

The Role of Digital Marketing in Shaping Consumer Behaviour

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Abstract: *Digital marketing has emerged as a pivotal force in influencing consumer behaviour in the modern era. By leveraging tools such as social media platforms, search engine optimization (SEO), targeted advertising, and data analytics, businesses can craft personalized and engaging experiences for their audience. This paper explores the multifaceted role digital marketing plays in shaping consumer preferences, decision-making processes, and purchasing habits. It also examines the psychological and social dynamics at play, highlighting how technology bridges the gap between brands and consumers. The findings underscore the transformative power of digital marketing in building brand loyalty, enhancing consumer engagement, and driving sales in a competitive global marketplace.*

Keywords: Consumer Behaviour, Customer Engagement, Algorithm, Data Analytics.