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A LITERATURE REVIEW ON THE DIGITAL MARKETING UNVEILED COMPREHENSIVE REVIEW OF CORE CONCEPTS

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ABSTRACT

Purpose: *This study provides understanding the digital marketing by reviewing Existing literature we can understand the evolution of digital marketing and its current trend helps to identify gaps in the current research by examining what has been studied and establish synthesize existing knowledge bringing together finding from various studies to provide a comprehensive overview of digital marketing concepts this study also allows for a critical evaluation of existing research. By analysing previous studies can highlight strengths weakness and biases in the current literature and also lead to practical application of digital market it helps to highlight emerging trends and technology in the digital marketing*

Design: *This study outline the specific areas of digital marketing that will be covered such as SEO, social media marketing content marketing, email marketing and analytics*

Results: *the study of digital marketing will provide key insights into the strategies ,tool, hazards, associated with this field the review highlights the importance of integrating digital marketing channels and platform to enhance business performance . core hazards identified include like data privacy issues the need for constant technological adaptation, and risk of misinformation spreading through digital channels.it require data protection measures ongoing education for marketers and strategies to maintain accurate information.*

Originality: *this study explores the use of digital marketing in the core concepts this research focus on the research position of core concepts like SEO, social media marketing content marketing, email marketing and analytics, with regards to the prior theory and provides the research gap, agenda for further research ,its advantage benefit constraint disadvantages ,and suggestion for practice*

Paper type: *Literature Review*

KEYWORDS: *digital marketing, Search Engine optimization, content marketing social media marketing ,email marketing and analytics*

INTRODUCTION

Digital marketing an ever evolving and dynamic field has become indispensable for business. In the modern technology based marketplace. As traditional marketing methods gradually implemented digital strategies understanding the core concepts and trend in digital marketing is crucial for academics This literature review aims to unveil a comprehensive overview of the fundamental principle and the latest advancement in digital marketing The increased usage of the internet and digital device have revolutionized how business engage with consumers from search engine optimization SEO and content marketing to social media strategies and data analytics. Digital marketing emphases a broad spectrum of technique designed enhance brand visibility customer engagement and conversion rate. The intersection of technology and marketing has not only transformed behaviour but also necessitated a paradigm shift in how companies strategize and implement their marketing initiative.

core concepts such as consumer behaviour in digital age the impact of social media the role of data analytics and effectiveness of various digital marketing strategies are included in this study. this study find out answers for the fundamental principles understanding digital market and evolution of digital marketing over time , most effective form of digital marketing practices currently employed by business.

OBJECTIVE OF THE REVIEW PAPER

To explain fundamental principle and theories of digital marketing .

To explore the historical development and evolution of digital marketing practices.
To analyse the effectiveness of contemporary digital marketing technology techniques including SEO.

METHODOLOGY

This study review focus on the article from 2020 to 2024 articles selected from the google scholar ,to gather case studies, review, and research paper published in international and Indian journal additional information from the books and websites. This paper include keywords like, digital marketing, Search Engine optimization, content marketing social media marketing, email marketing and analytics. Specific keywords searches are utilized and compared with the research gap. Additional information are collected from the book , and website the ABCD listing method is used for analysis the impact of digital marketing.

REVIEW LITERATURE

Literature review focus on the understanding and analysis of existing articles related to digital market and its core concepts.

TABLE 1

Contribution of different authors in the concept of digital marketing are summarised below

SL NO	Area of research	Focus of the research	Outcome of the research	References
01	Characteristics of digital marketing advantages and disadvantages	To create more opportunities for diversification and personalization of products and services This paper focus on the achieve a higher degree of efficiency in the collection processing analysis and interpretation of the data needed for the implementation of various business activities , it focus on the creation of greater transparency of business processes	This research paper is a base for future development in the field of digital marketing it would help companies to develop market strategies and plans to work digital marketing activities must considered as dependent in order to achieve higher on the overall development strategies of companies digital market will contribute economic results and competitiveness	SS veleve et,al 2022
02	A digital marketing tool kit : A literature review for the identification of digital marketing channels and platform	This study is to close the knowledge gap and provide SME with an overview of the most important digital marketing tools based on a literature review in order to get the opportunity of digital technology in the marketing discipline .	In this paper 24 different digital marketing tool are presented based on a comparative analysis .	Peter M K et,al2021
03	Business strategy and the management of digital marketing	This study focus on the marketing managers with insights into how firms pursuing a similar business strategy approach digital marketing so that they can better allocate scarce marketing resources	Sales lead to customer engagement and brand awareness were identified as very high priorities by over 50% of prospectus when high priorities responses are added from this they conclude like four strategies priorities of customer acquisition, web user experiences website traffic and results measurability	Olson et,al2021
04	Increasing consumers with satisfaction	This research is evaluates and explores	This is an application based digital marketing strategy	Zanubia a maria 2023

	application based digital marketing strategies	How exposure to digital marketing strategies concepts can increase customer satisfaction basis .	organizations involves an analysis of internal and external elements to choose the best digital marketing approach	
05	A frame work of digital marketing research investigating the four cultural eras of digital marketing	The digital marketing is facing growing fragmentation , this fragmentation seems logically tied the inherent complexity of the internet	This study explores the dynamics of the creation of four cultural repertoires . and outline three paths of potentials evolution of the digital landscape	Luarant bauco etal,2024
06	Artificial intelligence for digital marketing	This study focus on the concepts of the artificial intelligence in the digital marketing concepts	The artificial intelligence component of the software product should be able it able to learn to improve itself permanently . machine learning is provided software with the ability to learn this goal can give achieved by using algorithms that identify patterns in the data received and depending on them artificial software makes implementation of algorithms to use modern marketing.	DUmitru eta all,2020
07	Content marketing the fundamental tool of digital marketing	This study focus on the content marketing it is present for the future digital marketing concepts and marketing in general	This study focus on the content marketing will study the market decision	Baltes, L. P, etal,. 2015
08	Exploring digital marketing strategies during the new normal era in enhancing the use of digital payment	This study focus on the impact of digital payment in the era of new modern technology	Digital marketing constantly improve digital marketing and bank Indonesia	Gede Sri dharma etal,2020
09	Effects of digital marketing in the unhealthy commodities on young people :A systematic review	This study deal with the survey of people who use the unhealthy products and commodities on the young people their usage of products using digital marketing concepts	His study suggests that digital marketing of unhealthy commodities associated with young people use and beliefs of these products it effects the digital marketing varied between product types and peer Endorsed marketing may exert negative impacts than owned or paid media marketing .	Lmin buchanan etal2020
10	A broad view of interactive digital marketing :A bibliometric network analysis	This study focus on the technology including artificial intelligence and internet of things digital platforms marketplace retail market media market are analysed	This research analyse The evolution of research trends and the current research dynamics from different perspective and contribution in multiple ways it also analyse preliminary analysis to trace the growth of research publication in digital marketing	Anjela A kroshen etal.2020

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TABLE 2

Contribution of different authors in the concept of "Search Engine optimization" are summarised below

Sl no	Area of research	Focus of the research	Outcome of the research	References
01	A study of review on digital marketing and its impact	This study understands various channel of digital marketing and comparison of understanding the difference between traditional marketing and digital marketing	This study results in customer buying decision include when customer wants to by any products online , they can easily get product information and can compare with other products using digital marketing tools customers buying behaviour changes according to their need and depends on the platform they use .	Kumbhar, V. B etal.2023
02	Influence of search engine optimization towards purchase of online shopper	This study deals with the digital marketing and its core concepts like SEO online marketers their marketing strategies using digital marketing	This study focus on the limitation and gaps of the research it is related to diverse significant of segmentation and e commerce .here implemented mixed method approach	Anfernee de Guzman caro
03	Impact of search engine optimization as a marketing tool	This study focus on the evolution of search engine over the period of 5 years	This study highlights many marketing getting affected by search engine optimization variable like market share brand loyalty brand recognition product price product information brand image consumer online behaviour are learnt through this study.	Ravneeth sSingh Bhandari wt,al 2024
04	The role of Digital marketing in pharmaceutical Search engine reputation management	This study focus on the pharmaceutical search engine optimization the variable market brand loyalty brand recognition product price, product information brand image	It focus on the best practices and innovative approaches that improve brand perceptibility and patent data and supervisory compliances can be seen	Hadler R etal 2024
05	Research on the application on big data and artificial intelligence in search engine	This focus on the internet SEO its development it deals with large scale data the data mining data handling uses the pattern recognition	This paper focus of the big data and artificial intelligence in search engine including data collection and processing user behaviour and algorithm reinforcement learning algorithm and the intelligence of personalized recommendation system	H U et al,2024
06	Influence of search Engine optimization (SEO) towards purchase intention of online shoppers	This study encourage the intention of purchase and here they analysed the measurement of customer engagement and purchase intention . thus researcher examined the influence of SEO through satisfied Random sampling method focusing on online shopper	Here in this study analysed information business and factors such as promos, visible prices and promotional statement within URL observed	Caro, A., Mendozaet al,2024
07	Search engine optimization	This study focuses on the emerging cybersecurity	This study provides in depth investigation of search engine	T D le et al,2024

	poisoning : A cybersecurity threat analysis and mitigation strategies for small and medium sized enterprises	threat of search engine optimization poisoning and its impact on small and medium sized enterprises digital marketing efforts	poising risk faced specifically by small and medium sized enterprises .	
08	Evaluating the effects of search engine optimization techniques on the efficacy of digital marketing	This articles explain the usage of Seo techniques for boosting the effectiveness of the digital marketing	In this study author discussed factor influencing website stay, trust in search results influence on quick decisions for products and services ,	S singh et al2024
09	A thorough analysis of Search engine optimization analysis	A search engine optimisation analysis provide the analysis of search engine like google bing this study focus on these aspects related to factor influencing in digital market	This practice study increasing of website presence in search engine results using the techniques available in the the main section of search engine results is known as SEO and it study the possibility of	Kaur, S., Mahajan et al,2024
10	How to use Search engine optimization techniques to increase Website visibility	This study focus on what contributes to search engine ranking and what can web content creators and webmaster do to make their content and sites easier to find by audiences using search engines	Search engine optimization require considerable time professional should progressively apply these lessons in the sequence presented in the tutorial and should keep up to date with frequency changing ranking algorithms and with the associated changing practices of search ranking algorithms and with associated changing practices of search optimisation professionals.	John B killoran

TABLE 3

Contribution of different authors in the concept of "Social media marketing" are summarised below

Sl no	Area of research	Focus of the research	Outcome of the research	References
01	Twenty years of social media marketing : A systematic review , integrative framework , and future research agenda ,	This study focus on the firms effectively use social media in their marketing strategy	From this study three categories of outcome analysed they have been characterized as organizational capabilities , marketing performance and financial performance	Sara Baraloni etal,2024
02	Social media marketing : A literature Review and implication	This research studies the focus on the digital marketing in respect of Usage of social media also on their implementation, optimization and measurement of the results	It demonstrate how the social media marketing consumer decision and perspective perception.	Helma Alves et al,2024
03	Elements of strategic social media marketing :A holistic framework	This research investigate the social media marketing objective including stimulating sales , increasing brand	The research has given importance to study the implication of various concepts like social media marketing	Reto felix et,al,2024

		awareness improving brand image, generating traffic to online platform, reducing market cost and creating user interactively on platform by stimulating user to post or share content	strategic market holistic market	
04	Emerging trends in social media marketing a retrospective review using data mining and bibliometric analysis	This study focus on the theoretical and practical implication of social media marketing .it contribute to the understanding of social media marketing research	this study focus on the studies in respect of the firm perspective especially small retailers, adoption of disruptive technologies such as AI machine learning block chain and its impact need more exploration needed	A bhashir et al,2024
05	A role of social media marketing activity in driving self brand connection and user engagement connection	This study explores Central question related to the connection between social media marketing activities SMMAs user engagement and self brand collection of restaurant Instagram pages . this study examines the mediating role of user engagement between SMMA and self brand connection	The finding revealed that SMMA s have a significant positive influence on self brand connection and user engagement further user engagement acts as a mediator between SMMAs and self brand connection . the result.	Ibrahim, B et al,2024
06	Evolution and decision making in social media marketing	This study focus on the investment in social media marketing evaluation of such techniques is becoming increasingly important . the purpose of the paper Is to contribute to knowledge regarding SMM strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process	The SMM evaluation framework is developed this framework setting evaluation identifying key performance indicators identifying metrics data collection and analysis report generation and management decision making challenges associated with each stages of the framework are identified	Keegan, B. J
07	The effect of social media marketing on voting intention : an application of multidimensional panel data	This study examines the effect of social media marketing on voting intention applying a combination of fuzzy logic methodology and a multidimensional panel data model	Employment status and level of education were significant fixed effects also gender significantly affects participants voting intension	Moslehpour, M., Tiwari
08	Advancing SME performance : a novel application of the technological organizational environment framework	The study advances the body of knowledge on social media utilization with in small and medium term integrating complexity, cost and	In this study researcher adapt application of the framework provides a significant stride . in vertical marketing and information management within the SME context by	Fu, C. J., Silalahiet al,2024

	in social media marketing adoption	capability into technology organizational environment framework	employing SEM methodology identifies organizational factor like management support and percieed employee capability and environmental factor perceived vendor support perceived employee capabilities focused on this study	
09	The Effect of Social media marketing , e Wom and store atmosphere on consumer purchasing decisions	This study aims to determine the effects of social media marketing electronic word of mouth and store atmosphere on purchasing decision of lestari coffee Yogyakarta .	This study focus on the significant study of WOM it decides decision and	Nadeak, B. S. N.,
10	Using social media marketing in the digital era : A necessity or a coice	This study focus on the reviewing the mediating role played by several social media platform to gain the interest of consumer . this study also focus on the social media marketing compared to other marketing communication and promotion forms	This study main findings demonstrate that measures should be taken to enhance responsible use and limit some of the harmful effects it provide insights into whether social media marketing is a necessity it is a main priority for all.	Khanom, M. T.etal,2023

TABLE 4

Contribution of different authors in the concept of "content marketing" are summarised below

Sl no	Area of research	Focus of the research	Outcome of the research	References
01	Digital content marketing: A literature synthesis	This study focus on the existing knowledge of the digital products and the differences of these products the suggested article	The key characteristics of digital marketing understood from this article information gathered from accessibility, navigation interaction, speed and essentially zero marginal cost	Nina koiso etal,2004
02	Content marketing : A fundamental tool of digital marketing	Content marketing become a key of successful online marketing campaign and most important tool for digital marketing	This study focus on the role playing of content marketing is to inform brand loyalty content marketing tools provide the decision making to particular brand	Holiman g etal,2004
03	Content marketing capability building: A conceptual framework	This study focus on the limiting of study on content marketing focused on production, brand loyalty .	This study focus on the need for content creation for audiences and marketed by brands can generate value when it is consumed and shared.	John ho et al.2024
04	Something social, something entertaining? How digital content marketing arguments	This study applied the classification of consumption values to the context of content marketing , hypothesized and identified consumer	Consumer demand perceived informative as well as the perceived functional value of the brand youtube channel positively shape their experiential evaluation	Lou, C., et al,2024

	consumer experiences and brand loyalty	experiential evaluation as an underlying mechanism of content marketing accounting for brand loyalty specifically for a high product marketing	of the brand functional value denotes brand loyalty	
05	Business to Business digital content marketing marketers perception of best practice	This paper focus on the attention of emerging phenomenon of business to business digital content marketing offers a range of insights and reflection on good practice and contributes to theoretical understanding of the role of digital content in marketing .	B2B digital marketing is an marketing technique effected through web page social media and value add content and is perceived to be a useful tool for achieving and sustaining trusted brand status like creating publishing approach which involves developing an understanding of the audience information need	Holliman, G., & Rowley, J.
06	The role of content marketing in social media content communities	The purpose of this article was to investigate content marketing role in social media content communities to engage with the target audience in an innate manner	This study focus on the several contribution to the existing literature it provides a clear distinction between brand and social media content communities , it extends conception about social media communities to include content communities it provide sufficient evidence of how content communities benefit a brand by naturally becoming part of social media conversation	Du Plessis, Cet al,2017
07	An exploratory analysis of essential elements of content marketing	This study analysis of essential elements regarding the digital marketing	Content marketing is a strategic brand aimed at challenging consumer initiative behaviour through changing brand with the email marketing	Du Plessis, Cet al2017
08	Digital content marketing in business market : Activities consequences and contingencies along the customer journey	Digitalization and increased access to online information have made this easier for business B2B and order offering transformed their buying process and the overall marketing strategies	This study also identifies unit factors and broader organizational factor that boost the performance outcome of customer centric Dcm among marketing unit factor We find the marketing agility to adapt DCM eferts quickly through iterative data driven experiments.	Terho, H., Mero et al.2022

TABLE 5

Contribution of different authors in the concept of "email marketing and analytics" are summarised below

Sl no	Area of research	Focus of the research	Outcome of the research	References
01	Personalized email marketing in loyalty programs : the role of multidimensional construal levels	This study focus on the loyalty programmes offer unique opportunity for firms to personalize their marketing communication to consumer	This research study investigate how tier level and goal distance in hierarchical loyalty programmes can dictate varying	Zhang, J.,et al2024

			responses to cognitive and affective message designs	
02	Content analysis of IQOS direct mail and email marketing in the us	Novel nicotine and tobacco products including heated tobacco products are growing global popularity IQOS was the first HTP authorized for sale by the US food and Drug administration entering the US market in 2019 and being removed in2021 due tp patent related legal challenges with this possibility existing of online marketing existed	Our study highlights the importance of better understanding how novel tobacco products are marketed which can inform policymaker regulatory efforts and product authorization decision.	Henderson, K. C.,et al2024
03	A conceptual model for effective email marketing	E mail marketing is a broadcasting commercial messages to a group of people using email . email marketing is constantly delivering relatively high return on investment in a marketing field analysed	Collecting subscriber information and sending the email only to interested consumer is a major research issue in email marketing system clustering and segmenting subscriber base on their activity. Email campaign to segmented group of subscriber based on their individual interest.	Rabab'ah, G.,etal 2024
04	Personalisation in email marketing the role of Non informative advertising content	This study focus on In collaboration of the three company selling a device set of products conducted randomised field experiment in which email added to consumer specific information	It provide the external validity to psychological mechanism and has clear implication for the firm that designed to their advertising campaign.	Navdeep S sahnietal2024

RESEARCH GAP

Reviewing by comprehensive study we can summarize focusing on the five key concepts SEO social media marketing content marketing email marketing and analytics websites to rank higher in search engine results pages for relevant keywords the goal is to increase organic traffic from search engine on page SEO involves optimizing

individual web pages including content meta tags and images Off page SEO focuses on external factor like backlinks and social signals that effects ranking Technical SEO it focus on external factor optimized search engine including speed mobile friendliness and proper indexing Social media marketing leverages social media platforms to promote products services or brand and engage with the audience Platform selection: different platforms cater to different demographics choosing the rights platform content strategy: effective social media marketing requires a mix of content types post stories video and consistent engagement Influencer marketing collaborating with influence can amplify reach credibility Analytics measuring engagement metrics like shares comments help refine strategies and improve performance Content marketing :content marketing focuses on creating and distributing valuable relevant content to attract and engage a target audience Content types blogs video infographics e books and podcasts are popular content formats SEO integration high quality content that is also optimized for search engine can drive organic traffic utilizing various channels like website social media and email marketing Email marketing involves sending targeted email to al list of subscriber to promote product services or content This literature review highlights the interconnected nature of these digital marketing concepts effective digital marketing strategies often involve a holistic approach integrating social media, content marketing email marketing and analytics to achieve the best results . each concepts require continuous learning and adaptation to stay current with trends and technological advancement.

RESEARCH AGENDA BASED ON RESEARCH GAP

Research scholar agenda based on the literature review are as follows

1) What specific factor within the digital marketing that influence buyer behaviour?
2) What are the key determinants of that impact of digital marketing on buyer behaviour
3) What are the role of digital marketing that enhance the buying behaviour of consumer?
4) What are the disadvantage of the digital marketing in the concepts of buyer?
5) What are the benefits, challenges ,advantages, disadvantages of digital marketing?
6) What are the measurement taken by marketer to enhance digital marketing strategies ?

ANALYSIS OF RESEARCH AGENDA

There are many aspects that influence the consumer purchasing behaviour by examining the factors like as SEO, social media marketing content marketing, email marketing and analytics There are many aspects that influence the buyer purchasing behaviour this research look after the specific factor that look after the digital marketing factors influence on buyer behaviour , it explain what are the causes that affect the buying behaviour of consumer influencing email marketing content marketing it also informs the role of digital marketing how in influences the purchasing behaviour of the firm this research also include the advantages of digital marketing , its advantages to consumer its benefit to the consumer lastly it measures the steps taken to improve marketer what strategies they have adapted digital marketing is most commonly used technology tool that gives benefit to the proprietor marketer consumer.

FINAL RESEARCH PROPOSAL

After examining all above research literature this article recommends to undertake research to “Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis”. My research seeks to address the impact of digital marketing in the concepts proprietor and also in the case of consumer also. This study will be the broader societal implication and potential benefits to future researcher also.

ABCD ANALYISIS FOR– “Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis”.

ABCD approach stands for the advantages, benefits, constraints and disadvantages . it used through out the study to add in the understanding and interpretation of the results of company model strategy and concepts and decision and its approach focus group is qualitative way to gather data ABCD approach is used to analyse “Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis”

ADVANTAGES

Studying Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis offers a several advantages

1) Understanding consumer behaviour
   This research helps to understanding digital marketing strategies influence consumer purchase decision which is very essential to business
2) Optimizing market strategies

Insights from this study can guide businesses to reach and effectiveness leading to increased sales and customer loyalty

3) Competitive advantages
   By analysing different digital marketing technique and their impact business can gain a competitive edge by adapting the most effective strategies and staying ahead of market trends
4) Consumer insights
   It provide valuable data on consumer preferences and behaviour enabling the business to create more personalized messages
5) Policy and decision making
   From this research study findings can assist policy maker ,government ,business leader in making digital marketing strategies and regulation.
6) Market trends and innovation
   By this research study we can update our latest trend and innovation by using digital marketing tools it can help marketer to remain relevant and adapt to ever changing digital
7) Improved customer engagement
   This study can help the researcher add to academic literature on digital marketing and consumer behaviour
8) Academic contribution
   This research study contributes to the further research and researcher can study this and add to their literature on digital marketing and consumer behaviour providing a basis for further research and explanation.
9) Global perspective
   Comparative analysis can help global perspective on digital marketing trends and their impact allowing business to adapt strategies for different marketer
10) Resource allocation
    The study can inform business on how to allocate their marketing resources more effectively focusing on strategies that yield the highest return on investment.

Benefits

Studying Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis offers a several benefits

1) Enhanced targeting and personalization
   digital marketing analytics provide detailed insights into consumer behaviour
2) Improved return on investment
   It will be cost effective , measurable tracking tool and analytics measure effectiveness of the campaigns it allows more profit and return on capital
3) Enhanced customer experience
   Digital marketing allows 24/7 availability and it leads to consumer satisfaction more strategies can be adapted .
4) Data driven decision making
   Leveraging data help to predict future consumer trend and it can easily analysed
5) Competitive advantages
   Companies can adapt innovative strategies that st them a[art from competitor
6) Customer retention and loyalty
   Direct channels provide direct feedback and it builds consumer loyalty and bring repeated purchasing behaviour.
7) Global reach
   Digital marketing allows business to reach globally campaigns can easily attract global consumer .
8) Increased consumer engagement
9) Social media influence the role of influencer and related social media can significantly influence purchase decision

CONSTAINTS

Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis". Is having several constraints they are data privacy and security , regulation of the government , rapid technology changes ,consumer behaviour complexity, content saturation, budget constraints like resource allocation ROI , competitiveness advertisement expenses language barriers make difficulty in digital marketing

Despite these constraints digital marketing remains powerful tool for influencing consumer purchase decision companies must continuously adapt the strategy invest in consumer understanding strategies consumer behaviour and optimising digital marketing effort .

DISADVANTAGES

Data privacy concerns like consumer resistance, regulatory compliance, complexity multi- channel influence budget allocation leads to high cost,

It also depend third party like google, facebook instagram means changes the algorithm can impact on digital marketing concepts. Business must carefully navigate these disadvantages to effectively leverage digital marketing strategy

SUGGESTIONS

This study focus on the research on Exploring the influence of digital marketing on consumer purchase decisions: A comprehensive analysis". It leads to further study for academicians research , this research study provides qualitative data to gather data Interview and surveys can be made marketing professionals AI experts and customer to gather insights on the advantages and disadvantages of AI in digital marketing . Evaluation of technology will help to make managerial decision .

CONCLUSION

In this literature review we have explored the core concepts like SEO, social media marketing content marketing, email marketing and analytics though an analysis of the current literature several critical themes have emerged including search engine optimization, social media marketing content ,content marketing, email marketing and analytics .these concepts supports the theoretical framework of "A literature review on the digital marketing unveiled comprehensive review of core concepts " but also influence at its application.

Search engine optimization has been shown to be fundamental in digital marketing providing brand loyalty brand recognition product price product information brand image consumer online behaviour the literature consistently highlights its importance in digital marketing suggesting that future Research should continue to explore digital marketing strategies In conclusion the review if these core concepts reveals a foundation for ongoing research and development in digital marketing. By acknowledging the interconnectedness of these concepts scholars and practitioners can better address moving forward it is imperative to build this foundational knowledge incorporating new methodology and interdisciplinary approaches to advance our understanding and application of digital marketing.

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