Empirical Analysis of Digital Marketing on the Purchasing Habit of Conservative Digital Users of Common Social Media

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Abstract: This study examines how digital marketing affects conservative social media users' shopping choices. A 2023 Google questionnaire collected data on ease of use, convenience, consumer intention, security concerns, and uncertainty. Structural Equation Modeling (SEM) was used to evaluate the data. Digital platforms and e-commerce have transcended time, location, and geography, attracting varied social groupings. Our studies show that online purchasing saves time, money, and some entertainment. Online purchasing can become addictive, producing financial losses and social disturbance. Digital shopping addiction shows the emotional dependence on internet shopping. This study found that digital marketers should prioritize platform usability and convenience. Simplifying navigation, giving detailed product information, and guaranteeing a smooth checkout experience can boost user satisfaction and repeat purchases. Marketers can encourage safe shopping to prevent shopping addiction. This can be done by setting spending restrictions, reminding users about purchase frequency, and providing instructional content about the consequences of excessive online purchasing. Digital marketing should be showcased to managers, stakeholders, staff, and interested parties by the marketing regulation framework. Increase digital marketing efficacy while minimizing negative effects on conservative digital consumers.

1. Introduction

Nigeria's consumption scenario is changing dramatically from conventional consumption to technology-enabled as the Digital business environment improves and the market penetration rate rises. Thousands of families now do their shopping online, up from just a few years ago. It's low-cost, discounted, quick, and accessible. Therefore, it's popular with customers. Online shopping has overcome the limitations of time, distance, and geography due to the widespread use of Digital and the extensive growth of e-commerce. People from all walks of life have noticed that digital shopping is becoming the primary method of buying [21]. The number of digital purchases has grown as the days and months have passed, and we are hooked to digital shopping. Users' views and conversion rates may be low, while customers' per-unit costs are pretty high. Online purchasing

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offers distinct advantages over conventional consumption modes, such as convenience, variety, lower prices, and a focus on entertainment [17]. While digital buying saves us time and money, it also comes with certain risks. According to Yan et al. [22] Yoo et al. [5] study, incorrect suggestions after digital shopping cues increase signals in the temporal and particular regions of online addicts more than neutral stimuli. Online shopping's popularity hides many emotional and societal ills, including excessive consumption, waste, and lack of self-control. Despite its late start, a large population basis and fast growth have combined to create scale in Nigerian e-commerce. Because of the impact of digital technology on e-commerce, businesses have seen a significant increase in value. People no longer shop online but rather in physical stores.

There are several benefits to buying online, including convenience, lower prices, and time savings over going to an actual store. Compared to a brick-and-mortar store, buying online is more complicated. Consumers who buy online confront more explosive information about the product, a more efficient one-stop purchasing experience, and fractured time [16]. A rapidly expanding demographic, college students have enormous purchasing power and make up a significant part of the digital buying market [8]. When it comes to online buying, customers confront a more difficult decision-making setting. Their decision-making style is almost sure to vary significantly from a conventional shopping scenario [13]. Research on the Impact of Expectation Regret. Many white-collar digital purchasing habits are motivated more by the pleasure of the shopping experience than by actual needs. Buying habits may boost dopamine production in the brain and make people happier. Entrepreneurs have tried all they can to get customers to make purchases and satisfy their cognitive desire to "lead the process.

In online shopping, customers may bargain with merchants to buy and better grasp comprehensive information about commodities via chat software [11]. However, most online stores provide customers with extensive information on orders and logistical monitoring, so they confidently know what is happening with their purchases in real time [15]. Customers may buy products hundreds of kilometres away because of the digital platforms' extensive delivery service network [20]. Rising sea panning has now even allowed the globalization of digital buying to a certain extent. Human psychological activity is an essential manifestation of the sophisticated functions of the human brain, particularly in cognition, emotion, and intentional action [26]. Magical magnetic fields emanate from every human being. Because people have varying levels of awareness, their magnetic fields will behave and alter in response to what they believe.

Thus, a biochemical stream formed, specifically brain waves [24]. Several disciplines go into modern psychological testing, and they all work together to expose what individuals don't want others to know [9]; [4]. Online shopping addiction behaviours, habits, and emotional processes that harm people's health and sabotage the joy of their families are eliminated if consumers act and prevent them from occurring in the first place. Based on this, the article investigates the psychological aspects of a severe online addiction in e-commerce by examining brain wave characteristics of online shoppers, especially college students, in light of the fast growth of the Digital.

1.1. Main and Specific Objectives

The study's main objective is to assess the empirical analysis of digital marking on the purchasing habits of conservative digital users of traditional social media. The specific objectives of the study are to:

- Examine the influence of digital promotion on the purchasing habits of conservative digital users.
- Determine the contribution of services after sales on the purchasing habits of conservative digital users of traditional social media.
- Explore the effect of price on the purchasing habits of conservative digital users.

2. Consumer Planned Behaviour Theory Interpretation

Because the Digital economy is still in its infancy, unethical merchants are taking advantage of the large profit margins to mislead customers into buying via different channels to make extra money. It is necessary to define the meaning of consumer planned behaviour theory and achieve a theoretical justification before applying it to marketing operations [2]. Online shopping addiction has various underlying reasons that a unified framework cannot sufficiently describe. These interconnected factors affect one another and eventually contribute to their occurrence [7]. This finding makes party organizations susceptible to numerous unhealthy behaviours that hinder them from carrying out their responsibilities in a complicated social context with extensive network information dissemination [25]; [2].

The remedy of political and ideological education organizers' problems required a reorientation of their views via real-world examples or various political actions. Many variables affect how consumers spend their money. When researching consumer purchasing behaviour, economists must integrate the essence of the customer's planned behaviour theory. Online trading is an entirely new concept to conventional trading methods [3]. Online shoppers can't examine the quality of products or verify that merchants' descriptions of them are genuine due to the Digital's virtual character. Because of their shopping expectations,

customers tend to embellish their purchases in their minds, leading them to believe they have purchased items worth more than they paid. This awareness leads to an increase in buying urges. Figure 1, Online Shopping Addiction, depicts the organizational structure of e-commerce procurement.

Figure 1: Online Shopping Addiction [3]

Online marketing has enormous advantages for merchants, but it also inevitably leads to more illogical consumer behaviour. Choosing excellent goods on the e-commerce website for mobile phones and clicking on acquisition and transaction will send the selected products through express delivery firms. Sparing them from visiting several shopping malls and buying various items [10]. Some customers get hooked on digital shopping because of the ease and speed they can purchase from the comfort of their own homes. Cities have higher total economic learning progress than rural regions, and their per capita income is also higher. Urban college students are equipped to handle the financial strains of digital purchasing.

As a result, it's understandable that many consider digital shopping to be a kind of fun attachment mindset of expected customers. Setting a lower price from the beginning makes it easier for the seller to create an establishing price in the customer's psyche [2]. The vendor benefits much from bargaining in this manner. Due to the lack of intermediaries and the fact that most digital buys are done via direct sales, the price of products is much lower than in traditional marketplaces. Furthermore, digital shopping offers a wide range of advertising activities that encourage customers to seize the opportunity to save a small amount of money, leading to reckless and unnecessary spending [3]. Consumers who partake in bulk purchasing do so primarily at low prices, quality of the go, or the merchants' reputations.

When a company is developing and implementing its marketing strategy, it evaluates its rivals' skills. The advantages of improving sought elements may boost customer confidence in their purchasing decisions [4]. Customers pay money and invest time and faith in the purchasing process by thinking about and researching the product's features. Consumers' buying behaviour must be studied and analyzed by marketing people when they perform marketing jobs, and psychological pain spots from words must be searched for so that consumer purchasing behaviour has an effect. The extent of the applicability of customer planning behaviour theory has to be the primary service object concerning consumer planning behaviour theory, which is rational customers. However, customers are prepared and organized regarding their purchasing behaviour, and they will weigh the pros and drawbacks of various options.

2.1. Negative Emotional and Improper Styles Coping

The reasonable and unreasonable aspects of digital users' purchasing behaviour in a mobile context have been altered for the most part. Mobile and digital users' purchasing choices are influenced heavily by their financial condition [18]. When it comes

to emotional expenditures, people with positive relationships with perceived education may be more careful about digital purchases since they better understand their financial position.
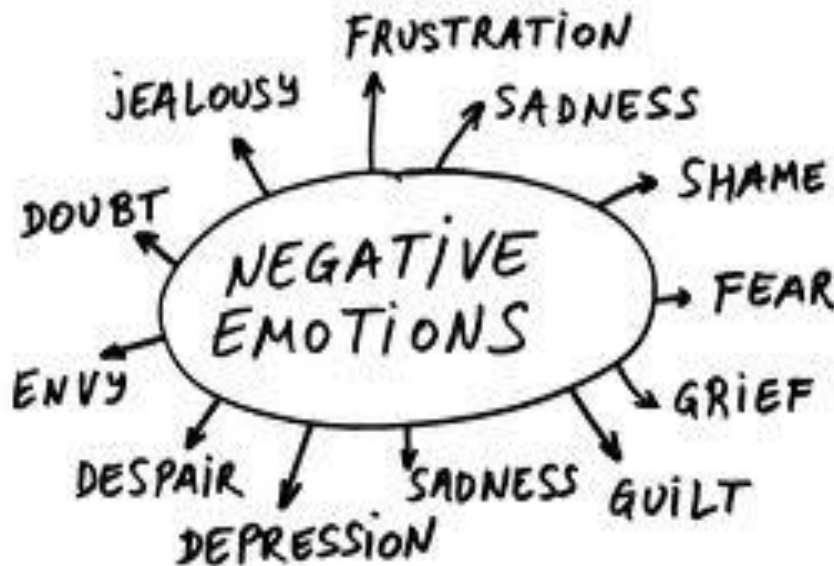

Figure 2: Negative Emotions for Virtual Transactions [18]

Digital consumers' online consumer habits have changed dramatically since the dawn of the sophisticated terminal and Wi-Fi Tethering eras. Suppose a business activity's objective is achieved effectively, and the measures set out by the marketing reasons are ultimately executed. In that case, it is always down to advertising behaviour to determine success: the similarities and differences between digital marketing addiction and other forms of compulsive buying behaviour. In cases of irrational consumerism, people are looking for an emotional high from the purchase. Individual pleasure is obtained via products or services [12]; [23]. Rational people respect the strength of belief and emotion above logic and reason, and they believe that something beyond words and ideas can't be represented via human reasoning.

3. Methods

The data analysis identified the Empirical Analysis of Digital Marketing on the Purchasing Habits of conservative Digital Users of Common social media. SEM used for the data extracted from the online Google questionnaire were Ease of use, Convenience, Customer intention, Security Concerns, and risk and Uncertainty.

4. Exploratory Factor Analysis

The principal component, the factor analysis technique, is used to identify the factors that influence online marketing on the conservative consumer buying behaviour of the respondents. The Eigenvalues, the variance, the KMO (Kaiser – Meyer – Olkin) measure of measuring tendency, the factor loading of each variable, and Bartlett's test of Sphericity are explained further.

4.1. Scale Development

The scale develops to explore the influence of online marketing on online conservative consumers' buying behaviour items. Based on the literature and the expert's variables, the seven-point Likert scale was used to rate fourteen articles for conducting the study.

Table 1: Correlation Coefficients

	OM1	OM2	OM3	OM4	OM5	OM6	OM7	OM8	OM9	OM10	OM11	OM12	OM13	OM14
														Correlations
OM1	1								.143**	.081*	.087*	.211**	.118**	.063
OM2	.669**	1							.105**	.084*	.115**	.227**	.112**	.070
OM3	.574**	.596**	1						.135**	.121**	.130**	.282**	.139**	.082*
OM4	.371**	.340**	.543**	1					.095*	.115**	.128**	.290**	.146**	.111**
OM5	.045	.033	.069	.044	1				.450**	.027	.065	.103**	.029	.028
OM6	.087*	.085*	.097*	.050	.580**	1			.548**	.066	.073	.120**	.052	.021
OM7	.059	.027	.001	.005	.389**	.462**	1	.	.627**	.068	.085*	.109**	.042	.037
OM8	.072	.073	.057	.057	.413**	.518**	.533**	1	.656**	.119**	.114**	.149**	.079*	.093*
OM9	.143**	.105**	.135**	.095*	.450**	.548**	.627**	.656**	1	.156**	.141**	.208**	.129**	.114**
OM10	.081*	.084*	.121**	.115**	.027	.066	.068	.119**	.156**	1	.590**	.582**	.527**	.538**
OM11	.087*	.115**	.130**	.128**	.065	.073	.085*	.114**	.141**	.590**	1	.580**	.563**	.521**
OM12	.211**	.227**	.282**	.290**	.103**	.120**	.109**	.149**	.208**	.582**	.580**	1	.631**	.593**
OM13	.118**	.112**	.139**	.146**	.029	.052	.042	.079*	.129**	.527**	.563**	.631**	1	.588**
OM14	.063	.070	.082*	.111**	.028	.021	.037	.093*	.114**	.538**	.521**	.593**	.588**	1
**. Correlation is significant at the 0.01 level (2-tailed).														
*. Correlation is significant at the 0.05 level (2-tailed).														

Pearson correlation coefficients are utilized to discover the correlation of all the items among one another. A correlation analysis was conducted to observe whether the variables of the study were not correlated. According to the Rule of Thumb, there is a weak correlation between the items. Suppose the correlation coefficient value of r is from 0 to .2, moderate if the value of r ranges from .3 to .6, and it is considered to be vital if the value of r is .7 to 1. Table 1 shows that the correlation among the diverse variables in this study is enough.

4.2. Factor Analysis

Exploratory factor analysis is assessed through SPSS, after determining the appropriateness of data for factor analysis, executed principal component analysis. The Kaiser-Meyer-Olkin (KMO) measure was 0.833, more than .6 [12]; [1]. Bartlett's Test of Sphericity supported the correlation matrix by reaching statistical significance. The three factors extracted through principal component analysis have Eigenvalues of more than 1. These factors explained 64.189 percent of the total variance. Factor Analysis Results for factors that influence online marketing (Varimax-Rotated results and scale reliability).

Table 2: Rotated Component Matrix

Component			
Eigen Value	**3.986**	**2.753**	**2.248**
% Variance	28.471	16.663	16.055
Cumulative variance	28.471	48.134	64.189
Scale Reliability Alpha (Cronbach's Alpha)	.869	.843	.811
Cronbach's Alpha = .801, Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .833, Bartlett's Test of Sphericity (Approx. Chi-Square= 3835.184, Df=91, Sig=0.0000**)			

4.3. Digital Promotion (F1)

The first factor is termed "Digital Promotion," which shows 28.471 percent of the total variance in the solution given by the medium of factor analysis. The reliability of the factor is .869. The five variables were that Online sites update the information to the customer at the time of promotions. Get coupons while shopping online, which are utilized at the time of shopping. Online shopping is preferable when seasonal promotional benefits like Diwali, Christmas, and New Year, as well as promotional schemes flashing online, influence consumers to buy the product.

Off-season sales induce online customers to make unplanned purchases. According to Kotler, promotion is marketing and communication activities that can later change the price-value relationship of the product or the service perceived by the target. According to Wijekoon & Sabri [23], pack with buying one and get one free offer to facilitate Brand recognition and Brand recall for future purchases. They also suggested that price discounts are effective in inducing purchase acceleration and product trials. The factor loading varies from 813 to .796. The Eigenvalues stand at 3.986.

4.4. Services After Sales (F2)

The second factor is named " Services After Sales," which depicts 16.663 percent of the total variance in factor analysis. Five variables under this factor include the return policy's terms and conditions, which are easily applicable. Any complaint related to the return of commodity bought processes without delay. There was promptness in the services provided after the actual purchase, and Online shopping sites actively provided customer services. Services provided to consumers after the sale are more important to satisfy clients' needs. Service after sales is very significant for the association to keep hold of customers for a longer duration and create a highly gainful relationship with online outlets. The factor loadings range from .833 to .711, whereas the Eigenvalues stand at 2.753. The reliability of the factor is .843.

4.5. Price (F3)

Price is the third factor driven out, and factor analysis depicts 16.055 percent of the total variance. Four variables included under this factor are the pricing policy of a product, which gives monetary value to the customer, and The prices offered are cheaper if we purchase in bulk. Online stores provide the best price deals to the customers, and customers prefer to shop online due to the prices suggested. It can be known as the value charged for any product or service [19]. Pricing is a critical decision zone as it impacts the need for development and the organization's profitability [6]. The factor loadings range from .849 to .649, and the Eigenvalues were discovered as 2.248. The reliability of the factor is .811.

4.6. Confirmatory Factor Analysis

Exploratory factor analysis (EFA) tests the reliability and validity of the study of the construct. Moreover, Confirmatory factor analysis (CFA) indicated Convergent validity, Discriminant validity, and Nominal validity. In contrast, the composite reliability of the factors was recognized through Confirmatory factor Analysis.

4.7. Composite Reliability

According to Alfina et al. [14], composite reliability measures through confirmatory factor analysis. The composite reliability of all three factors is shown in Table 3.

4.8. Convergent validity

The convergent validity was computed to discover the explained variance percentage of each factor of the scale. The scale's concurrent validity is calculated from the standardized factor loadings, composite reliability, and the average variance extracted (AVE). Table 2 shows the standardized factor loadings. All the factor loadings are more than 0.6, with the lowest .629 and the highest .865 values. As shown in Table 3, the scale's composite reliability ranges from .869 to .799, above the recommended value of .70. The AVE of all the constructs is more than 0.50. AVE values of all three factors are 0.572, 0.508, and 0.511. All three conditions supported the convergent reliability.

Table 3: Measurement Model Values

Factors	Variables	Standard Loading	CR.
Digital Promotion	Promotional schemes flashing online influence the consumer to buy the product	.729	
	Off-season sale induces the online customer to make an unplanned purchase	.737	17.594
	Get coupons while shopping online, which are utilized at the time of shopping.	.811	19.224
	Online sites update the customer's information at the time of promotions.	.767	18.274
	Online shopping is preferable when availing of seasonal promotional benefits like Diwali, Christmas, and New Year.	.733	17.491
Services After Sale	Get delivery on time when shopping online.	.629	
	The services provided after the actual purchase were prompt.	.647	14.595
	Online shopping sites actively provide customer services.	.715	12.333
	Any complaint related to the return of the commodity bought is processed without delay.	.761	12.717
	Terms and conditions of the return policy are easily applicable.	.865	13.232
	Online stores offer the best price deals to customers.	.805	

Price	Prices offered are cheaper if we purchase in bulk	.827	18.57
	The pricing policy of a product gives monetary value to the customer	.720	17.443
	Customers prefer to shop online due to the prices offered.	.641	10.273

4.9. Discriminant Validity

The highlighted values in Table 4 represent the square root of AVE. The correlation of all three factors is less than the square root of AVE, proving the condition of discriminant validity. Table 4 shows that the highest value of the correlation of the constructs is .196, and the lowest value of the square root of AVE is .712, which specifies the support of the discriminant validity of the factors.

Table 4: Values of CR, AVE, and MSV to examine the validity

	CR	AVE	MSV	MaxR(H)	F1	F2	F3
F1	0.869	0.572	0.051	0.872	0.756		
F2	0.834	0.508	0.038	0.867	0.196	0.712	
F3	0.799	0.511	0.051	0.842	0.226	0.143	0.715

## 5. Nomological Validity and Measurement Model

AMOS result presented in Table 5, the value of the Chi-square is 128.025 with 72 degrees of freedom. The correlation of all three factors is less than the square root of AVE, proving the condition of discriminant validity. The recommended value of CMIN/ DF is more than one and less than 5, and the model represents this value as 1.778. The Normal Fit Index (NFI) value is .967, the Tucker- Lewis Index is 0.981, the goodness of fit is 0.973, and the Adjusted goodness of fit index (AGFI) is 0.961, all larger than the advisory values (Table 6). The root means a square approximation error (RMSEA) is 0.035, less than the recommended value. The measurement model is shown in Figure 3.

Table 5: Model Fit Indices and Guidelines for the Measurement Model

Fit Indices	Recommended values	Values of model
Chi-Square		128.025
CMIN/DF	Between 1 and 5	1.778
NFI	>0.9	0.967
TLI	>0.9	0.981
GFI	>0.9	0.973
AGFI	>0.9	0.961
RMSEA	≤0.05	0.035

Table 6: Summarized Presentation of Validity of the Scale

| Indicators of Convergent Validity	Indicators of Discriminant Validity	Indicators of Nomological Validity
• Factor Loadings = All > 0.6 (Lowest loading= .629) • AVE = All > 0.5 (lowest .508) • Composite Reliability = All > 0.7 (lowest loading = .799) `	• Square Root of AVE > Correlation constructs correlation with each other. • Lowest Square Root of AVE = .730 and Highest Correlation Value = .397	• CMIN/DF = 1.778 (< 5) Good Fit • GFI=0.973, NFI=0.967, TLI= 0.981, AGFI= 0.961 (All> 0.9) Good Fit • RMSEA= 0.035 (≤0.05) Good Fit
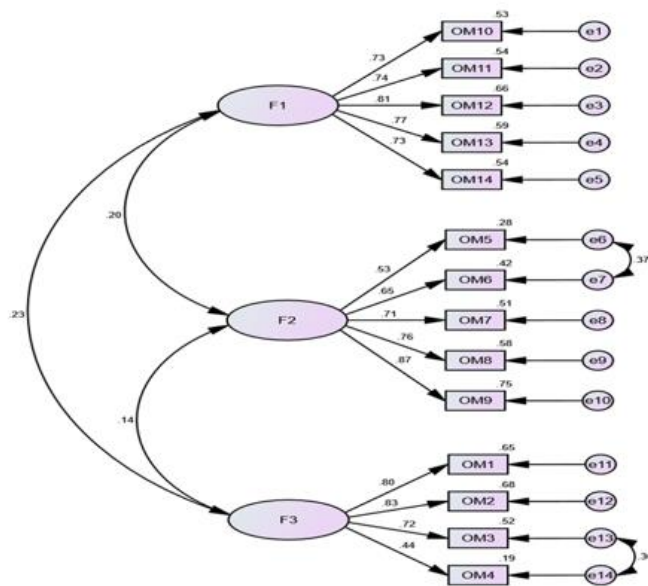
Figure 3: Measurement Model of factors influencing online marketing

5.1. Path Analysis

SEM: The Structural Equation Model has been used to declare the results of the path analysis. The results of the hypothesis built and tested are presented in Table 7. The results indicated that the three hypotheses were accepted. The end product showed promotion (beta= .486, p=***), after-sales services (beta= .597, p= ***) and price (beta= .337, p= ***) have a noteworthy impact on conservatism as shown in Figure 4.

Table 7: Hypothesis testing in SEM

			Estimate	SE.	CR.	P	Outcome
Conservatism	<---	F3	0.337	0.028	12.162	***	Supported
Conservatism	<---	F1	0.486	0.035	13.926	***	Supported
Conservatism	<---	F2	0.597	0.055	10.902	***	Supported
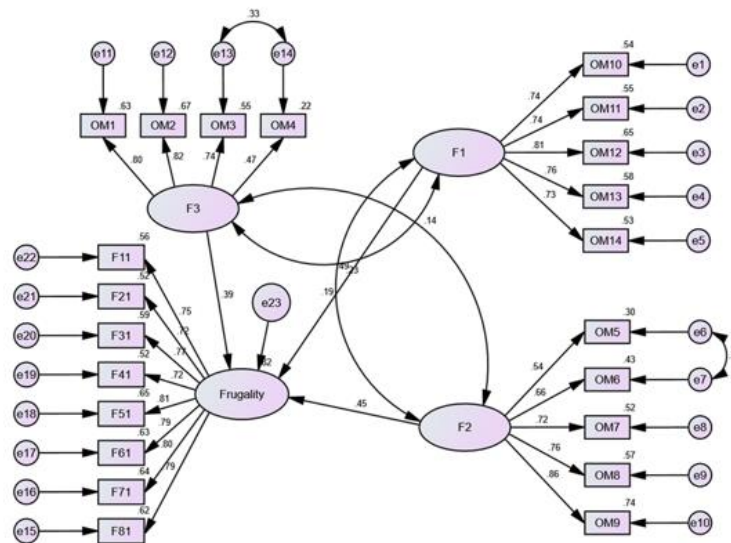
Figure 4: Structural Relationships of the Factors Influencing Digital Marketing on Purchasing Habit of Conservative Online Consumer Buying Behavior

The digital conservative consumer buying behaviour is influenced by factors such as F1: Promotion, F2: After Sales Services, and F3: Price, with a preference for traditional approaches and cautious engagement with digital platforms. The outcomes indicate the path loadings of the factor "Promotion" coded (F1) ranging between .81 and .73. The most impactful variable among all is "Get coupons while shopping online, which utilizes at the time of shopping," coded as (OM12). On the other hand, the least substantial variable under this factor is "Online shopping is more preparable at availing seasonal promotional benefits like Diwali, Christmas, New Year" coded as (OM14). It is clearly shown in Figure 2 that this factor is mainly influencing online conservative consumer buying behaviour (coded as conservatism) with the path loading as .49. The e-marketers should focus on good promotional deals online to attract more customers. The conservatism has been affected by the good coupon vouchers provided during the persuasion strategies.

Secondly, factor "Services After-sales coded as (F2) loaded the path between .86 and .54. The major stimulus was on the variable "Terms and Conditions for the return policy are easily applicable" coded (OM9). The least influential variable is coded as (OM5), which states, "Get delivery in time at the time of shopping online." This factor stands at the second position among the three in online conservative consumer buying behaviour. The path loading concerning online economic consumer buying behaviour is .45. So, the e-marketers should also emphasize after-sales services such as retaining the conservative consumers.

Lastly, "Price" coded as (F3) has path loadings between .82 and .47. The highly shaping variable stands out as "Prices offered are cheaper if we purchase in bulk," coded as (OM2), and the least one coded (OM4), which states, "Customers prefer to shop online due to the prices offered." In Figure 2, the relationship between price and online conservative consumer buying behaviour is the least among all three factors, with the path loading standing at .39.

6. Summary and Conclusion

This data analysis explored three factors named "Digital Promotion," "Services after online sales services," and "Price" with the help of Exploratory Factor Analysis. These factors, which influence online marketing, were checked on online conservative consumer buying behaviour, which has substantially impacted. Therefore, policymakers should shed light on the potentiality of Digital Marketing to Conservative Digital Users.

The empirical analysis of digital marketing's impact on the purchasing habits of conservative digital users highlights several key insights. Firstly, digital marketing strategies, such as ease of use, convenience, and customer intention, significantly influence these users' purchasing behaviours. The study found that while online shopping offers numerous benefits, including time and cost savings and entertainment, it also poses risks of developing shopping addiction. Digital platforms and e-commerce have evolved to overcome traditional constraints of time, place, and geography, making online shopping a preferred method for many. However, the convenience and constant availability of online shopping can lead to excessive consumption, financial loss, and social disruption. This study emphasizes the need for a balanced approach to digital marketing. It ensures that while it enhances user experience and drives sales, it also addresses potential negative consequences such as addiction and impulsive buying.

6.1. Recommendation

Based on the findings of this study, several recommendations can be made to improve the effectiveness of digital marketing strategies while mitigating potential negative impacts on conservative digital users:

- **Enhance User Experience**: Digital marketers should prioritize ease of use and convenience in their platforms. Simplifying navigation, providing clear and detailed product information, and ensuring a seamless checkout process can significantly improve user satisfaction and encourage repeat purchases.
- **Promote Responsible Shopping:** To prevent shopping addiction, marketers should promote responsible shopping habits. This can be achieved by implementing features that allow users to set spending limits, providing reminders about purchase frequency, and offering educational content about the risks of excessive online shopping.
- **Strengthen Security Measures**: Addressing security concerns is crucial for building trust with conservative digital users. Implementing robust security protocols, ensuring data privacy, and transparently communicating these measures can help alleviate users' apprehensions and enhance their confidence in online transactions.
- **Offer Comprehensive Post-Sale Services**: Effective post-sale services, including clear return policies, prompt issue resolution, and active customer support, are essential for maintaining customer satisfaction and loyalty. Investing in efficient customer service infrastructure can lead to positive word-of-mouth and higher retention rates.
- **Leverage Data Analytics**: Utilizing data analytics to understand consumer behaviour and preferences can help tailor marketing strategies more effectively. By analyzing purchasing patterns and feedback, marketers can identify trends and adjust their campaigns to meet the needs of their target audience better.

- **Develop Targeted Promotions**: Personalized and seasonal promotions can drive engagement and sales among conservative digital users. Offering exclusive discounts, loyalty rewards, and promotional coupons during significant events can create a sense of urgency and incentivize purchases.
- **Foster Emotional Connection**: Building an emotional connection with customers through engaging content and interactive platforms can enhance brand loyalty. Storytelling, customer testimonials, and interactive social media campaigns can help create a deeper connection with the audience.
- **Monitor and Mitigate Negative Impacts**: Regularly monitoring user behaviour and identifying signs of shopping addiction is crucial. Providing resources and support for users exhibiting addictive behaviour can help mitigate the negative impacts of online shopping and promote a healthier digital environment.
- **Invest in Continuous Improvement**: Finally, digital marketers should invest in continuous improvement by staying updated with the latest trends, technologies, and user preferences. Regularly updating the platform's features, design, and offerings can keep users engaged and maintain a competitive edge in the market.

By implementing these recommendations, digital marketers can create a more balanced and user-friendly online shopping experience that not only drives sales but also promotes the well-being of their customers. Additionally, the role of post-sale services emerged as a crucial factor in shaping user satisfaction and loyalty. Efficient customer service, clear return policies, and prompt issue resolution contribute significantly to positive purchasing experiences and repeat business. Finally, the findings suggest that marketers should be aware of the psychological impacts of their strategies. By promoting responsible shopping habits and providing support for users at risk of shopping addiction, digital marketers can foster a healthier online shopping environment. Future research should continue to explore the dynamic interactions between digital marketing strategies and consumer behaviour to develop more comprehensive and sustainable marketing practices.

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