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The Impact of Digital Marketing Strategies on Consumer Behavior: A Comparative Study of Online and Offline Retailers

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ΣΧΟΛΗ ΔΙΟΙΚΗΣΗΣ ΕΠΙΧΕΙΡΗΣΕΩΝ

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ΚΥΡΙΑΚΟΣ ΚΥΠΡΙΑΝΟΥ

ΔΕΚΕΜΒΡΙΟΣ 2023



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The Impact of Digital Marketing Strategies on Consumer Behavior: A Comparative Study of Online and Offline Retailers.

**Διπλωματική Εργασία η οποία υποβλήθηκε προς
απόκτηση Master in Business Administration στο
Πανεπιστήμιο Νεάπολις Πάφος**

ΚΥΡΙΑΚΟΣ ΚΥΠΡΙΑΝΟΥ

ΔΕΚΕΜΒΡΙΟΣ 2023

Πνευματικά δικαιώματα

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Η έγκριση της Διπλωματικής Εργασίας από το Πανεπιστημίου Νεάπολις δεν υποδηλώνει απαραίτητως και αποδοχή των απόψεων του συγγραφέα εκ μέρους του Πανεπιστημίου.

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Όνοματεπώνυμο Φοιτητή: Κυριάκος Κυπριανού

Τίτλος Διπλωματικής Εργασίας: The Impact of Digital Marketing Strategies on Consumer Behavior: A Comparative Study of Online and Offline Retailers.

Η παρούσα Διπλωματική Εργασία εκπονήθηκε στο πλαίσιο των σπουδών για την απόκτηση εξ αποστάσεως μεταπτυχιακού τίτλου στο Πανεπιστήμιο Νεάπολις και εγκρίθηκε στις 06/02/2024 από τα μέλη της Εξεταστικής Επιτροπής.

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Abstract:

This research undertakes a comprehensive exploration of the reciprocal relationship between digital marketing strategies and consumer behavior, conducting a comparative analysis within the contexts of both online and offline retail settings. The study employs a mixed-methods approach, commencing with a meticulous examination of ethical considerations to establish a robust foundation for subsequent investigations.

The qualitative phase delves into participant narratives, uncovering the nuanced impact of personalized digital marketing on consumer decision-making, the pivotal role of trust in shaping purchasing behaviors, and the intricate dynamics of social influences within the consumer journey. Concurrently, the quantitative analysis furnishes statistical insights into preferences, habits, and correlations across various digital marketing metrics and consumer actions.

Enriching the findings are visual representations, participant quotes, and a detailed demographic breakdown, collectively offering a multidimensional perspective on the intricate relationship between digital marketing strategies and consumer behavior. The interpretive section navigates the implications of personalization, trust-building, social influence, and fluid consumer journeys, synthesizing a nuanced understanding of their intertwined dynamics in both online and offline retail landscapes.

A comparative exploration aligns our discoveries with existing studies, revealing shared themes and distinctive aspects uncovered in our research. The subsequent section translates our insights into actionable recommendations for businesses seeking to navigate the dynamic terrain of digital marketing and consumer behavior, underscoring the significance of personalized strategies, trust-building initiatives, social influence strategies, seamless omnichannel experiences, and targeted demographic approaches.

In the concluding chapters, the research reflects on the transformative potential of its insights and extends an invitation for future exploration into the uncharted territories of the digital marketing and consumer behavior landscape. Through a rich tapestry of data presentation, analysis, and practical recommendations, this study contributes significantly to advancing the understanding of the intricate dance between digital strategies and consumer choices in the intricate world of retail.