

How Digital Marketing Influences Investment Decisions

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Abstract: *The way investors view and engage with financial data has changed as a result of digital marketing. The purpose of this study is to investigate how digital marketing affects investment choices, especially for individual investors. This study assesses how digital marketing techniques, such as email advertising, content marketing, and social media, influence investor behavior. A sample of individual investors was given structured questionnaires as part of the research approach to obtain primary data. The results demonstrate the increased significance of online platforms in financial decision-making by showing a substantial link between exposure to digital marketing and investment choices.*

Keywords: Influencer marketing, email campaigns, social media, retail investors, digital marketing, investment decisions, and financial literacy

