

THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER BUYING BEHAVIOUR IN THE FOOD PRODUCTS OF ABC COMPANY

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This study investigates the impact of digital marketing strategies on consumer buying behaviour, specifically in relation to the food products of ABC Company. The primary objective is to evaluate how various digital marketing tools such as social media marketing, email campaigns, influencer partnerships, and online advertisements affect customer attitudes, brand perception, and purchasing decisions. The purpose of the study is to provide insights that can help ABC Company enhance its marketing effectiveness and customer engagement in an increasingly digital marketplace.

To achieve these objectives, the study adopts a mixed-methods approach, combining both quantitative and qualitative data collection techniques. A structured questionnaire was distributed to a sample of 200 customers who have interacted with ABC Company's digital platforms, while in-depth interviews were conducted with a subset of 15 participants to gain deeper insights into consumer motivations and experiences. The data were analysed using statistical tools such as descriptive statistics, correlation analysis, and regression analysis to identify patterns and relationships between digital marketing variables and consumer behaviour.

The findings reveal that engaging content, personalized messaging, and credible online reviews significantly influence consumers' trust and their likelihood of making a purchase. Moreover, social media platforms emerged as the most effective channel for customer engagement. Based on the analysis, the study offers strategic recommendations for ABC Company to strengthen its digital presence and maintain a competitive edge in the food industry.

Keywords: *Digital Marketing, Consumer Buying Behaviour, Online Advertising, Social Media, Food Industry*