who uses expertise and relatability to influence

clients observed that celebrities' honest endorsements can boost brand loyalty, preference, and confidence. Consider user-generated material. Reviews, quotes, and social media posts influence customer purchasing. Internet reviews can be more credible than advertising. So, they influence client decisions and improve corporate reputation. Data demonstrates digital loyalty programs retain customers. These systems employ client data to reward customers promptly and appropriately, building brand loyalty. Customer retention is improved by financial and emotional loyalty programs, according to. Research on marketing and client loyalty programs influenced it. Digital marketing is common, but population affects brand loyalty. Suggests that age, income, digital skill, and culture may influence digital marketing reactions. Different generations may prefer visually appealing content, while others value digital communications ease and reliability. Digital marketing has several issues. Businesses must innovate and provide meaningful content to customers to battle information overload, ad fatigue, and growing competition for their attention. One must conquer these problems this way. Study proposes a flexible approach to keep up with digital platform expansion, including user feedback[13].

#### 5. Research Questions

What is the impact of digital marketing strategies on shaping consumer preferences in competitive markets?

#### 6. Research Methodology

##### 6.1 Research Design

The quantitative data analysis was conducted using SPSS version 25. The odds ratio and 95% confidence interval were used to ascertain the strength and direction of the statistical link. The researchers developed a statistically significant criterion at  $p < 0.05$ . A descriptive analysis was performed to determine the key characteristics of the data. Quantitative approaches are often used to evaluate data obtained from surveys, polls, and questionnaires, as well as data modified by computational tools for statistical analysis.

##### 6.2 Sampling

A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1463. A total of 1600 questionnaires were distributed; 1557 were returned, and 57 were

excluded due to incompleteness. In the end, 1500 questionnaires were used for the research.

**Data and Measurement:**

A questionnaire survey served as the principal tool for data gathering in the study. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel variables assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly on internet databases.

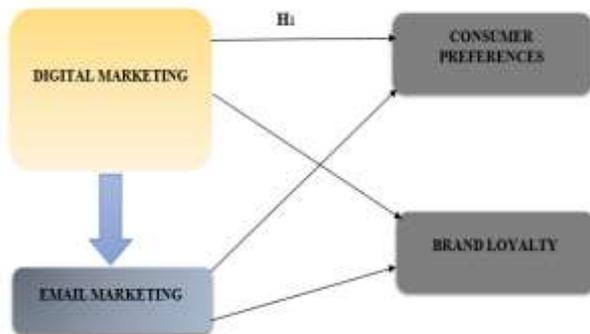
**6.3 Statistical Software:**

The statistical analysis was conducted using SPSS 25 and MS-Excel.

**6.4 Statistical Tools:**

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

**7. Conceptual Framework**



**8. Results**

**Factor Analysis**

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number

between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69 Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89. They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin .670

The results of Bartlett's test of sphericity are as follows: approx. chi-square

DF=190

sig. =.000

Table: KMO and Bartlett's Test

| KMO and Bartlett's Test                          |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .670     |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 3252.968 |
|  | df                 | 190      |
|  | Sig.               | .000     |

The overall significance of the correlation matrices was further confirmed by using Bartlett's Test of Sphericity. A value of 0.670 is the Kaiser-Meyer-Olkin sampling adequacy. By using Bartlett's sphericity test, researchers found a p-value of 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not a correlation matrix.

**Independent Variable**

**Digital Marketing**

Digital marketing is the strategic use of internet-based media, data-driven approaches, and technology developments targeted advertising of goods and services to particular populations. Among the several tactics used in digital marketing are SEO, content marketing, social media advertising, email marketing, influencer marketing, mobile marketing, and pay-per-click (PPC) advertising. One independent factor in the field of digital marketing combines several elements. Every one of these components in the digital sphere aims to increase brand recognition, build consumer connections, and affect purchasing behaviour. Thanks to digital marketing, companies can now interact with audiences all around, customize their message, and instantly examine user behaviour[11]. This might

therefore help businesses to benefit from the tourist sector and other allied areas. The interactive and dynamic character of digital platforms makes greater marketing plan flexibility feasible, which enables opportunities to quickly adjust to changes in the market and customer preferences. This flexibility lets one embrace additional marketing strategies. Digital marketing has evolved into a necessary tactic for deeper consumer connection and keeping a competitive advantage as the number of people spending time online keeps increasing. This can be explained in part by companies' possible greater reach via digital marketing. Knowing how various digital technologies effect results like customer preferences, loyalty, and foreign traffic would help one make wise selections. Its function as an independent variable determines this clarity[9].

## **Factor**

### **Email Marketing**

The essence of email marketing—a concentrated digital communication tool—is email correspondence sent to a designated target. One might consider personal preferences while choosing on how to split or alter these messages. Regarding digital marketing, it is a vital element utilized mostly for lead generation, customer connection building, and service or product promotion. Commodities or advertising services also mostly depend on it. Email marketing lets businesses keep direct and consistent contact with clients—new and old. This enables the companies to provide timely information, exclusive offers, and valuable content so that every client may have their needs met[15]. This kind of advertising is popular as it is measurable, reasonably priced, and can keep people engaged for a long period of time. Expert implementation of email marketing campaigns may help to accomplish various objectives, including building consumer trust, raising brand recognition, and encouraging repeat interactions. Data analytics, behaviour-based targeting, and automated email sequences assure that message is accurate and relevant, hence improving the usefulness of this approach. Email marketing greatly helps consumers in the tourism and commercial sectors make decisions by providing value-driven information and supporting both pre- and post-purchase satisfaction. The availability of materials helps to make this possible[5].

## **Dependent Variable**

### **Consumer Preferences**

Consumer preferences are the regular choices and behaviors consumers follow while making purchases of products and services. Their decisions are shaped by value, quality, relevance, and customer degree of interest as well as by others. When people purchase, they exhibit their tastes as unique distinct ones. In this case, preferences—the dependent variable—are the outcome of a complicated interaction among multiple factors, including product features, cultural influences, social trends, technology interactions, and marketing exposure. Together, these elements help to define individuals' choices[2]. More and more, elements within the domain of digital environments are forming tastes. In this sense, "influencers" include things like tailored content, peer reviews, recommendations from influential individuals, and Internet accessibility. If companies wish to effectively match their goods and services with market expectations, they have to be well aware of customer preferences. Changes in digital marketing strategies, client demands, or more general socioeconomic situations might all affect customers' tastes over time. Many factors could combine to bring about these changes. Individual preferences are flexible and always shifting. Usually, finishing the process of assessing consumer preferences requires the analysis of behavioral indications. Among these indications are feedback, brand interaction, buying behavior, and click-through rates. This variable is therefore employed to evaluate the effectiveness of several marketing tactics inside the study area since of its important relevance. This is especially important in very competitive companies where success depends on attracting customers and loyalty[7].

## **The relationship between Digital Marketing and Consumer Preferences:**

Online channels are starting to play a growing role in shaping consumer behaviour, decisions taken, and interactions with companies. Among the unique characteristics of the relationship between consumer preferences and digital marketing is this one. The holy grail of digital marketing is interactive, customized customer involvement. This objective is achieved using social media campaigns, SEO, email marketing, content development, influencer collaborations, and a wide range of other digital marketing strategies[10]. The ultimate purchase decisions of consumers depend much on their impressions of the given goods and services; hence, these instruments are essential in forming such impression. Factors include improved access to digital content, peer assessments, tailored marketing, and real-time company interaction are changing

consumer choices in the hyper connected world of today. The effectiveness of digital marketing tactics in impacting consumer decisions is much enhanced by its capacity to provide tailored messages depending on user behaviour, interests, and demographics. Thanks to the two-way interaction and quick feedback provided by digital platforms, businesses may also modify their tactics to fit the always shifting needs of their consumers. As a result, consumers in more competitive markets behave in more informed, confident, and preference-driven way. A well-organized and large-scale web advertising campaign supports this sort of behaviour[6].

On the basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Digital Marketing and Consumer Preferences.

“H<sub>01</sub>: There is no significant relationship between Digital Marketing and Consumer Preferences.”

“H<sub>1</sub>: There is a significant relationship between Digital Marketing and Consumer Preferences.”

Table 2: H<sub>1</sub> ANOVA Test

| ANOVA          |                |      |             |          |      |
|----------------|----------------|------|-------------|----------|------|
| Sum            |                |      |             |          |      |
|                | Sum of Squares | df   | Mean Square | F        | Sig. |
| Between Groups | 39588.620      | 643  | 5624.417    | 1069.687 | .000 |
| Within Groups  | 492.770        | 856  | 5.258       |          |      |
| Total          | 40081.390      | 1499 |             |          |      |

This investigation yields remarkable results. The F value is 1069.687, attaining significance with a p-value of .000, which is below the .05 alpha threshold. This signifies the “H<sub>1</sub>: There is a significant relationship between Digital Marketing and Consumer Preferences” is accepted and the null hypothesis is rejected.”

## 9. Discussion

Given the contemporary market, which is mostly driven by digital technology, the link between digital marketing and consumer preferences is beginning to become more clear-cut. Modern digital marketing techniques have fundamentally changed customer interaction with businesses, how they analyse their alternatives, and how they finally make purchase decisions. Strategies in this industry include SEO, content marketing (CM), social media platform advertising, and relationships with powerful individuals. This can also call for email marketing as a strategy. These techniques can help businesses engage with consumers in engaging, timely, and

tailored manner. This helps them to directly influence the choices and actions of potential consumers. While factual answers to marketing messages are significant, in deciding consumer decisions emotional reactions are much more crucial. Digital platforms let material tailored to each person's particular interests, demographics, and online activity be sent real-time. One can help to reach this aim by using digital platforms. This degree of customization promotes a closer relationship with companies, which finally increases the relevance and resonance of the targeted audiences. Among the key elements influencing perception and trust are peer recommendations, user-generated content, and online reviews. All of these must be present if preferences are to develop. Another advantage of this marketing approach is the quick change of strategy in response to shifting customer tastes. These days, this is possible as digital marketing is continually changing. By means of data analytics and engagement metrics, marketers may get insightful knowledge on the several elements that consumer's value. This clarifies for them how to enhance their techniques, therefore benefiting them. Therefore, not only may customer preferences change but also they are strengthened by constant and meaningful interactions throughout a broad spectrum of digital touchpoints. By enabling companies to position themselves and appeal to specific customer categories, digital marketing is a vital instrument for differentiating them in rather competitive markets. This helps companies to be unique in the cutthroat global economy. Clearly stating the values of the brand, lifestyle fit, and product advantages can help companies appeal more and give consumers information to support decisions. Achieving this can mostly depend on using interesting digital content. Building and maintaining consumer preferences thus calls for the inclusion of efficient digital marketing campaigns. This is so because the truth is that this is exactly the case.

## 10. Conclusion

Data-driven, broadly available, and personally relevant internet marketing has helped much to change consumer desires pretty dramatically. This change in flavour has had a big impact on customers. Among the various digital marketing techniques that have obviously changed consumers's knowledge and opinions as well as the decision-making process are search engine optimisation, influencer connections, social media campaigns, and targeted advertising. Applying these techniques has yielded rather amazing results. The products people purchase as well as the digital knowledge they come across

affect customer decisions. Especially, the relevancy and quality of the digital content people come across determine the information they decide to connect with. One possible explanation for the quickening of this trend might be people's increasing dependence on digital platforms for information consumption and content engagement. Real-time data analytics enables businesses to better change their operations to meet changing customer demand. This benefit definitely appeals the most when compared to the

others. The degree to which digital marketing might influence consumers' decisions depends much on their past experiences with the platform, degree of faith in the firm, and degree of honesty. Technologies related to digital marketing enable companies to rapidly modify their plans to meet changing customer needs. Reaching success requires choosing a plan not only smart but also moral and customer-oriented.

### Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
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