

Digital Marketing Transformation and Consumer Purchase Behavior in Post-Pandemic Markets

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Abstract

The rapid acceleration of digital marketing channels — including social media advertising, influencer partnerships, and personalised e-commerce experiences — has fundamentally reshaped consumer purchase behaviour in the post-pandemic era. This study examines how digital marketing strategies influence consumer trust, brand loyalty, and purchase intent across different demographic segments, with particular attention to the role of data-driven personalisation and targeted advertising. Drawing on survey data and engagement analytics from brands operating across multiple digital platforms, the paper investigates which marketing approaches most effectively convert online engagement into sustained purchasing behaviour, while also examining consumer concerns around data privacy and ad fatigue. The findings suggest that personalisation strategies yield diminishing returns once consumers perceive excessive targeting, highlighting a critical balance point for marketers. The paper offers practical implications for marketing practitioners and contributes to consumer behaviour literature on trust and engagement in digitally-mediated markets.

Keywords: E-Commerce; Consumer Behaviour; Digital marketing; Purchase intention; Brand Loyalty