



The Impact of Digital Marketing on Consumer Buying Behavior and Sales – A Study on Bicycle Industry of Punjab.

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ABSTRACT

Digital marketing has emerged as a transformative force in reshaping consumer behavior and industrial competitiveness in the modern business environment. This study examines the impact of digital marketing on consumer buying behavior and sales performance in the bicycle industry of Punjab, with special reference to Ludhiana, widely recognized as the bicycle manufacturing hub of Punjab. The research adopts a quantitative approach based on primary data collected from 150 respondents through a structured online questionnaire, supported by secondary data from published journals and academic literature. Statistical tools including mean, median, mode, variance, and Pearson's correlation were used to analyze the relationship between digital marketing variables and purchase behavior. The findings reveal that digital marketing elements such as online advertisements, social media promotions, influencer reviews, online discounts, and customer reviews significantly influence consumer purchase decisions. Among these, online discounts and positive online reviews demonstrate the strongest impact on accelerating buying decisions and building consumer trust. Correlation analysis further confirms a strong positive relationship between digital engagement and purchase intention, indicating that digital marketing contributes

meaningfully to potential sales growth. The study concludes that digital marketing is no longer a supplementary promotional strategy but a critical driver of consumer behavior and competitive advantage in Punjab's bicycle industry. The findings provide valuable insights for manufacturers and marketers seeking to enhance brand visibility, customer engagement, and sales performance through data-driven digital strategies.

Keywords: Digital Marketing, Consumer Buying Behavior, Bicycle Industry, Online Promotions, Social Media Marketing, Punjab.



INTRODUCTION

Digital marketing has emerged as one of the most transformative developments in the global business landscape over the past two decades. The shift from traditional marketing practices to digital platforms has fundamentally altered how businesses interact with consumers, build relationships, and create value in competitive markets. According to Desai (2019), digital marketing integrates strategic tools such as search engine optimization, social media marketing, and data analytics to enhance brand visibility, engagement, and sales conversion. This transition from conventional mass-media advertising to digital-first communication channels marks a shift from a product-centric to a customer-centric business orientation, where real-time communication and consumer feedback play a defining role in shaping marketing outcomes (Sawicki, 2016).

In the Indian context, digital marketing has become an essential enabler of economic growth and modernization. India's rapidly expanding internet user base—fueled by affordable smartphones, data accessibility, and government initiatives like “Digital India”—has created a fertile environment for digital adoption across industries (Kumar, 2021). Punjab, one of India's most industrialized states, houses several robust manufacturing clusters, notably the bicycle industry centered in Ludhiana, which contributes significantly to both domestic and export markets.

The bicycle industry, traditionally associated with utility-based mobility, has recently evolved into a lifestyle and health-oriented product category. As Fahrizal M. *et al.* (2024) note, bicycles today are positioned as sustainable and fitness-driven mobility solutions, appealing to eco-conscious and health-aware consumers. The COVID-19 pandemic further accelerated this digital shift, pushing manufacturers and consumers toward online platforms. As Sugandha, *et al.* (2025) highlight, the post-pandemic market recovery witnessed a surge in online marketing efforts aimed at reviving sales and maintaining brand visibility. Therefore, understanding how digital marketing contributes to the growth and competitiveness of Punjab's bicycle industry provides valuable insights into the evolving dynamics of industrial modernization and consumer behavior.

Digital transformation represents a holistic restructuring of how organizations create and sustain value in the marketplace. According to Nuseir *et al.* (2023), digital transformation encompasses the integration of technologies such as artificial intelligence, big data analytics, and the Internet of Things into business operations. In the manufacturing sector, digital transformation enhances production efficiency while its influence on marketing enables firms to employ data-driven insights for personalized campaigns and demand forecasting.

Digital marketing can be described as the strategic use of online platforms and digital technologies to promote products and brands. It encompasses diverse methods including content marketing, social media campaigns, influencer partnerships, and paid advertising. Sawicki (2016) notes that digital marketing offers personalization unmatched by traditional media, enabling one-to-one engagement and feedback loops. Fahrizal M. *et al.* (2024) emphasize that digital content plays a vital role in promoting awareness of sustainable products like bicycles, while Alvalin & Sugiarto (2024) underline the importance of influencer marketing in shaping purchase intentions.

The bicycle industry of Punjab stands as one of India's oldest and most significant industrial clusters. Ludhiana, often referred to as the “Bicycle Capital of India,” accounts for a large share of the nation's bicycle production (Puneeth & Nethravathi, 2021). Despite its industrial strength, the marketing practices of Punjab's bicycle manufacturers have traditionally been conservative, relying heavily on distributors and limiting direct consumer engagement (Muthusamy & Ganesh, 2020). The post-pandemic era marked a turning point with growing awareness of health, fitness, and sustainability, presenting a unique opportunity for manufacturers to reposition their products through digital channels.



The growing emphasis on digital marketing in Punjab's bicycle industry is both a response to global technological evolution and a strategic necessity for sustaining industrial growth. Digital marketing enables direct access to international markets without relying solely on traditional export channels (Nuseir *et al.*, 2023). Furthermore, modern consumers particularly millennials and Generation Z make purchase decisions based on online reviews and social media content (Li, 2024). Hence, digital marketing represents both an opportunity and a necessity for Punjab's bicycle industry, enabling firms to compete in global markets and align with evolving consumer lifestyles centered on health, sustainability, and convenience.

The present study aims to bridge the prominent gaps identified in existing literature by adopting a more comprehensive, structured, and evidence-based approach to understanding the role of digital marketing in influencing consumer behavior. Prior research has largely been constrained by a lack of empirical validation, with many studies relying heavily on secondary data or conceptual discussions. In contrast, this study incorporates primary data collection through a structured questionnaire, thereby providing first-hand insights into consumer perceptions and behaviors. Additionally, earlier studies have often suffered from limited and non-representative sample sizes, restricting the generalizability of their findings. This research attempts to address this limitation by including a more diverse respondent base, ensuring broader applicability of the results.

LITERATURE REVIEW

The existing body of literature highlights the growing significance of digital marketing as a transformative force influencing consumer behavior, brand engagement, and sales performance across industries. Early conceptual frameworks, such as those proposed by Sawicki (2016), emphasize how digital technologies have redefined marketing paradigms by shifting power toward consumers through personalization, interactivity, and data-driven communication. Building on this foundation, Desai (2019) further argues that digital marketing is not a singular tool but an integrated system combining SEO, social media, and content strategies to enhance business outcomes. These theoretical perspectives establish the groundwork for understanding how digital platforms reshape traditional marketing structures, particularly in industries transitioning from offline to online models.

Recent empirical studies reinforce the effectiveness of digital marketing in influencing consumer purchase behavior. Sugandha *et al.* (2025) and Wan (2023) provide quantitative evidence demonstrating a strong positive relationship between digital marketing activities and consumer purchase intentions, brand awareness, and sales performance. Their findings highlight that tools such as targeted advertising, influencer promotions, and interactive campaigns significantly enhance consumer engagement and conversion rates. Similarly, Kurdi *et al.* (2022) confirm that digital channels, supported by electronic word-of-mouth (eWOM), play a crucial role in shaping consumer attitudes and decision-making processes. Collectively, these studies suggest that digital marketing is not only a communication medium but also a strategic driver of measurable business performance.

A prominent theme emerging from the literature is the role of social media and influencer marketing in shaping consumer perceptions and trust. Alvalin and Sugiarto (2024) demonstrate that influencers act as key intermediaries who influence purchase intentions by fostering emotional connections and credibility. Likewise, Al-Azzam and Al-Mizeed (2021) find that young consumers are particularly responsive to visually engaging and interactive digital content across platforms such as social media and email marketing. These findings are further supported by Fahrizal *et al.* (2024), who emphasize the importance of digital content such as videos, blogs, and interactive advertisements in raising awareness of products like electric bicycles. Together, these studies underline that trust, authenticity, and engagement are central to the success of digital marketing strategies, especially when targeting digitally active consumer segments.



Another critical dimension explored in the literature is the integration of advanced digital tools and technologies to enhance customer experience. Nuseir et al. (2023) highlight the growing role of AI-driven systems, data analytics, and omnichannel strategies in delivering personalized and efficient customer interactions. These technological advancements enable firms to collect and analyze consumer data, optimize marketing campaigns, and improve customer satisfaction. However, despite the widespread recognition of these tools, several studies note a lack of quantitative evidence measuring their direct impact on sales and long-term performance. This indicates that while digital transformation is widely adopted, its effectiveness remains partially underexplored in empirical terms.

The literature also reflects the importance of organizational readiness and awareness in adopting digital marketing practices. Kumar (2021) identifies moderate levels of digital literacy among entrepreneurs, suggesting that while awareness is increasing, the practical application of digital tools remains limited. Febriyantoro and Arisandi (2018) similarly observe that digital marketing adoption leads to improved sales and brand recognition, though many businesses are still in the early stages of implementation. These findings indicate that the benefits of digital marketing are contingent not only on technological availability but also on the ability of firms to effectively utilize these tools. This is particularly relevant for traditional manufacturing sectors, where legacy practices often slow the pace of digital adoption.

Finally, industry-specific studies provide contextual insights into the bicycle sector, highlighting both opportunities and challenges. Puneeth and Nethravathi (2021) identify key growth drivers such as urbanization, health awareness, and export potential, while also noting structural limitations like fragmented marketing systems and technological gaps. Muthusamy and Ganesh (2020) further emphasize the role of macroeconomic factors in influencing bicycle exports but point out that marketing strategies remain an underexplored variable. Integrating these insights with digital marketing literature suggests that adopting digital strategies could address many of these limitations by enhancing visibility, strengthening brand identity, and improving market access. Overall, the literature collectively underscores that while digital marketing holds significant potential to transform industries like the bicycle sector in Punjab, further empirical research is needed to fully understand and quantify its impact on sales performance.

RESEARCH METHODOLOGY

This section outlines the research design, data collection methods, sampling techniques, and analytical tools used to achieve the objectives of the study. The study adopts a mixed-method approach, combining primary data analysis with secondary data insights to examine the role of digital marketing in shaping consumer purchase behaviour and its relationship with sales performance.

Research Design:

The research follows a descriptive and analytical research design. A descriptive design is used to understand consumer perceptions regarding digital marketing. An analytical approach is applied to examine relationships between variables using statistical tools.

The study is divided into two parts based on the research objectives:

1. To study how digital marketing shapes the purchase behaviour of bicycle buyers/customers.
2. To examine the relationship between digital marketing and sales performance.

The first objective was addressed using primary data and statistical analysis, while secondary data from existing research studies was sourced to address the second objective.



Data Collection:

The study employs both primary and secondary data sources. Primary data was collected through a structured questionnaire administered to bicycle consumers in Punjab. The questionnaire was designed to collect quantitative data from respondents. The questionnaire included both closed-ended and Likert-scale questions covering areas such as awareness and perception of digital marketing campaigns, influence of online advertisements and influencers on purchase decisions, preferred digital platforms and frequency of engagement with bicycle brands. These questions were designed to capture consumer perceptions of various digital marketing factors such as online advertisements, social media promotions, influencer reviews, and online discounts.

Secondary data was collected from published research papers, journals, and academic studies. To fulfill the second objective, the study relies on findings from prior research. These studies were analyzed to understand the relationship between digital marketing and sales performance, as direct sales data was not collected in this study due to non-availability.

Sampling Design:

A total of 150 respondents were selected through online distribution of the questionnaire. This sample size ensures manageable data collection and adequate representation for descriptive statistical analysis. The target population were the bicycle consumers in the region of Punjab. The study employs a non-probability convenience sampling technique. Respondents were chosen based on their accessibility and willingness to participate in the online survey. This method is appropriate given the exploratory nature of the research and digital medium of data collection.

Data Analysis Tools:

The collected primary data was analysed using simple statistical tools in Excel, such as mean, median, and mode to summarize central tendencies of responses. Also, frequency and percentage analysis was conducted to interpret demographic and attitudinal distributions. Furthermore, variance and correlation analysis was applied to evaluate relationships between digital marketing exposure and purchasing behavior. Descriptive and inferential statistics were computed using spreadsheet and statistical software tools to ensure accuracy and interpretability. These tools were used to measure the influence of digital marketing variables on purchase behaviour.

For the second objective, a comparative and interpretative analysis of existing literature was conducted. The key findings from selected research papers were reviewed and then relationships between digital marketing and sales were identified. Then, the results were synthesized to draw meaningful conclusions. This approach ensures theoretical support for the study in the absence of direct sales data.

The methodology adopted in this study effectively combines empirical analysis and literature-based insights to achieve the research objectives. While primary data is used to analyze consumer behaviour, secondary data supports the understanding of digital marketing's impact on sales, ensuring a comprehensive evaluation of the research problem.

RESULTS AND DISCUSSION

This section presents the analysis and interpretation of data in line with the research objectives. The study adopts a dual approach wherein, primary data analysis is used to examine how digital marketing influences purchase behaviour of bicycle consumers and secondary data analysis is used to understand the relationship between digital marketing and sales performance.



Reliability Analysis

Cronbach's Alpha was computed to assess the internal consistency and reliability of the questionnaire items measuring the influence of digital marketing on consumer purchase behaviour. The obtained value of $\alpha = 0.927$ indicates excellent reliability of the measurement scale. According to standard reliability benchmarks, values above 0.70 are considered acceptable while values above 0.90 are considered highly reliable. Therefore, the results suggest that the items included in the questionnaire are highly consistent and reliably measure the underlying construct of digital marketing influence on purchase behaviour.

Influence of Digital Marketing on Purchase Behavior

To study how digital marketing shapes the purchase behaviour of bicycle buyers, the Likert-scale responses were converted into numerical values for analysis. (See Table 1)

Table 1: Likert Scale Range

Range	Numeric values
Strongly Disagree	(1)
Disagree	(2)
Neutral	(3)
Agree	(4)
Strongly Agree	(5)

Descriptive Statistical Analysis

The mean values of all key digital marketing variables ranged between 3.34 and 3.62, indicating an overall tendency toward agreement among respondents. The highest mean score (3.62) was observed for the statement: "Online discounts and offers encourage me to make quicker purchase decisions." Statements related to influencer reviews (3.49), positive online reviews (3.53), and social media promotions (3.43) also showed relatively high agreement levels. These findings suggest that digital promotional strategies significantly shape consumer perceptions and decision-making processes. (See Table 2)

Table 2: Descriptive Statistics

Variable	Mean	Median	Mode	Variance
Online Advertisements	3.34	4	4	1.49
Social Media Promotions	3.43	4	4	0.88
Influencer/YouTuber reviews	3.49	4	4	1.16
Online discounts	3.62	4	4	1.03
Positive online reviews (Customer)	3.53	4	4	1.12

The median and mode for most variables was predominantly 4 (Agree). This consistency indicates that the majority of respondents perceive digital marketing as influential in their bicycle purchase decisions. Variance values ranged between moderate levels (approximately 0.87 to 1.49), suggesting limited dispersion in responses. This indicates relative consensus among respondents regarding the importance of digital marketing in shaping purchase behavior.



Correlation Analysis

To examine the relationship between digital marketing variables and consumer purchase behaviour, Pearson's correlation analysis was conducted. The independent variables considered include online advertisements, social media promotions, influencer/YouTuber reviews, online discounts, and positive online reviews, with purchase decisions as the dependent variable.

The correlation results indicate a moderate positive relationship between all digital marketing variables and purchase decisions. Influencer reviews ($r = 0.516$) show the strongest relationship with purchase decisions. Online advertisements ($r = 0.504$) also demonstrate a significant influence on purchase behaviour. Social media promotions ($r = 0.474$) and positive online reviews ($r = 0.460$) show moderate associations while Online discounts ($r = 0.386$) exhibit a comparatively weaker, yet positive relationship (See Table 3). These results suggest that consumers are most influenced by opinion-based and trust-driven content, such as influencer reviews and advertisements, rather than purely price-driven incentives like discounts. This reflects a shift in consumer behaviour, where information credibility and social proof play a more critical role than traditional promotional tactics.

Table 3: Pearson's Correlation Analysis

Variables	Purchase decisions	Online advertisements	Social Media promotions	Influencer reviews	Online discounts	Positive online review
Purchase decisions	1					
Online advertisements	0.504	1				
Social Media promotions	0.474	0.742	1			
Influencer review	0.516	0.628	0.650	1		
Online discounts	0.386	0.501	0.638	0.648	1	
Positive online reviews	0.460	0.546	0.543	0.643	0.699	1

The results of the present study are consistent with earlier research findings, thereby strengthening their validity. Sugandha *et al.* (2025) found that online marketing variables significantly influence purchase decisions, explaining 83.7% of behavioural variation. The current study supports this finding by demonstrating consistent positive correlations between digital marketing factors and purchase decisions. Kurdi *et al.* (2022) also employed a quantitative approach and found a significant positive relationship between digital marketing engagement and consumer purchase intention, particularly emphasizing the role of online interaction and content relevance. The moderate correlations observed in the present study align with these findings.

Furthermore, the findings are strongly supported by the study conducted by Al-Azzam and Al-Mizeed (2021), which used a quantitative survey and correlation design to examine the impact of digital marketing channels on purchasing decisions. Their results revealed online advertising had the strongest relationship with purchase decisions, email marketing, mobile marketing, and social media marketing also showed positive and significant relationships. Similarly, the present study also identifies online advertisements and influencer-driven content as strong predictors, confirming consistency across different contexts.



Relationship between Digital Marketing and Sales Performance

Since primary sales data was not collected, this objective is addressed through analysis of existing research studies. The relationship between digital marketing and sales has been widely supported in prior research:

Firstly, the study by Wan (2023) establishes a direct relationship between digital marketing and sales performance. The research demonstrates that digital marketing strategies enhance sales by improving conversion rates, expanding sales channels, and enabling personalized customer engagement. This indicates that digital platforms not only create awareness but also directly contribute to increased revenue generation.

Similarly, the study conducted by Febriyantoro and Arisandi (2018) provides empirical evidence of the impact of digital marketing on sales, particularly in the context of small and medium enterprises (SMEs). Their findings reveal that businesses adopting digital marketing experienced a substantial increase in sales volume, ranging from 30% to 100%. This improvement is attributed to wider market reach, improved customer interaction, and ease of transaction, reinforcing the idea that digital marketing serves as a powerful tool for business growth.

In addition, the study by Sugandha et al. (2025) further strengthens this relationship by examining the role of online marketing in influencing purchasing decisions. The study finds that digital marketing variables such as personal relevance, interactivity, message quality, and brand familiarity significantly influence consumer purchase decisions, accounting for 83.7% of the variation. Although the study does not directly measure sales, it clearly establishes that purchasing decisions contribute to increased sales. Therefore, it demonstrates an indirect relationship, where digital marketing influences purchase behaviour, which in turn leads to higher sales.

These insights align closely with the findings of the present study, where respondents showed a strong agreement regarding the influence of digital marketing factors such as online promotions, influencer reviews, and social media engagement on their purchase decisions. The positive correlations observed between these variables further validate the interconnected nature of digital marketing elements in shaping consumer behaviour.

The literature reveals two important pathways:

1. Direct Relationship: Digital marketing directly increases sales through improved reach, engagement, and conversion (Wan, 2023; Febriyantoro & Arisandi, 2018)
2. Indirect Relationship: Digital marketing influences purchase decisions, which in turn lead to increased sales (Sugandha et al., 2025)

Thus, even in the absence of primary sales data, strong empirical evidence supports the conclusion that digital marketing significantly contributes to sales performance. The results align with earlier studies performed by Wan (2023), Kurdi et al. (2022), and Sugandha et al. (2025) which similarly identified strong relationships of digital marketing exposure with consumer purchase intention and sales performance.

Combining both primary and secondary findings provides a comprehensive understanding of the research problem. Primary data confirms that digital marketing strongly influences consumer purchase behaviour. Secondary data confirms that these behavioural changes ultimately translate into increased sales performance. This establishes a logical chain where Digital marketing influences consumer behaviour leading to an informed purchase decision which ultimately increases sales growth.



Thus, both research objectives are successfully achieved through a combination of empirical analysis and literature-based evidence. The results of this study are consistent with existing literature, reinforcing the importance of digital marketing as a strategic tool in modern business environments.

CONCLUSION

The present study aimed to examine how digital marketing shapes the purchase behavior of bicycle buyers and its impact on the sales performance of Punjab's bicycle industry. Based on descriptive and correlation analysis of primary data collected from 150 respondents, the study concludes that digital marketing plays a significant and positive role in influencing consumer purchase behavior. Key conclusions include Digital advertisements and social media promotions significantly enhance brand awareness, Online discounts and promotional offers strongly influence quicker purchase decisions, Influencer and YouTuber reviews positively affect perception of quality and trust. This indicates digital marketing elements are interrelated and collectively influence consumer decision-making.

The second objective was achieved through analysis of existing research studies, as primary sales data was not collected. The review of literature leads to these conclusions that Digital marketing has a direct positive impact on sales performance by improving customer reach, engagement, and conversion rates. Also, Businesses adopting digital marketing strategies experience significant increases in sales volume, as supported by prior empirical studies. Furthermore, Digital marketing also has an indirect effect on sales, as it strongly influences purchase decisions, which ultimately lead to higher sales.

Thus, the strong positive correlations between digital engagement factors confirm that digital marketing is not merely a supplementary promotional tool but a critical driver of consumer behavior and potential sales growth. The present study also has some limitations. Firstly, the study does not include primary data on sales performance. Secondly, the relationship between digital marketing and sales is derived from secondary research studies. Future studies can include primary sales data to statistically measure the relationship. Also, the sample size is limited to 150 respondents within Punjab, which may affect generalizability. In future, a larger and more diverse sample can be used to overcome it. Also, advanced tools such as regression analysis or structural equation modelling (SEM) can be used for deeper insights.

DECARATIONS

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