

Impact of Digital Marketing on Consumer Behaviour

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ABSTRACT

Purpose: The goal of the study is to investigate how consumer behavior is shaped by digital marketing and how it affects global product development. The study looks at how digital marketing affects economic growth to find methods for connecting with customers worldwide. The research analyzes consumer preferences and behavior trends to support strategic decision-making in digital marketing. Search engine optimization (SEO) and digital marketing channels are two major areas of concentration, underscoring their importance in modern marketing strategies.

Design/Methodology/Approach: This article explores and investigates variables; this study uses a quantitative methodology and a descriptive study design. Convenient sampling is used in the collection of 250 responses from various population groups. Google Forms is used to create online questionnaires that collect data, with an emphasis on original data from trustworthy sources. The measuring tool, a 32-item questionnaire, measures respondents' perceptions using a 5-point Likert scale.

Findings: The shift towards digital platforms necessitates integrated marketing approaches. Quick information dissemination aids product assessment, while seamless online/offline purchasing enhances customer satisfaction. Effective retention strategies include targeted re-engagement, continuous communication, and complaint resolution. Digital marketing channels show strong associations, while age does not affect preferences for digital buying, as indicated by Chi-Square test results.

Practical implications: This research focuses on transforming digital marketing into product development at the global level, better understanding consumer preferences, and analyzing consumer behaviour patterns. And also, This study investigates the global effects of digital marketing on consumer behavior and product development, with a focus on the relationships that exist between search engine optimization and consumer engagement. For firms to succeed in the digital age, they recommends integrated marketing methods, streamlined purchasing procedures, and efficient customer retention techniques.

How to cite this paper: Ganeshkumar M | K. Kavitha | S. Priya | A. Celina "Impact of Digital Marketing on Consumer Behaviour" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-2, April 2025, pp.1058-1066, URL: www.ijtsrd.com/papers/ijtsrd78576.pdf



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KEYWORDS: Digital Marketing, Consumer Behaviour, Digital Marketing Channel, SEO

INTRODUCTION

The transformative impact of technology on various aspects of human life, particularly in the realm of marketing, has been profound and rapid. Over the years, technology has revolutionized how individuals interact, access information, and make purchasing decisions. Akhter, (2009) The rise of the internet and digital marketing has fundamentally altered the dynamics of business-consumer relationships,

offering new avenues for communication, engagement, and sales Anas et al., (2022).

In today's digital age, individuals have unprecedented access to vast amounts of information and resources, thanks to advancements in technology Apasrawirote et al., (2022). With a click of a mouse or a tap on a screen, consumers can access a myriad of products and services from around the globe, reshaping

traditional shopping behaviors and expectations. The internet has empowered consumers, giving them control over when, where, and how they engage with commercial content, thereby influencing their purchasing decisions Bellaaj, (2023).

Digital marketing has emerged as a cornerstone of modern business strategies, enabling companies to connect with their target audiences in more personalized and measurable ways Bowden & Mirzaei (2021). Through digital channels such as search engines, social media platforms, email, and websites, businesses can engage with consumers in real-time, delivering tailored messages and offers based on their preferences and behaviors. Moreover, the advent of digital analytics has allowed marketers to track and measure the effectiveness of their campaigns with unprecedented accuracy, providing valuable insights into consumer behavior and preferences Dahiya & Sachar, (2021).

The prevalence of digital platforms and social media has further shaped consumer behavior, with individuals increasingly turning to online sources for product information, reviews, and recommendations. Social media, in particular, has become a powerful tool for consumer engagement, allowing brands to interact with customers, build relationships, and foster brand loyalty. The rise of mobile devices has also contributed to the evolution of consumer behavior, with consumers expecting seamless experiences across multiple channels and devices Dunakhe & Panse, (2022).

However, the digital age has also brought forth its own set of challenges and opportunities for businesses Gandour & Regolini, (2011). As consumers become more tech-savvy and discerning, they demand personalized and relevant experiences from brands. They are also more empowered than ever before, with the ability to voice their opinions and influence others through social media and online reviews. Therefore, businesses must adapt their marketing strategies to meet these evolving consumer expectations and preferences Hanif et al., (2023).

In light of these developments, this research paper aims to explore the impact of digital marketing on consumer behavior. By examining the latest trends, insights, and empirical research in the field, we seek to provide a comprehensive understanding of how digital marketing strategies influence consumer attitudes, perceptions, and purchasing decisions. Through a thorough analysis of the literature and case studies, we aim to identify key factors driving consumer behavior in the digital age and offer practical recommendations for businesses looking to

enhance their marketing effectiveness in an increasingly digital landscape Junaidi, (2021).

What is Digital Marketing?

Digital marketing includes all marketing efforts that apply electronic devices or the internet. This includes online marketing, internet marketing, or web marketing, and involves leveraging digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. It includes a variety of tactics like SEO, SEM, content marketing, influencer marketing, and more, extending to non-internet channels like mobile phones Kapoor & Kapoor, (2021).

Digital Marketing Tactics and Examples

Digital marketers employ various tactics to drive brand awareness and lead generation across digital channels such as social media, websites, search engines, email, and display advertising. Examples include SEO to improve search engine rankings, social media marketing to promote brand content, content marketing to generate leads, affiliate marketing, native advertising, and more Karjaluo et al., (2015).

Digital Marketing – A Boost to Today’s Businesses

Digital marketing offers significant advantages to businesses, enabling them to target specific audiences, track website traffic, and measure content performance and lead generation. It facilitates B2B and B2C marketing strategies, enhances website traffic, enables attribution modeling, and fosters collaborative environments. Other benefits include data-driven advertising, remarketing, and ease of access for consumers Lee et al., (2016).

How The Effectiveness of Digital Marketing Campaigns is Measured?

The effectiveness of digital marketing campaigns is evaluated based on quantitative and qualitative metrics. These may include sales volume, revenue increase/decrease, brand awareness, customer relationships, and interim metrics like social media engagement. Key aspects for an effective campaign include interesting mail titles, customer exclusivity, low technical requirements, and rewarding offers Malhotra, (1988).

Pros and Cons of Digital Marketing

Digital marketing offers real-time results, engagement with global audiences, and personalized promotion. However, challenges include dependency on internet access, cluttered digital spaces, competition, and risks of negative portrayal or fraud. Reflecting digital marketing efforts into actual sales volume can also be uncertain due to varying purchasing power and authority among prospects Moon & Lee, (2014).

Research Objectives

- To analyze the influence of digital marketing on the buying patterns of consumers.
- To know customer likings towards digital channels.
- To analyze the impact of digital marketing on purchase decision.

REVIEW OF LITERATURE

This review examines the influence of personalized digital marketing on consumer behavior. It explores how personalized marketing strategies, enabled by digital technologies, affect consumer attitudes, preferences, and purchase decisions. The study synthesizes findings from various empirical studies to provide insights into the mechanisms through which personalized digital marketing shapes consumer behavior Moreno & Martinez, (2013).

This review investigates the role of social media marketing in shaping consumer perceptions and behaviors. It analyzes how social media platforms influence consumer engagement, brand loyalty, and purchase intentions. The study synthesizes existing literature to identify key factors driving consumer behavior in the context of social media marketing campaigns Onaifo & Rasmussen, (2013).

This review explores the impact of influencer marketing on consumer behavior. It examines how social media influencers affect consumer attitudes, purchase decisions, and brand perceptions. The study synthesizes empirical research to uncover the mechanisms underlying the effectiveness of influencer marketing strategies in shaping consumer behavior Pandey, Noyal & Rathore, (2020).

This review investigates the effects of digital advertising on consumer behavior. It examines how different forms of digital advertisements, such as display ads, search ads, and native ads, influence consumer perceptions and purchase intentions. The study synthesizes findings from empirical studies to provide insights into the effectiveness of digital advertising strategies Rahadi et al., (2015).

This review explores the impact of mobile marketing on consumer behavior. It analyzes how mobile devices and applications influence consumer decisionmaking processes, brand perceptions, and purchase intentions. The study synthesizes existing literature to identify key factors driving consumer behavior in the context of mobile marketing campaigns Ratten & Thompson, (2021).

This review investigates the role of content marketing in shaping consumer attitudes and behaviors. It examines how branded content, distributed through

digital channels, affects consumer engagement, brand perceptions, and purchase decisions. The study synthesizes empirical research to uncover the mechanisms underlying the effectiveness of content marketing strategies Schultheiß & Lewandowski, (2021).

This review explores the impact of augmented reality (AR) marketing on consumer behavior. It examines how AR technologies influence consumer perceptions, engagement, and purchase intentions. The study synthesizes existing literature to identify key factors driving consumer behavior in the context of AR marketing experiences Sultan & Henrichs, (2000).

This review investigates the effects of gamification in digital marketing on consumer behavior. It analyzes how gamified experiences, integrated into digital platforms, influence consumer engagement, brand perceptions, and purchase decisions. The study synthesizes empirical research to uncover the mechanisms underlying the effectiveness of gamification strategies Sumi & Ahmed, (2022).

This review explores the impact of user-generated content (UGC) on consumer behavior. It examines how UGC, such as online reviews, ratings, and testimonials, influences consumer perceptions, trust, and purchase intentions. The study synthesizes existing literature to identify key factors driving consumer behavior in the context of UGC-based marketing strategies Taiminen & Karjaluo, (2015).

This review investigates the role of artificial intelligence (AI) in digital marketing and its impact on consumer behavior. It examines how AI-powered technologies, such as chatbots, recommendation systems, and personalized algorithms, influence consumer interactions, preferences, and purchase decisions. The study synthesizes empirical research to uncover the mechanisms underlying the effectiveness of AI-driven marketing strategies Venkatesh et al., (2022).

RESEARCH METHODOLOGY

The type of research used in this study was Quantitative research enabled in analysis of the effects of consumer behaviour and variables towards online shopping. A structured survey was selected to collect data from the respondents to investigate shopper behaviours and their purchasing trends. Questionnaires distributed through the internet provided a means of reaching more respondents to measure the perception, attitude and behaviour. First the study entailed identifying and determining drivers of consumer buying behaviour through secondary research for creating conceptual frame work and

second segment primary research for determining its influence on buying behaviour and perception respectively.

Research Design

The research design used here is the quantitative research design and descriptive study was carried out to have a clear view on variables.

Sampling Design

Sampling layout entails nonopportunity sampling approach strategies is that samples are decided on primarily based on the Convenient sampling (nonopportunity sampling technique) instead of random selection.

Sampling Size

The respondents are of all groups and 250 responses have been collected from various sector of population.

This indicates that the responses are not restricted to particular group of population.

Data Collection

Data is collected through online mode in google form. Structured questionnaires distributed among all groups of population. The research depends purely on primary data which are reliable and collected from authentic sources Tables 1-14.

Measuring Instruments

The questionnaire was prepared based on the variables we found from literature review. The questionnaire was distributed to all groups of the population. The questionnaire comprised of 32 items with 5point Likert Scale (where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 Agree, 5 = Strongly Agree.

DATA ANALYSIS AND INTERPRETATION

Table 1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	101	1	2	1.16	.367
Educational Qualification	101	1	6	4.16	.903
Family Monthly Income	101	1	6	3.41	1.394
Are you a person interested in digitalshopping?	101	1	3	1.39	.761
Valid N (listwise)	101				

Interpretation: In the table of descriptive statistics, we can show the mean and standard deviation values of digital marketing on consumer behaviour. In that, the mean shows the average, and the standard deviation shows the quantity that differs from the mean value. Here in our descriptive statistics table, we got that the average value of people interested in digital shopping is 1.39 and the standard deviation is .761 Figures 1-4.

Frequency Table

Table 2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	85	84.2	84.2	84.2
	2	16	15.8	15.8	100.0
	Total	101	100.0	100.0	

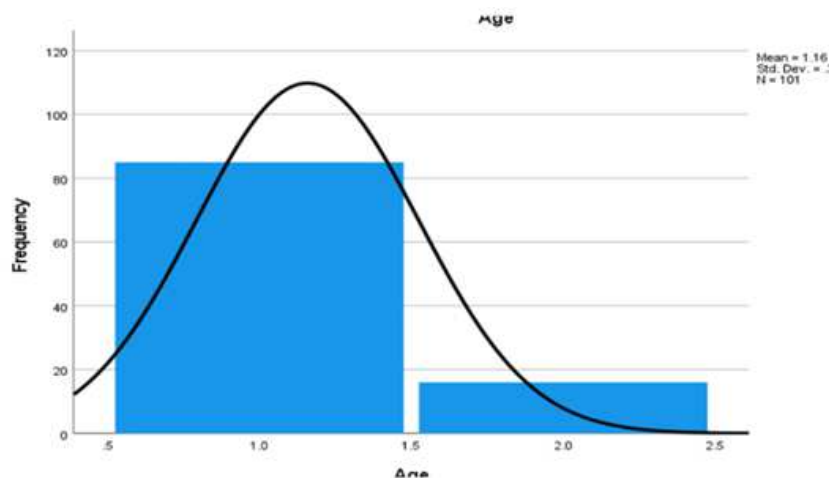


FIGURE 1

AGE FREQUENCY

Table 3 Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
	3	17	16.8	16.8	20.8
	4	40	39.6	39.6	60.4
	5	38	37.6	37.6	98.0
	6	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

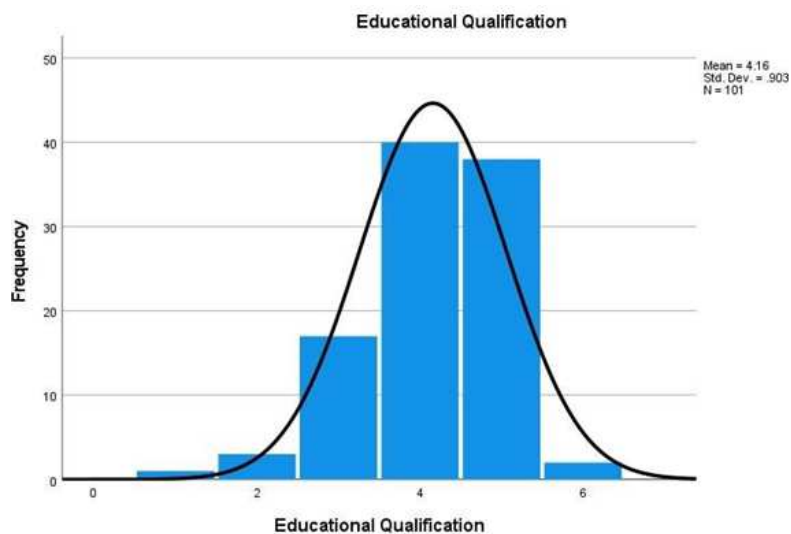


Figure 2 Educational Qualification

Table 4 Family Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	6.9	6.9	6.9
	2	24	23.8	23.8	30.7
	3	22	21.8	21.8	52.5
	4	26	25.7	25.7	78.2
	5	13	12.9	12.9	91.1
	6	9	8.9	8.9	100.0
	Total	101	100.0	100.0	



Figure 3 Family Monthly Income

Table 5 Are You a Person Interested in Digital Shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	79	78.2	78.2	78.2
	2	5	5.0	5.0	83.2
	3	17	16.8	16.8	100.0
	Total	101	100.0	100.0	



Figure 4 Digital Shopping

Table 6 Correlation Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
SEO	19.4356	3.22309	101
CB	18.4059	3.16600	101
CP	19.1485	3.06720	101
DMC	19.8614	3.28033	101
DM	19.8614	3.28033	101

Table 7 Correlations

		SEO	CB	CP	DMC	DM
SEO	Pearson Correlation	1				
CB	Pearson Correlation	.638	1			
CP	Pearson Correlation	.716	.617	1		
DMC	Pearson Correlation	.666	.392	.631	1	
DM	Pearson Correlation	.666	.392	.631	1.000	1

Interpretation: Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two variables. If the Pearson Correlation value is, between 0.0-0.3 it is denoted as less correlation and if the values are between

0.3-0.7 it is denoted as moderate correlation and if the value exceeds 0.7 it is denoted as high correlation. The variable like values lies between 0.3-0.7 so, these variables are search engine optimization, consumer behaviour, consumer preference denoted as moderate correlation. The variables such as digital marketing channel, digital marketing has exceeded the value 0.7 so, these variables are denoted as high correlation.

Regression

Table 8 Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688 ^a	.474	.457	2.33218

a. Predictors: (Constant), DM, CP, SEO

Table 9 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	474.767	3	158.256	29.096	<.001 ^b
	Residual	527.589	97	5.439		
	Total	1002.356	100			
a. Dependent Variable: CB						
b. Predictors: (Constant), DM, CP, SEO						

Table 10 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.970	1.632		3.045	.003
	SEO	.468	.113	.476	4.146	<.001
	CP	.393	.114	.381	3.447	<.001
	DM	.160	.100	.166	1.603	.112
a. Dependent Variable: CB						

Table 11 Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
1	DMC	.b	.	.	.000
a. Dependent Variable: CB					
b. Predictors in the Model: (Constant), DM, CP, SEO					

Interpretation: Dependent variable: consumer behaviour; Independent variables: search engine optimization; consumer preference; digital marketing channel; digital marketing insignificant as their values are more than 0.050.

ChiSquare

Table 12 Chisquare Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Are you a person interested in digital shopping?	101	100.0%	0	0.0%	101	100.0%

Table 13 Chisquare Count

Age Are you a person interested in digital shopping? Crosstabulation Count					
		Are you a person interested in digital shopping?			Total
		1	2	3	
Age	1	66	4	15	85
	2	13	1	2	16
Total		79	5	17	101

Table 14 Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-square	.299 ^a	2	.861
Likelihood Ratio	.312	2	.856
Interlinear Association	.178	1	.673
N of Valid Cases	101		
a. 3 cells (50.0%) have an expected count of less than 5. The minimum expected count is .79.			

Interpretation: The Chi-square test was conducted between, age and people who are interested in digital shopping. It can be declared as insignificant for the following reasons. For the Chi-square test, the expected percentage is 50.0%. If the expected percentage is more than 20% it means that the chisquare test is insignificant. Asymptotic significance [2sided] has also breached as the ideal rate should be .05 but we got 0.673. And the Phi Cramer's value is also insignificant because it is more than the value 0.050 but our value is 0.238. A research report must have 95% of accurate level of confidence but our research report has breached the accurate level of confidence.

FINDINGS

Firms must fully understand consumer policies and the reasons for switching to other types. These consumers have a wide variety of traits and their consumer behaviour has changed to digital, which has become a way of life for consumers, especially the millennial generation. Align consumer marketing messages across digital and traditional marketing channels to understand the different sources of information used by consumers. There is a need to market and market products as solutions to consumer needs. In the search phase businesses must ensure

That accurate and up-to-date information is available to consumers. Businesses should have a variety of products that will enable the consumer to evaluate different products in different organizations. In the decision-making process, businesses need to ensure a smooth consumer purchasing process, whether online or in-store. There is a need to improve consumer retention strategies by resolving consumer complaints, engaging them in two ongoing communications, and retargeting consumers.

Correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two variables. The variables are search engine optimization, consumer behaviour, and consumer preference denoted as moderate correlation. The variables such as digital marketing channel, and digital marketing is denoted as high correlation. The dependent variable is consumer behaviour and the independent variables are search engine optimization; consumer preference; digital marketing channels; and digital marketing. All the independent variables do not influence the dependent variable.

The Chi-square test was conducted between, age and people who are interested in digital shopping. It can be declared as insignificant.

Limitations

This study is highly focused on particular consumers and the findings of this study may be repeated at some other locations and do not apply to level 1 cities. Unexpected consumer behavior and frequent changes in their preferences are major obstacles to gaining accuracy but there are still efforts being made to reach the right conclusion. The analysis is done strictly based on the responses given by the several respondents. The study did not focus on any specific brand, product, and service. The study has not been done concerning any specific sectors. The data received from the respondents only from specific areas.

CONCLUSION

In conclusion, the study underscores the significant growth in digital channels driven by heightened customer satisfaction with products and services. Understanding consumer psychology in this dynamic environment is crucial for sustainable business practices, particularly in navigating fluctuations in consumer spending. Digitalization has positively impacted consumer behavior, notably among urban populations and working couples who prioritize convenience in their purchasing decisions. Digital platforms offer rewards such as coupons and discounts, further incentivizing digital transactions. The survey, conducted for academic purposes, highlighted the prevalence of young consumers in online markets, emphasizing their ease of access to relevant information and policies. In today's digitally-driven economy, consumer buying behavior is increasingly digitized, providing numerous opportunities for both customers and sellers to engage in cost-effective transactions and expand their reach globally. The future of digital marketing appears promising, with continued growth and increased consumer reliance on online channels. Overall, digitalization enhances efficiency and accessibility, benefiting both consumers and businesses alike.

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