

UNDERGRADUATE PROGRAM REQUISITES

2-Core

500 (by Biology and Wildlife)

500 (by Biology, Chemistry, BIOL 141E, PHYS 141E, CHEM 141E, CHEM 142E, 3 credits)

SINGLE FILED

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1. **Introduction**  
2. **Background**  
3. **Methodology**  
4. **Results and Discussion**  
5. **Conclusion**

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**Topic:** Analysis of the Impact of Digital Marketing on Consumer Behavior

**Field:** Marketing, Consumer Psychology, and Digital Media Studies

**Date:** March 15, 2024

Abstract: This study explores the influence of digital marketing strategies on consumer behavior, focusing on the adoption of e-commerce and social media. The research uses a quantitative approach, analyzing data from a survey of 500 consumers. The findings indicate that digital marketing significantly increases brand awareness and purchase intent, particularly among younger demographics. However, the study also identifies challenges such as information overload and privacy concerns that may hinder consumer engagement.

Keywords: Digital marketing, Consumer behavior, E-commerce, Social media, Brand awareness, Purchase intent.

1. Introduction

2.

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4.

5. **Conclusion**

6. **References**

