

The Impact of Digital Marketing Practices on Consumer Behavior with The Mediating Role of Consumer Trust in Sri Lanka Mobile Phone Industry

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ABSTRACT

Purpose: This research investigates how digital marketing influences consumer behaviour in Sri Lanka's mobile phone industry, focusing on the role of trust as a mediator between digital marketing practices and consumer responses. The study aims to offer insights into the effectiveness of digital marketing strategies in shaping consumer decisions in Sri Lanka.

Design/Methodology/Approach: A descriptive research design was employed, using a sample of 300 respondents selected via stratified random sampling from all nine provinces in Sri Lanka. Data was collected through surveys, and statistical analysis was conducted using SPSS software. The study tested hypotheses regarding the positive effects of digital marketing on consumer behaviour and the mediating role of trust. A conceptual framework was developed to examine the relationships between digital marketing, trust, and consumer behaviour.

Findings: The research reveals that digital marketing significantly impacts consumer behaviour. Among various channels, email marketing had the strongest influence on consumer behaviour, primarily through trust-building. Social media, mobile marketing, and website marketing also positively affected consumer behaviour, with trust playing a partial mediating role. These findings underscore the importance of trust in shaping how consumers respond to digital marketing.

Practical Implications: The study provides valuable guidance for mobile phone companies in Sri Lanka. By prioritizing trust-building strategies, such as transparent communication and consistency across digital platforms, companies can enhance consumer engagement and loyalty. The research also highlights which digital marketing practices particularly email and social media are most effective in influencing consumer decisions. This can help businesses optimize their marketing efforts, improve targeting, and make informed decisions about resource allocation.

Originality/Value: This research contributes to the understanding of digital marketing's influence on consumer behaviour in Sri Lanka. It also highlights the critical, yet often overlooked, role of trust as a mediator in the digital marketing-consumer behaviour relationship. These insights are valuable for both academics and practitioners to refine digital marketing strategies in Sri Lanka and similar markets.

Keywords: *Digital Marketing, Consumer Behaviour, Consumer Trust, Mobile Phone Industr*