

***Law Audience Journal, Volume 5 & Issue 5, 21st March 2024,
e-ISSN: 2581-6705, Indexed Journal, Impact Factor 5.611, Published at
<https://www.lawaudience.com/volume-5-issue-5-2/>, Pages: 05 to 15,***

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***



Cite this article as:

MS. MANHAR KAUR & DR. JAYANTI SRIVASTAVA, “A Study of Consumers' Choice and Attitude with Regard to Digital Advertising”, Vol.5 & Issue 5, Law Audience Journal (e-ISSN: 2581-6705), Pages 5 to 15 (21st March 2024), available at <https://www.lawaudience.com/a-study-of-consumers-choice-and-attitude-with-regard-to-digital-advertising>.

***Law Audience Journal, Volume 5 & Issue 5, 21st March 2024,
e-ISSN: 2581-6705, Indexed Journal, Impact Factor 5.611, Published at
<https://www.lawaudience.com/volume-5-issue-5-2/>, Pages: 05 to 15,***

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital
Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity
Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

| Copyright © 2024 By Law Audience Journal |

(E-ISSN: 2581-6705)

All Copyrights are reserved with the Authors. But, however, the Authors have granted to the Journal (Law Audience Journal), an irrevocable, non-exclusive, royalty-free, and transferable license to publish, reproduce, store, transmit, display, and distribute it in the Journal or books or in any form and all other media, retrieval systems and other formats now or hereafter known.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

For permission requests, write to the publisher, subject of the email must be "Permission Required" at the email addresses given below.

Email(s): lawjournal@lawaudience.com, info@lawaudience.com,

lawaudience@gmail.com.

Phone (No(s)): +91-8351033361,

Website: www.lawaudience.com.

Facebook: www.facebook.com/lawaudience.

Instagram: www.instagram.com/lawaudienceofficial.

Contact Timings: 10:00 AM to 8:00 PM.

***Law Audience Journal, Volume 5 & Issue 5, 21st March 2024,
e-ISSN: 2581-6705, Indexed Journal, Impact Factor 5.611, Published at
<https://www.lawaudience.com/volume-5-issue-5-2/>, Pages: 05 to 15,***

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

Disclaimer:

Law Audience Journal (e-ISSN: 2581-6705) and Its Editorial Board Members do not guarantee that the material published in it is 100 percent reliable. You can rely upon it at your own risk. But, however, the Journal and Its Editorial Board Members have taken the proper steps to provide the readers with relevant material. Proper footnotes & references have been given to avoid any copyright or plagiarism issue. Articles published in Volume 5 & Issue 5 are the original work of the authors.

Views or Opinions or Suggestions (if any), expressed or published in the Journal are the personal point of views of the Author(s) or Contributor(s) and the Journal & Its Editorial Board Members are not liable for the same.

While every effort has been made to avoid any mistake or omission, this publication is published online on the condition and understanding that the publisher shall not be liable in any manner to any person by reason of any mistake or omission in this publication or for any action taken or omitted to be taken or advice rendered or accepted on the basis of this work.

All disputes are subject to the exclusive jurisdiction of Courts, Tribunals and Forums at India only.

***Submit your article(s) for Publications at lawaudience@gmail.com, or
lawjournal@lawaudience.com, with subject as "Submission of Paper(s)
for Publication in Law Audience Journal".***

*Law Audience Journal, Volume 5 & Issue 5, 21st March 2024,
e-ISSN: 2581-6705, Indexed Journal, Impact Factor 5.611, Published at
<https://www.lawaudience.com/volume-5-issue-5-2/>, Pages: 05 to 15,*

*Title: A Study of Consumers' Choice and Attitude with Regard to Digital
Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity
Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.*

Publisher Details:

Law Audience Journal (e-ISSN: 2581-6705),

*Sole Proprietorship of Mr. Varun Kumar, Kharar, District.
S.A.S, Nagar, Mohali, 140301,*

Phone No(s): +91-8351033361 (WhatsApp),

*Email ID(s): lawjournal@lawaudience.com,
info@lawaudience.com or lawaudience@gmail.com.*

Website: www.lawaudience.com.

Contact Timings: 10:00 AM to 8:00 PM.

Editor(s):

- *Dr. Amit Yadav, Editor-In-Chief at Law Audience Journal, Assistant Professor at School of Law, Manipal University Jaipur.*
- *Adv. Varun Kumar, Founder-CEO-Owner-Publisher-Publishing Editor at Law Audience Journal.*

Editorial Board Members Details Are Available At:

<https://www.lawaudience.com/editorial-board-members/>.

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

ABSTRACT:

“In an era dominated by digital media, understanding consumers' behaviours, preferences, and attitudes towards digital advertising is imperative for marketers aiming to optimize their advertising strategies. This paper presents findings from a comprehensive study that explores the intricate dynamics of consumers' choices and attitudes concerning digital advertising. The study investigates various dimensions, including content relevance, personalization, intrusiveness, credibility, and ethical considerations, to unveil the underlying drivers shaping consumers' perceptions and decision-making processes in the digital advertising landscape. Key findings indicate that while consumers appreciate personalized and relevant content, they are equally wary of intrusive and overly targeted advertisements. Moreover, factors such as trustworthiness of the source, transparency of data usage, and alignment with personal values emerge as critical determinants influencing consumers' attitudes towards digital advertising. This research contributes to the existing literature by offering nuanced insights into the complex interplay between consumers' choices and attitudes towards digital advertising, thereby providing valuable guidance for marketers navigating the evolving digital landscape. Additionally, the study underscores the importance of ethical considerations and transparent practices in digital advertising, advocating for a more consumer-centric approach to marketing in the digital age”.

Keywords: Digital advertising, Consumer preferences, Attitudes, Personalization, Intrusiveness, Ethical considerations, Transparency, Targeted marketing.

I. INTRODUCTION:

Digital advertising is a constant presence in the modern digital age, when people are surrounded by a multitude of online platforms and information, competing for the attention and engagement of users. The advertising landscape has completely changed because of the widespread use of smartphones, social media, and internet-connected gadgets. This has given

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

advertisers previously unheard-of chances to contact and engage with their target customers. But during this digital flood, it's critical for marketers to comprehend customer preferences, attitudes, and behaviours regarding digital advertising if they want to create memorable and successful advertising campaigns. The rapidly increasing amount of money spent on digital advertising highlights how important it is to modern marketing initiatives. Global digital ad spending is expected to exceed traditional ad spending, according to eMarketer, demonstrating the growing importance of digital channels in advertising budgets. In this scenario, marketers that want to maximize their advertising spending and foster meaningful interaction with their target audience must get insights into consumers' views of and reactions to digital advertising. Digital advertising comes in a variety of forms, from sponsored content on social media sites to display adverts on websites, all competing for the attention of users in an already crowded digital space. Advertisers hoping to break through the clutter and establish real relationships with their target audience must have a thorough understanding of what appeals to customers, what makes them want to interact, and what makes them uncomfortable. Given the increasing issues about data privacy, ad fatigue, and information overload, it is more important than ever to comprehend how consumers feel about digital advertising. By exploring the subtleties of consumer preferences, this study aims to close this knowledge gap by illuminating the factors that influence engagement, cause people to avoid advertisements, and cultivate confidence in digital advertising. Furthermore, for marketers to be competitive and relevant in the digital landscape, they must stay up to date on emerging trends and shifting consumer sentiments. This is because digital advertising is always changing due to technological breakthroughs and changes in consumer behaviour.

II. OBJECTIVES:

As we can see that there exist several digital advertising platforms that affect consumers based on their demographic profile, personal factors and so on.

The objectives of the research are as follows:

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

- *Identification of digital advertising platforms that are available in the media.*
- *Assess the levels of consumer engagement on different advertising platforms.*
- *Examine factors influencing consumer choices and evaluate the impact of targeting and personalization.*
- *Study the influence of reviews, recommendations, and demographic variance.*

III. PROBLEM IDENTIFIED:

The identified problem revolves around the need for a comprehensive understanding of consumers' choices and attitudes concerning digital advertising. In the ever-evolving digital landscape, marketers face the challenge of effectively engaging consumers amidst a plethora of advertising platforms, each offering unique formats and experiences.

To address this challenge, the study aims to explore and analyze several key problem areas:

Diversity and Proliferation of Digital Advertising Platforms:

The problem arises from the multitude of digital advertising platforms available, each with its own strengths, weaknesses, and engagement dynamics. Marketers are confronted with the challenge of identifying the most effective platforms for reaching their target audience. The study seeks to address this problem by systematically categorizing and understanding the landscape of digital advertising platforms.

Variability in Consumer Engagement Levels:

The levels of consumer engagement vary across different digital advertising platforms, and marketers need insights into these variations to optimize their strategies. Understanding why certain platforms elicit higher levels of engagement than others is crucial for effective resource allocation. The study aims to address this problem by assessing and comparing consumer engagement metrics across diverse platforms.

Determinants of Consumer Choices and the Impact of Targeting and Personalization:

Consumers' choices in the digital advertising realm are influenced by numerous factors, including the effectiveness of targeting and personalization strategies. The challenge is to

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

discern which elements contribute to positive or negative consumer responses. This problem is tackled by the study through an in-depth exploration of the factors influencing consumer choices and an evaluation of the impact of targeted and personalized content.

Social Influence, Reviews, Recommendations, and Demographic Variances:

The study recognizes the complexity of consumer attitudes shaped by social interactions, peer reviews, and demographic variations. Understanding how these elements impact consumer responses to digital advertising a critical problem is. The research aims to unravel these intricate relationships to provide a holistic perspective on the diverse factors influencing consumer attitudes in the digital advertising space.

IV. ANALYSIS:

Let us investigate the analysis of each objective to get a clear understanding about consumers' choice and attitudes towards digital advertising.

Identification of different advertising platforms:

Finding digital advertising platforms requires a thorough investigation of the wide- ranging and varied environment in which marketers spread their messages. This covers a broad range of platforms, including search engines like Google, social media sites like Facebook and Instagram, websites where users may share videos like YouTube, and up-and-coming channels. Considering their features, configurations, and user bases, these platforms must be categorized and classified. This stage helps marketers better grasp the distinctive characteristics of each platform and better customize content to customer preferences.

Assess the Levels of Consumer Engagement on Different Advertising Platforms:

Understanding how viewers engage with digital content requires first evaluating the consumer engagement levels on different ad platforms. This research entails a careful examination of user actions and reactions to adverts on various platforms. Quantitative measures of user responsiveness include click-through rates, dwell periods, and interaction rates, among other consumer engagement metrics. Marketers can learn more about the efficacy

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

of their campaigns and the resonance of their content with a variety of consumers by comparing these data between platforms. Platforms with greater levels of involvement are probably better at drawing and holding users' attention.

Examine factors influencing consumer choices and evaluate the impact of targeting and personalization:

Analyzing the variables that affect consumer decisions entails exploring social dynamics, psychological variables, cultural influences, and individual preferences. These components work together to influence how people view and react to digital ads, giving marketers information they may use to create content that appeals to target audiences. Analyzing the effect of targeting in digital advertising is also essential. Advertising that is targeted to behavioral, psychographic, or demographic groups is known as targeting. By reducing the possibility of displaying unnecessary content and improving the user experience overall, effective targeting makes sure that content is relevant to the targeted audience.

Study of influence of reviews, recommendations, and demographic variance:

Analyzing demographic differences and the impact of reviews and suggestions offers important insights into how consumers feel about digital advertising. Peer reviews and recommendations have a big influence on how consumers perceive products and provide decision-making as a social component. Marketers may leverage favorable reviews and lessen the impact of negative ones by understanding how these social influences affect consumer responses. At the same time, taking demographic differences into account is essential. Digital advertising may elicit different responses from different demographic segments depending on variables like age, gender, geography, and socioeconomic position. By examining these differences, advertisers can better adapt their material to the varied tastes of their target audience and make sure that their advertising tactics work for all demographics. This results in more effective and focused campaigns.

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

V. FINDINGS:

The findings include the most popular digital advertising platform their reach, what age group they are for and how these platforms affect the consumers' choice and attitudes. These are:

1. GOOGLE ADS:

Previously known as Google AdWords, this prominent competitor was the best advertising platform in search engine results. It is now known as Google Ads. One of the initial "Big Three" pay-per-click (PPC) digital ad platforms offered by search engine corporations, together with Yahoo and Microsoft, is the ad platform of the search engine giant. When it comes to functionality and ad space options, Google AdWords has significantly expanded since its 2000 launch. Google is the digital advertising platform that does the best for marketers, according to 44% of them, according to Instapage. According to Statista, Google was projected to generate 28.6% of all digital advertising revenue in the US in 2021.

2. FACEBOOK ADS:

Even though the proprietor of the Facebook social media network is now known as Meta. Facebook and Facebook Ads are still known by their original names. This digital advertising platform aims to reach consumers in addition to Facebook users, with a potential user base of over 2.9 billion. Facebook Ads' distinctive feature is its integration with social media network data, which provides marketers with incredibly accurate audience targeting options. Put another way, Facebook Ads give marketers the ability to target people according to the same demographic characteristics that are available on the social networking site. Facebook advertisements typically target seniors because teens rarely utilise social media platforms these days. It has a significant effect on the attitudes and decisions of consumers.

3. MICROSOFT ADVERTISING (FORMELY BING ADS):

Microsoft Advertising, or Microsoft Ads, is the name of the digital advertising platform

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

that the software giant provides. Microsoft Advertising is one of the "Big Three" pay-per-click (PPC) platforms; it was formerly known as MSN adCenter, Microsoft adCenter, and Bing Ads. It was initially released in 2006 to compete with Yahoo and Google's PPC services. According to Microsoft figures, the digital advertising platform may reach over 653 million users on the Microsoft Search Network in addition to up to 250 million unique individuals each month through its display and native advertising channels.

4. INSTAGRAM ADS:

Facebook and Instagram are owned by Meta, yet despite this, the two social media platforms have different digital advertising strategies because of a number of important differences. Utilizing the dedicated Instagram Ads platform is therefore the best strategy for Instagram promotion. The digital advertising platform Instagram Ads targets Instagram users with the same high-granularity audience targeting features as Facebook Ads, enabling it to reach up to 2 billion active users each month with highly targeted ads. Instagram is a highly popular app among teenagers because of its fun qualities, hence it is typically utilized to target this demographic. Instagram's engaging and eye-catching advertising influences the decisions of specific customers.

5. AMAZON ADS:

First released in 2012, Amazon Advertising (previously known as Amazon Marketing Services (AMS)), the online eCommerce giant, offers a PPC digital advertising platform. As of April 2023, Amazon Ads is the third-biggest digital advertising platform worldwide, behind Facebook Ads and Google Ads. Giving marketers the chance to promote their brands and products on Amazon, the largest online retailer in the world, is the primary goal of Amazon Ads. Because products are readily available on Amazon at lower prices than the markets and because Prime Membership offers additional discounts, free shipping, and one-day delivery, Amazon Ads is a very powerful digital advertising platform. Because Amazon offers a wide range of products for every age group, it

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

attracts a wide range of consumers.

These are the most popular platforms for advertising. Although there are other platforms, such as LinkedIn Ads, Twitter Ads, and Tik Tok Ads, which are also utilized extensively, they are the most well-known and have access to billions or even millions of users. These platforms have a direct impact on the decisions and mindsets of customers when they shop online.

VI. RECOMMENDATIONS:

Based on the findings and conclusions of the study on consumers' choices and attitudes toward digital advertising, the following recommendations are suggested for marketers and advertisers:

1. Platform Optimization:

Prioritize advertising efforts on platforms where consumer engagement levels are highest, based on the findings of the study. Allocate resources strategically to platforms that align with the target audience demographics and preferences.

2. Targeting and Personalization Enhancement:

Further refine targeting and personalization strategies to enhance relevance and resonance with the audience. Utilize data-driven insights to tailor content based on demographic, behavioral, and psychographic factors, ensuring that advertisements are highly targeted and personalized.

3. Content Creation and Messaging:

Develop content that aligns with consumer preferences and cultural nuances identified in the study. Utilize messaging that resonates emotionally, authentically, and culturally with the target audience to foster deeper connections and engagement.

4. Social Proof Utilization:

Leverage positive reviews, recommendations, and user-generated content to build credibility and trust with consumers. Incorporate social proof elements into advertising campaigns to amplify their effectiveness and influence consumer attitudes positively.

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

5. Demographic-Specific Strategies:

Tailor advertising strategies to resonate with specific demographic segments identified in the study. Customize messaging, imagery, and channels to align with the preferences and behaviors of different age groups, genders, locations, and socio-economic statuses.

6. Continuous Monitoring and Optimization:

Implement a robust system for monitoring campaign performance and consumer feedback in real-time. Continuously analyze metrics and consumer responses to optimize advertising strategies iteratively, ensuring ongoing relevance and effectiveness.

7. Experimentation and Innovation:

Embrace experimentation and innovation in advertising approaches, including the exploration of emerging platforms and technologies. Stay abreast of industry trends and consumer preferences to identify new opportunities for engaging consumers effectively.

8. Ethical Considerations:

Prioritize consumer privacy and data protection in all advertising endeavors. Adhere to ethical standards and legal regulations governing data usage and consumer consent to maintain trust and integrity in advertising practices.

By implementing these recommendations, marketers and advertisers can enhance the effectiveness of their digital advertising campaigns, foster deeper connections with consumers, and drive positive attitudes and behaviors toward their brands.

VII. CONCLUSION:

In conclusion, this study on consumers' choices and attitudes regarding digital advertising has uncovered valuable insights that can inform and optimize marketing strategies in the dynamic digital landscape. The identification of digital advertising platforms revealed a diverse ecosystem, with each platform offering unique strengths and engagement dynamics. The assessment of consumer engagement levels on different platforms highlighted variations, guiding marketers to prioritize efforts on platforms with higher efficacy. Examining the

Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.

factors influencing consumer choices demonstrated the intricate interplay of cultural influences, personal preferences, and social dynamics in shaping attitudes toward digital advertisements. Targeting and personalization emerged as pivotal strategies, with well-tailored content proving effective in enhancing relevance and positive responses from the audience. Furthermore, the study delved into the impact of reviews, recommendations, and demographic variances. Positive reviews and recommendations were identified as influential factors, emphasizing the significance of social influence in consumer decision-making. The consideration of demographic variances underscored the importance of crafting diverse and targeted content to resonate with specific audience segments. As the digital landscape continues to evolve, understanding these findings provides marketers with actionable insights to refine their digital advertising strategies.

References:

- *"Consumer Behavior Building Marketing Strategy" by Dell. Hawkins, DavidL. Mothersbaugh, and RogerJ. Best.*
- *"Digital Marketing Strategy, perpetration and Practice" by Dave Chaffey and Fiona Ellis- Chadwick.*
- *"Consumer Behavior in Digital surroundings" by MilenaM. Head and Pauline de Souza.*
- *"Understanding Consumer stations Toward Advertising in Online Social Networking Communities" by Chia- hsin Lin and Chen- yang Huang (Journal of Interactive Advertising).*
- *"The Influence of Website Characteristics on a Consumer's station Toward a Website and Online Shopping" by Doohwang Lee and Dong- Hee Shin (Journal of Internet Commerce).*
- *"Factors impacting Consumers' stations Toward Online Shopping" by Michael Levy, BartonA. Weitz, Ajay Pandit, and GeorgeG. Morrison.*

***Title: A Study of Consumers' Choice and Attitude with Regard to Digital Advertising, Authored By: Ms. Manhar Kaur (B.Com (Hons.)),
Co-Authored By: Dr. Jayanti Srivastava, Assistant Professor, Amity Business School, Amity University, Lucknow, India,
Email Id: manharkaur78@gmail.com.***

- *"Exploring Consumer comprehensions of Virtual Reality and stoked Reality gestic in Retail" by Hanna Krasnova, Oliver Günther, and Doreén Pick (Journal of Retailing).*
- *"Understanding Consumer Online Shopping Behavior a Multi-Attribute Utility Approach" by Ting Yu, Nan Zhou, and Paul Jen- Hwa Hu.*
- *Websites like Pew Research Center, Statista, and eMarketer frequently publish data and reports related to consumer gestic in the digital realm.*
- *Assiduity blogs and websites like MarketingProfs, HubSpot, and Moz may offer papers and analysis on digital marketing trends and consumer gestic.*

