regarding the impact of Digital Marketing on customer expenditure and to ascertain the efficacy of distinct strategies used in digital advertising in the establishment of brand recognition. Specifically, in generalizing the understanding of the role of digital marketing in influencing the buying behavior of consumers, this study aims at a discussion of the literature and identified gaps.

REVIEW OF LITERATURE

Mulyani, O., & Hermina, N. (2023) this research examines the influence of digital marketing and brand awareness on cheese tea beverage products on one type of brand equity, namely brand image on consumers' purchasing decisions. The conclusion of the research that has been carried out is based on the results of research that has been carried out; the variables of digital marketing and brand awareness have a significant influence on the brand image of cheese tea beverage products.

Yogesh, K., Dwivedi& Elvira, Ismagilova., (2021) demonstrated that the usage of the internet and social media has transformed customer behavior and the methods in which businesses operate. Organizations can benefit from social and digital marketing by lowering expenses, increasing brand awareness, and increasing revenues. However, poor electronic word-of-mouth as well as obtrusive and unpleasant online brand presence poses substantial obstacles.

Abdel Fattah Al-Azzam & Khaled Al-Mizeed (2021) this study indicated that digital marketing, such as social media marketing and mobile marketing, had a significant influence on customer purchase decisions. However, hypothesis testing revealed that there are numerous popular digital media platforms in Jordan that influence student behavior. Jordanian students purchase a variety of product categories via digital media channels, and digital marketing influences student purchasing decisions.

S.Krishnaprabha, R.Tarunika (2020) this paper indicates that Digital marketing activities are influential in building brand awareness and also that Digital marketing activities bears on perceived quality, brand awareness and brand loyalty.

Makrides et al. (2019) this study suggests that digital marketing has enormous potential for small and medium-sized businesses, making internationalization a prominent digital attribute. Furthermore, the data demonstrate the notable and rapid rise of various digital marketing approaches serving various market groups.

Hana Othman ElAydi (2018) According to the findings of this study, social media marketing organizations primarily use six aspects as a marketing tool: online communities, interaction, content sharing, accessibility, and credibility. In addition, this study examines the influence of demographics in the relationship between social media marketing activities on Face book and consumer-based brand awareness.

Farshid et al. (2017) this study explained that all aspects of social marketing activities (entertainment, interaction, trendiness, customization and perceived risk) have a positive effect on the components of brand awareness and brand image. It was also demonstrated that brand awareness and brand image have a positive impact on online word-of-mouth advertising of consumers, and brand awareness and brand image positively influence consumer's commitment.

Syed Zeeshan Zahoor & IshtiaqHussainQureshi(2017) this study reveals that Social media is an extremely strong instrument that has profoundly changed the marketing environment, and it is here to stay. Marketers must learn to coexist with empowered clients who are less susceptible to typical push marketing techniques.

V.Mangala Vadivu & M.Neelamalar (2015) the study emphasizes the relevance of post quality, interactivity, and continual involvement in promoting customer engagement on Facebook brand pages. It underlines the importance of brands focusing on meaningful connections with their audiences rather than simply expanding the number of posts or fan base.

Afrina asmin et al. (2015) they stated that the digital channel in marketing has become an important aspect of many organizations' strategies. Even small business owners can now sell their products or services in a highly cost-effective and efficient manner. Digital marketing knows no bounds. To market the firm and its products and services, the corporation can utilize any device such as smart phones, tablets, computers, televisions, gaming consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail, and much more.

No.	Author & year	Title of the study	methods used	limitations	conclusions
1	Mulyani, O., & Hermina, N. (2023).	The Influence of Digital Marketing and Brand Awareness on Increasing Brand Image and its Impact on Purchasing Decisions	Descriptive and verifiable approach Structural Equation Modeling with SmartPls 3.3.9 software	The research method of using a descriptive and verifiable approach may have limitations in capturing the complexity and nuances of consumer behavior and decision-making processes.	Digital marketing and brand awareness have a significant influence on brand image. - Digital marketing, brand awareness, and brand image have a significant influence on purchasing decisions.
2	Yichuan, Wang. (2021)	Setting the future of digital and social media marketing research: Perspectives and research propositions	The paper does not explicitly mention the specific methods used in the research. It is more focused on bringing together the collective insight from leading experts on digital and social media marketing and providing a comprehensive overview of the subject.	The paper acknowledges the limitations within the current research in the domain of digital and social marketing, but does not provide a comprehensive discussion or analysis of these limitations.	Provides insights on Digital and social media marketing - Identifies research gaps and proposes research questions
3	Abdel Fattah AL-AZZAM, Khaled AL-MIZEED(2021)	The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan	Questionnaires based on simple sampling technique - Descriptive analysis, reliability test, correlation test, and multiple regressions	The study focused specifically on the influence of digital marketing on purchasing decisions in Jordan, so the findings may not be generalizable to other countries or regions	Digital marketing has a profound Impact on consumer purchasing decisions. - Firms should leverage Digital platforms to increase brand awareness.
4	S.Krishnaprabha, R.Tarunika(2020)	An Analysis on building Brand Awareness through Digital Marketing Initiatives	Random questionnaires were used for data collection.	The paper focuses on the effects of digital marketing activities on brand awareness, perceived quality, and brand loyalty, but it does not explore other potential factors that may influence these outcomes. This narrow focus may limit the comprehensiveness of the study	Digital marketing activities are influential in building brand awareness.- Digital marketing activities bear on perceived quality, brand awareness, and brand loyalty.
5	Makrides et al.(2019)	The Gold Rush of Digital Marketing: Assessing Prospects of	a survey methodology approach	Limited reach of Digital marketing campaigns - Difficulty in	Digital marketing has a transformative Impact on companies. - Digital marketing

		Building Brand Awareness Overseas:		building brand awareness overseas	has immense effect on brand-consumer relationships.
6	Hana Othman ElAydi(2018)	The Effect of Social Media Marketing on Brand Awareness through Face book: An Individual-Based Perspective of Mobile Services Sector in Egypt	Six dimensions of social media marketing activities - correlation analysis, regression analysis, structure equation model	The study does not explore other potential moderating factors besides age and gender, which may limit the understanding of the full impact of demographics on the relationship between social media marketing and brand awareness.	social media marketing activities on Face book Impact brand awareness - Demographics (age and gender) moderate this relationship
7	Farshid et al.(2017)	A study on the effect of social media marketing activities on consumes response and brand equity (case study: beauty clinics)	Stratified random sampling technique - Structural equations modeling (SEM)	The study focused specifically on beauty clinics in the Isfahan province, which may limit the applicability of the results to other regions or industries.	Social media marketing has a favorable impact on brand awareness and brand image. - Consumer commitment is favorably influenced by brand awareness and brand image.
8	Syed Zeeshan Zahoor&IshtiaqHussainQureshi(2017)	Social Media Marketing and Brand Equity: A Literature Review	social media marketing as an extension to traditional marketing- Use of social media tools for marketing purposes	The dynamic nature of social media marketing and the need for continuous adaptation and innovation are not considered in the study.	Social media is a powerful tool for marketing.- Social media marketing enhances value equity.
9	Mangala Vadivu& M.Neelamalar (2015)	Digital brand management — A study on the factors affecting customers' engagement in Face book pages	- Calculation of engagement rate using weighted mean - Analysis of moderators' posts and their influence on engagement rate	The study focuses specifically on Face book brand pages and their engagement rates, so the findings may not be applicable to other social media platforms.	- Engagement level does not correlate with post frequency or fan base quantity. - Interactivity and quality of posts grab social audience's attention.
10	Afrina asmin et al.(2015)	Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study	Primary and secondary Data sources.	The paper does not provide detailed information about the specific statistical tools and techniques used for data analysis, which may raise questions about the robustness and validity of the results.	- Digital marketing is essential for companies' marketing strategies. - User needs should be a top priority in digital marketing.

SUMMARY OF REVIEW OF LITERATURE OBSERVATIONS

- From the observations made in the studies, it is possible to establish that digital marketing activities largely influence the process of brand awareness and the brand image.
- Most, if not all, instances show that social media and mobile marketing which are two components of digital marketing influences the buying decisions of the customers.
- The papers also stress for brand image as the essential factor for the use to purchase the products that they need, they also stress the fact that businessman must use media platform to attain maximum brand awareness to be competitive in today's market.
- In addition, the articles describe the opportunity for the digital and social media promotion: cost is relatively low, brand visibility is high, and sales are likely to be high; the threats that include negative electronic word-of-mouth and brands that intrusively present themselves.
- In conclusion, the investigation included in these papers contributes to the existing knowledge in terms of empirical evidence and new angles for demonstrating how digital marketing can effectively increase brand awareness and influence customers' behavior.

CONCLUSION

These articles are devoted to the changes the digital environment brings in regard to business and relations between brands and clients. The papers all stress that there is the need for businesses to correct implement measures that helps the firm to leverage on the digital platforms and the technologies to increase its brand recognition. They emphasize the importance of maintaining positive brand image so that the desired impact is created and maximum number of consumers is persuaded to buy products, they recommend businesses to localize their web presence and brand image. The papers also mention a number of new digital marketing communication channels that have been found to play a role in influencing the consumers' buying behavior; the social media marketing and the mobile marketing. Some recommendations that were offered in these papers include; the use of digital marketing to create awareness on brands, use statistical tools and techniques to establish the impact of digital marketing on brand awareness and the use of more research to closed research gaps and to enhance knowledge on brand awareness in the field of digital and social media marketing. All in all, the discussion and recommendations made in these articles can benefit the practitioners and scholars to understand how the digital marketing tools can be best used to build brand awareness and to change the consumption behavior.

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