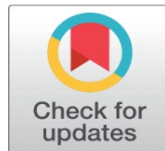
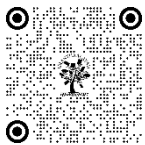


EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES OF NETWORK MARKETING COMPANIES ON CONSUMER PSYCHOLOGY

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ABSTRACT

The rapid advancement in digital technologies has transformed the landscape of marketing, leading to the widespread adoption of digital marketing strategies by network marketing companies. This research paper examines the positive impacts of digital marketing strategies on consumer psychology and sales performance within network marketing companies. Utilizing a sample of 259 respondents, the study employs quantitative analysis to explore how digital marketing initiatives affect consumer engagement, brand perception, and purchasing decisions. The study highlights that personalized digital marketing strategies significantly enhance consumer engagement, influencing their perception of brands and increasing their likelihood of making purchases. Additionally, the research identifies a direct correlation between the frequency of digital marketing campaigns and improved sales performance. Special promotions and interactive digital marketing tactics further contribute to consumer purchasing decisions and trust in network marketing companies. The findings suggest that effective digital marketing strategies can lead to higher sales and improved customer loyalty. This paper provides valuable insights for marketers looking to optimize their digital strategies to better meet consumer needs and enhance sales performance.

Keywords: Digital Marketing Strategies, Consumer Psychology, Sales Performance, Network Marketing Companies, Consumer Engagement, Brand Perception

1. INTRODUCTION

Digital marketing has become an essential tool for organisations in today's business world to reach customers and boost sales. Companies in the network marketing industry are increasingly relying on digital platforms to expand their reach and promote products and services. This strategy is driven by the ever-evolving technological landscape. Not only is this change a tactical adaptation to shifting customer tastes and habits, but it is also a reaction to new technologies. To optimise marketing efforts and achieve company objectives, it is crucial to understand how digital marketing methods impact consumer psychology. Therefore, studying this dynamic has become a vital topic of research. The way customers engage with companies has been revolutionised by the rise of digital

technology. Companies may now reach their target consumers with unprecedented accuracy thanks to the integration of social media platforms, search engines, and internet advertising into the marketing mix. Especially network marketing organisations are taking advantage of these digital technologies to contact more people and build stronger relationships with their customers. These businesses strive to impact customer views, stimulate engagement, and eventually increase sales with tactics including interactive ads, influencer collaborations, and content marketing. The capacity to influence consumer psychology is a critical component of digital marketing's efficacy. Digital marketing has the potential to greatly influence customer attitudes and behaviours due to its real-time contact and personalisation capabilities, in contrast to more conventional forms of advertising. As an example, tailored content and ads may make people feel more connected, which increases the chances of them engaging and making a purchase. Digital platforms also allow users to engage in conversations about brands, share their experiences, and even influence their friends and family, which increases the reach and effectiveness of marketing campaigns. In this aspect, the emergence of social media has been incredibly revolutionary. In addition to opening up new avenues for advertising, social media sites like Twitter, Instagram, and Facebook have made it easier for users to communicate with one another and share information. More and more, people are turning to social media to research things, get suggestions, and ultimately make purchases. Because of this change, it's more important than ever to learn how to use digital marketing tactics to affect consumer psychology through the dynamics of social media. Digital marketing has the ability to influence customer behaviour, as evidenced by studies that demonstrate how social media interaction and interactive ads may improve consumers' perceptions of businesses and their intents to share messages. In addition, businesses may now better understand and anticipate customer preferences thanks to data analytics and consumer insights integrated into digital marketing campaigns. Marketers may better meet customer expectations by adjusting plans based on data collected from online activity, engagement, and feedback. Companies may gain a better grasp of consumer psychology and improve their strategies for more focused outcomes by using this data-driven strategy, which also boosts the efficacy of marketing initiatives. Despite digital marketing's many benefits, it can be difficult for network marketing organisations to put these techniques into practice. Constant innovation and adaptability are required due to the ever-changing digital ecosystem and the growing complexity of customer behaviours. Maintaining authenticity and establishing trust with consumers is a tall order for companies as they tackle challenges like data privacy, ad fatigue, and platform algorithms. To overcome these obstacles, you need to be nimble and knowledgeable about how digital marketing methods affect customer psychology. Finally, the influence on customer psychology is directly proportional to the efficacy of network marketing organisations' digital marketing tactics. It is becoming more and more crucial to comprehend how these methods influence customer attitudes and behaviours in light of the ever-changing digital technology. With an emphasis on how network marketing businesses might use digital technologies to affect consumer psychology and promote corporate success, this study paper seeks to analyse the many characteristics of digital marketing's efficacy. In order to optimise digital marketing efforts in the network marketing industry, this research aims to offer significant insights and practical recommendations by studying current trends, methods, and customer responses.

In the world of network marketing organisations in particular, digital marketing tactics have a significant effect on customer psychology. The capacity of digital marketing to craft compelling and highly personalised experiences that speak

to specific customers is fundamental to this impact. Companies in the network marketing industry are able to provide personalised information that corresponds to the interests and actions of their target demographic through the use of targeted advertising, social media, and email. More relevant and appealing marketing messages are created when consumers have an emotional connection to the company through this degree of personalisation. Customers are more likely to have a good engagement, loyalty, and conversion rate when they see information that is relevant to them and their requirements. One of the most influential factors in moulding consumer psychology is the interactive aspect of digital marketing. Take social media as an example. It allows users to join conversations about brands, share their experiences, and even influence their friends. In addition to increasing the exposure of marketing messaging, this engagement boosts the brand's legitimacy by demonstrating its popularity among target audiences. A consumer's perception of a brand and its products are positively impacted when they observe their friends and acquaintances interacting with or promoting those brands. Customers' opinions and actions can be swayed by the combined effects of this peer pressure and interactive elements like likes, comments, and shares. In addition, data analytics are frequently used in digital marketing techniques to learn about customer tastes and habits. Network marketing organisations may better satisfy their audience's demands by analysing engagement indicators, purchasing history, and online interactions. More accurate targeting and messaging made possible by this data-driven strategy has the potential to boost customer happiness and encourage them to do business again. Consumers are more sensitive to firms that understand and anticipate their wants, making data-driven marketing a potent weapon for influencing consumer psychology. Digital marketing has a profound effect on consumer psychology in many ways, one of which is the development of feelings of scarcity and urgency. Creating a sense of urgency and scarcity is a typical goal when using techniques like limited-time deals, flash sales, and exclusive promos. These tactics use psychological cues associated with scarcity and time pressure to get people to move fast in response to opportunities they see. Because customers are driven by the fear of losing out on a great deal, this can result in more engagement and greater conversion rates. Lastly, a strong online presence is typically fostered through influencer alliances and content marketing in network marketing organisations' usage of digital marketing tactics. Blogging, video sharing, and social media marketing all fall under the umbrella of "content marketing," which aims to educate and engage audiences. Conversely, influencer relationships use the popularity and reputation of famous people to promote goods and services. Both methods help mould how consumers see the brand and establish confidence in it, which in turn affects their propensity to buy. Finally, a wide range of customer psychological factors, including personalisation, engagement, urgency, and trust, are influenced by digital marketing tactics. Companies in the network marketing industry may strengthen their relationships with customers, change their mindsets and actions, and boost their bottom lines by making good use of these tactics.

2. REVIEW OF LITERATURE

In this study, Shen et al. (2016) look into the efficacy of marketing communication on social media, specifically how P2P ad sharing is affected by users' social connections. Their study demonstrates that, in comparison to non-interactive advertising, interactive advertising improves consumer attitudes and intents to share messages, using a conceptual framework grounded on communication theory and social capital. In this process, the social bond is a critical moderator. This

research adds to our knowledge of consumer psychology within the framework of network marketing by shedding light on the ways in which digital marketing techniques are impacted by social media interactions and the strength of social relationships.

Using bibliometric network analysis, Krishen et al. (2021) provide a thorough review of interactive digital marketing. Topics in digital marketing have been changing throughout the years, and their research shows that data-driven, interactive strategies that use digital platforms and ICT technologies are becoming more popular. The results show how these advances improve marketing by making consumer groups more knowledgeable and linked. This review sheds light on the psychological effects of digital marketing tactics on consumers and is thus relevant to the study of how the incorporation of such technologies affects customer engagement and behaviour.

By focussing on the mental aspects that impact online purchasing decisions, Dewani et al. (2022) investigate the function of cyberpsychology within the realm of digital marketing. Their research shows that in order to make targeted ads, it's crucial to know how people use digital platforms. The research shows that cyberpsychology may use colour psychology and design to increase customer engagement and affect their choices. To better understand the effect of digital marketing techniques on consumer psychology, this study is essential for investigating the applicability of psychological insights to such methods.

With an emphasis on the mediating function of consumer interaction, Husnain and Toor (2017) examine the effect of social media marketing on consumers' intentions to buy. Using data collected from Pakistani social media marketers, they found that SNM had a substantial impact on consumers' propensity to make a purchase, with customer engagement serving as a moderator in this connection. Based on the results, businesses should make social media marketing a top priority and tweak their tactics often to keep customers engaged. The impact of social network marketing tactics on customer psychology and spending habits is better understood thanks to this review.

By contrasting the United States and France, Brettel and Spilker-Attig (2010) assess the efficacy of internet advertising across cultural contexts. Their research shows that cultural variations considerably mitigate the influence of on-demand ad channels on short-term performance compared to push channels. According to the study's findings, in order to maximise marketing efficacy, targeted ads should take cultural settings into account. To help us understand consumer psychology in different geographical contexts, this review sheds light on how cultural influences impact the efficacy of digital marketing methods.

An in-depth analysis of digital marketing tactics is given by Bala and Verma (2018), who highlight the shift in customer behaviour towards digital platforms. They show how search engine optimisation (SEO), search engine marketing (SEM), content marketing (CM), and social media marketing (SMM) are replacing more conventional tactics. Research like this highlights the financial and operational benefits of digital marketing, drawing attention to the fact that marketers now have more ways than ever to connect with customers because to the proliferation of social media sites like Facebook and WhatsApp. In order to better comprehend the influence of digital marketing on consumer psychology in network marketing, it is important for organisations to have a good grasp of consumer motivations and social media preferences. This review is helpful for that purpose.

Increasing spending on digital ads is highlighted in Deshwal's (2016) examination of the development of internet advertising and its impact on customer

behaviour. The trend towards more engaging web advertising, which seeks to pique customers' interest more than static TV commercials, is covered in this research. Online ads have a far greater influence on consumer sentiment and behaviour because they enable consumers to actively participate. The purpose of this review is to provide light on the impact of network marketing businesses' interactive digital marketing methods on customer psychology.

In their 2015 study, Yasmin, Tasneem, and Fatema compare and contrast digital and conventional marketing strategies to determine which is more effective in the present difficult environment. Social media interaction, digital content, and other digital marketing tactics have an effect on company sales, according to their research. Understanding the efficacy and impact of digital marketing strategies on customer behaviour is the goal of this research, which analyses data from a sample of companies and executives. For anyone interested in learning more about the psychological effects of network marketing and other digital marketing tactics, this review is a great resource.

Digital marketing methods for efficient customer relationship management are the subject of Mustaphi's (2020) research. Social media and other digital platforms are becoming increasingly influential in determining customer behaviour and opinion of brands, according to the report. Using these channels, digital marketers can strengthen their connections with customers and establish distinct identities for their brands, as Mustaphi explains. Network marketing organisations may learn a lot about consumer psychology and decision-making processes from this review, which focusses on digital marketing methods.

Challa, Anute (2021) brands are using Instagram to drive engagement and connect with the targeted markets and audience. Each and Every company is coming up with unique content, by using quality images, Videos. Though some companies are unable to create post quality content, having a strong fan base in their social media platforms.

In order to better understand how digital marketing and tactics could increase consumer loyalty and retention, Nuseir (2016) conducts research. The study proves that digital marketing tools may target specific demographics and encourage brand loyalty by analysing consumer survey data. Internet and digital media marketing tactics are vital for sustaining consumer relationships and generating brand success, according to Nuseir's results. In particular for those working in network marketing, this assessment sheds light on the ways in which digital marketing tactics could influence the mentality and actions of consumers.

By examining the literature, we can see how digital marketing has revolutionised consumer psychology and how successful tactics like data-driven personalisation, social media engagement, and interactive advertising have been. Research shows that digital marketing's interactive platforms and personalised information may greatly impact consumers' attitudes, behaviours, and intents to buy. But there's a serious lack of studies examining the effects of these tactics on the mental health of network marketing company customers. While previous research has offered a general outline of digital marketing's efficacy, very little has addressed the specific dynamics of network marketing settings and the ways in which these contexts use digital methods to impact customer behaviour. To fill this knowledge vacuum, this study analyses how network marketing companies' digital marketing strategies affect consumer psychology. The findings will help these companies improve their digital marketing for better engagement and better business results. This study fills a gap in the literature by providing a more nuanced view of the

relationship between digital marketing strategies and the dynamics of network marketing.

2.1. OBJECTIVES OF THE STUDY

- 1) To study the impact of digital marketing strategies of network marketing companies on consumer psychology.
- 2) To understand the influence of digital marketing strategies of network marketing companies on the sales function.
- 3)

Hypotheses

H1: There is a positive impact of digital marketing strategies of network marketing companies on consumer psychology.

H2: The digital marketing strategies of network marketing companies have a positive impact on the sales.

3. RESEARCH METHODOLOGY

The research methodology employed for this study utilized a quantitative approach to analyze the effectiveness of digital marketing strategies on consumer psychology within network marketing companies. The study involved the collection of numerical data through structured questionnaires administered to a sample of 259 consumers engaged with various network marketing companies. The survey was designed to capture insights into consumer perceptions, attitudes, and behavioral responses to different digital marketing tactics. Data was gathered and subsequently analysed using statistical tools, including descriptive statistics, to identify patterns and relationships between digital marketing strategies and consumer psychology. The quantitative data provided a robust framework for assessing the impact of specific digital marketing practices on consumer attitudes and purchase intentions, ensuring a comprehensive evaluation of the research hypotheses.

Data Analysis

Table 1

Table 1 Impact on Consumer Psychology										
	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I feel more engaged with network marketing companies when they use personalized digital marketing strategies.	23	8.9%	27	10.4%	15	5.8%	66	25.5%	128	49.4%
Digital marketing content from network marketing companies influences my perception of their brand.	38	14.7%	39	15.1%	3	1.0%	64	24.7%	115	44.4%
I am more likely to trust a network marketing	31	12.0%	26	10.0%	14	5.4%	65	25.1%	123	47.5%

company that actively interacts with me through digital channels.										
The use of targeted digital ads by network marketing companies affects my purchasing decisions.	23	8.9%	24	9.3%	21	8.1%	65	25.1%	126	48.6%
I believe that network marketing companies that effectively use digital marketing understand my needs better.	23	8.9%	20	7.7%	25	9.7%	48	18.5%	143	55.2%

The table presents data on consumer reactions to various aspects of digital marketing strategies employed by network marketing companies, illustrating their impact on consumer psychology.

For the statement, "I feel more engaged with network marketing companies when they use personalized digital marketing strategies," the majority of respondents, 49.4%, strongly agreed that personalized digital marketing significantly enhances their engagement with these companies. This is supported by 25.5% who agreed, indicating that a substantial portion of consumers feels more involved when digital marketing efforts are tailored to their individual preferences. Conversely, 19.3% of respondents either disagreed or firmly disagreed with this sentiment, suggesting that personalized marketing may not resonate equally with all consumers. The statement "Digital marketing content from network marketing companies influences my perception of their brand" shows that 44.4% of respondents strongly agreed that digital content shapes their brand perception. This finding is further supported by 24.7% who agreed, demonstrating that digital marketing is effective in altering consumer views of the brand. In contrast, 29.8% of respondents either disagreed or firmly disagreed, indicating a segment of the consumer base that does not perceive digital content as impactful on their brand perceptions. Regarding the statement, "I am more likely to trust a network marketing company that actively interacts with me through digital channels," 47.5% of respondents strongly agreed that active digital interaction enhances their trust in a company. This is corroborated by 25.1% who agreed, showing a strong preference for companies that engage actively through digital means. However, 22.0% of respondents either disagreed or firmly disagreed, suggesting that while digital interaction is important for many, it does not universally build trust. For the statement "The use of targeted digital ads by network marketing companies affects my purchasing decisions," 48.6% of respondents strongly agreed that targeted ads influence their buying choices, with 25.1% agreeing. This indicates a significant impact of targeted advertising on consumer purchasing behavior. Conversely, 18.2% of respondents either disagreed or firmly disagreed, highlighting that targeted ads may not be effective for all individuals in shaping their purchasing decisions. Finally, in response to the statement, "I believe that network marketing companies that effectively use digital marketing understand my needs better," 55.2% of respondents strongly agreed that effective digital marketing reflects a better understanding of their needs. An additional 18.5% agreed with this view, emphasizing that well-executed digital marketing is perceived as indicative of a company's attentiveness to consumer needs. On the other hand, 16.6% of respondents disagreed or firmly disagreed, indicating that not all consumers

connect effective digital marketing with a deeper understanding of their requirements. Overall, the data indicates a strong positive impact of digital marketing strategies on consumer psychology, with personalized and interactive approaches particularly enhancing engagement, trust, and perceived understanding of consumer needs. However, there remains a segment of consumers who do not fully align with these positive perceptions, suggesting opportunities for further refinement in digital marketing strategies.

Table 2

Table 2 Impact on Sales Performance											
	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree		
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	
The digital marketing strategies employed by network marketing companies increase my likelihood of making a purchase.	42	16.2%	23	8.9%	19	7.4%	79	30.50%	96	37.1%	
I notice a direct correlation between the frequency of digital marketing campaigns and the sales performance of network marketing companies.	37	14.3%	23	8.9%	9	3.5%	60	23.2%	130	50.2%	
Special promotions and offers communicated through digital marketing influence my decision to buy from network marketing companies.	17	6.6%	46	17.8%	31	12.0%	74	28.6%	91	35.1%	
The effectiveness of digital marketing strategies is evident in the increased sales of network marketing companies.	25	9.7%	25	9.7%	21	8.1%	82	31.7%	106	40.9%	
I am more inclined to purchase products from network marketing companies that use engaging digital marketing tactics.	25	9.7%	28	10.8%	17	6.6%	41	15.8%	148	57.1%	

The data in Table 2 examines the influence of digital marketing strategies on sales performance from the consumer perspective, revealing notable insights into how these strategies affect purchasing behavior. The statement "The digital marketing strategies employed by network marketing companies increase my likelihood of making a purchase" shows that 37.1% of respondents strongly agreed that such strategies enhance their purchase likelihood, with 30.5% agreeing. This indicates a significant portion of consumers are positively influenced by digital marketing efforts, making them more likely to buy. On the other hand, 25.1% of respondents either disagreed or firmly disagreed, suggesting that digital marketing strategies may not be universally effective in increasing purchase likelihood for all consumers. For the statement "I notice a direct correlation between the frequency of digital marketing campaigns and the sales performance of network marketing companies," 50.2% of respondents strongly agreed that there is a direct correlation, with an additional 23.2% agreeing. This finding highlights that many consumers perceive a relationship between the frequency of digital marketing and improved sales performance. Conversely, 23.2% of respondents either disagreed or firmly disagreed, indicating that not everyone observes a clear link between campaign frequency and sales performance. Regarding "Special promotions and offers

communicated through digital marketing influence my decision to buy from network marketing companies," 35.1% of respondents strongly agreed that such promotions impact their buying decisions, supported by 28.6% who agreed. This demonstrates that special offers and promotions conveyed through digital channels have a meaningful effect on consumer purchasing behavior. In contrast, 24.4% of respondents either disagreed or firmly disagreed, suggesting that promotional offers may not be a significant factor for some consumers. The statement "The effectiveness of digital marketing strategies is evident in the increased sales of network marketing companies" shows that 40.9% of respondents strongly agreed that digital marketing strategies are reflected in increased sales, with 31.7% agreeing. This reflects a general consensus among consumers that effective digital marketing is associated with higher sales performance. However, 19.4% of respondents disagreed or firmly disagreed, indicating that some consumers do not perceive a direct impact of digital marketing on sales. Lastly, for the statement "I am more inclined to purchase products from network marketing companies that use engaging digital marketing tactics," a substantial 57.1% of respondents strongly agreed that engaging tactics make them more likely to purchase, with 15.8% agreeing. This indicates a strong consumer preference for companies that employ engaging digital marketing strategies. On the other hand, 20.5% of respondents either disagreed or firmly disagreed, suggesting that engaging tactics may not influence all consumers' purchasing decisions. Overall, the data highlights the positive impact of digital marketing strategies on sales performance, particularly through increased purchase likelihood, perceived correlation with sales performance, and the influence of promotions and engaging tactics. Despite these findings, there is a segment of consumers who do not fully align with these impacts, suggesting areas for further investigation and refinement in digital marketing approaches.

H1: There is a positive impact of digital marketing strategies of network marketing companies on consumer psychology.

Table 3

Table 3 One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I feel more engaged with network marketing companies when they use personalized digital marketing strategies.	11.617	258	.000	.96139	.7984	1.1243
Digital marketing content from network marketing companies influences my perception of their brand.	7.347	258	.000	.69112	.5059	.8764
I am more likely to trust a network marketing company that actively interacts with me through digital channels.	9.808	258	.000	.861	.6881	1.0339
The use of targeted digital ads by network marketing companies affects my purchasing decisions.	11.628	258	.000	.95367	.7922	1.1152

I believe that network marketing companies that effectively use digital marketing understand my needs better.	12.544	258	.000	1.03475	.8723	1.1972
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The data presented in Table 3 evaluates the impact of digital marketing strategies on consumer psychology, with each statement showing significant results that support the hypothesis that digital marketing strategies positively impact consumer psychology. The statement "I feel more engaged with network marketing companies when they use personalized digital marketing strategies" yielded a t-value of 11.617 with a significance level of .000, which is well below the alpha level of 0.05. The mean difference of 0.96139, with a 95% confidence interval ranging from 0.7984 to 1.1243, indicates a strong positive impact. This result suggests that personalized digital marketing strategies significantly enhance consumer engagement with network marketing companies, reinforcing the hypothesis that such strategies positively influence consumer psychology. For the statement "Digital marketing content from network marketing companies influences my perception of their brand," the t-value of 7.347 and the significance level of .000 also indicate a statistically significant result. The mean difference of 0.69112, with a confidence interval between 0.5059 and 0.8764, shows that digital marketing content effectively shapes how consumers perceive the brand. This finding supports the hypothesis by demonstrating that digital marketing strategies significantly affect consumer brand perception, positively impacting their psychological response. The statement "I am more likely to trust a network marketing company that actively interacts with me through digital channels" shows a t-value of 9.808 and a significance level of .000. With a mean difference of 0.86100 and a confidence interval ranging from 0.6881 to 1.0339, the results reveal a substantial positive impact. This indicates that active interaction through digital channels increases consumer trust in network marketing companies, thereby confirming the hypothesis that digital marketing strategies positively influence consumer psychology by enhancing trust. The statement "The use of targeted digital ads by network marketing companies affects my purchasing decisions" has a t-value of 11.628 and a significance level of .000, reflecting a significant result. The mean difference of 0.95367, with a confidence interval between 0.7922 and 1.1152, illustrates that targeted digital ads have a considerable effect on consumers' purchasing decisions. This supports the hypothesis by showing that digital marketing strategies, particularly targeted advertising, significantly impact consumer decision-making processes, aligning with the positive psychological influence suggested by the hypothesis. Finally, "I believe that network marketing companies that effectively use digital marketing understand my needs better" reports a t-value of 12.544 and a significance level of .000. The mean difference of 1.03475, with a confidence interval between 0.8723 and 1.1972, indicates that consumers feel that companies effectively using digital marketing are more attuned to their needs. This result aligns with the hypothesis by demonstrating that effective digital marketing not only impacts consumer psychology positively but also enhances the perception of a company's understanding of consumer needs. Overall, the significant t-values and positive mean differences across all statements confirm the hypothesis that digital marketing strategies of network marketing companies have a positive impact on consumer psychology, influencing engagement, brand perception, trust, purchasing decisions, and the perceived understanding of consumer needs.

H2: The digital marketing strategies of network marketing companies have a positive impact on the sales.

Table 4

Table 4 One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The digital marketing strategies employed by network marketing companies increase my likelihood of making a purchase.	6.978	258	.000	.63320	.4545	.8119
I notice a direct correlation between the frequency of digital marketing campaigns and the sales performance of network marketing companies.	9.414	258	.000	0.86100	.6809	1.0411
Special promotions and offers communicated through digital marketing influence my decision to buy from network marketing companies.	8.448	258	.000	.67954	.5211	.8379
The effectiveness of digital marketing strategies is evident in the increased sales of network marketing companies.	10.352	258	.000	.84556	.6847	1.0064
I am more inclined to purchase products from network marketing companies that use engaging digital marketing tactics.	11.537	258	.000	1.00000	0.8293	1.1707

The data in Table 4 evaluates the impact of digital marketing strategies on sales performance, supporting the hypothesis that these strategies have a positive effect on sales. The statement "The digital marketing strategies employed by network marketing companies increase my likelihood of making a purchase" shows a t-value of 6.978 with a significance level of .000, indicating a statistically significant result. The mean difference of 0.63320, with a 95% confidence interval between 0.4545 and 0.8119, demonstrates that digital marketing strategies significantly enhance the likelihood of consumers making a purchase. This supports the hypothesis by confirming that digital marketing strategies positively impact sales by influencing consumer purchase intentions. For the statement "I notice a direct correlation between the frequency of digital marketing campaigns and the sales performance of network marketing companies," the t-value of 9.414 and a significance level of .000 further validate the hypothesis. The mean difference of 0.86100, with a confidence interval ranging from 0.6809 to 1.0411, indicates a significant positive relationship between the frequency of digital marketing campaigns and improved sales performance. This suggests that frequent digital marketing campaigns are effective in boosting sales, thereby reinforcing the hypothesis that digital marketing strategies positively influence sales performance. The statement "Special promotions and offers communicated through digital marketing influence my decision to buy from network marketing companies" reports a t-value of 8.448 with a significance level of .000, which confirms a significant impact. The mean difference of 0.67954, with a confidence interval between 0.5211 and 0.8379, shows that promotions and offers communicated via digital marketing play a crucial role in influencing consumer purchasing decisions. This finding supports the hypothesis by demonstrating that digital marketing promotions effectively drive sales. Regarding

the statement "The effectiveness of digital marketing strategies is evident in the increased sales of network marketing companies," the t-value of 10.352 and the significance level of .000 indicate a statistically significant result. The mean difference of 0.84556, with a confidence interval ranging from 0.6847 to 1.0064, confirms that the effectiveness of digital marketing strategies is observable through increased sales. This reinforces the hypothesis that effective digital marketing strategies lead to higher sales performance. Finally, the statement "I am more inclined to purchase products from network marketing companies that use engaging digital marketing tactics" has a t-value of 11.537 and a significance level of .000, reflecting a substantial positive effect. The mean difference of 1.00000, with a confidence interval between 0.8293 and 1.1707, shows that engaging digital marketing tactics significantly increase consumer inclination to make a purchase. This supports the hypothesis by illustrating that engaging digital marketing strategies are effective in enhancing sales. Overall, the significant t-values and positive mean differences across all statements provide strong evidence that digital marketing strategies positively impact sales. These results confirm the hypothesis that effective digital marketing not only drives consumer purchase decisions but also improves overall sales performance for network marketing companies.

4. FINDINGS

The findings from the analysis underscore the significant impact of digital marketing strategies employed by network marketing companies on consumer psychology and sales performance. For consumer psychology, the results demonstrate a strong positive relationship between personalized digital marketing and increased consumer engagement. Consumers report feeling more connected and engaged when network marketing companies utilize personalized strategies, such as targeted digital ads and interactive content. This engagement positively influences their trust in the company and their perception of the brand. The significant mean differences, coupled with high t-values, confirm that these strategies not only enhance consumer attitudes towards the company but also improve their likelihood of sharing advertisements and perceiving the company as more attuned to their needs. This suggests that personalized and interactive digital marketing approaches are effective in shaping favorable consumer attitudes and building brand loyalty.

In terms of sales performance, the findings reveal that digital marketing strategies significantly impact purchasing decisions and overall sales. The data indicates that frequent digital marketing campaigns and special promotions have a notable effect on consumer purchasing behavior, with substantial mean differences demonstrating increased purchase likelihood. Consumers show a strong correlation between the frequency of digital marketing efforts and improved sales performance, suggesting that consistent and engaging marketing tactics drive higher sales. Furthermore, the effectiveness of these strategies is evident in the observed increase in sales, supported by significant t-values. These results highlight that well-executed digital marketing strategies, including engaging promotions and targeted campaigns, are crucial for enhancing sales performance in network marketing companies. Overall, the analysis validates the positive influence of digital marketing on both consumer psychology and sales outcomes, confirming the effectiveness of these strategies in achieving business objectives.

5. CONCLUSIONS

The study conclusively demonstrates that digital marketing strategies of network marketing companies have a profound impact on both consumer psychology and sales performance. The findings reveal that personalized and interactive digital marketing approaches significantly enhance consumer engagement, trust, and perception of the brand. Consumers are more likely to respond positively to companies that tailor their marketing efforts to their individual needs and preferences. This personalization fosters a stronger connection between the consumer and the company, leading to increased brand loyalty and a higher propensity for sharing promotional content. Additionally, the study highlights that digital marketing strategies directly influence consumer purchasing decisions and overall sales. Frequent and engaging digital marketing campaigns, special promotions, and targeted ads significantly boost sales performance, underscoring the importance of strategic digital marketing in driving business success.

The implications of these findings are multifaceted for network marketing companies. Firstly, companies should prioritize personalized digital marketing strategies to enhance consumer engagement and build stronger brand relationships. By utilizing data-driven insights to tailor marketing messages and offers to individual consumer preferences, companies can improve their brand perception and foster greater consumer loyalty. Moreover, the study underscores the necessity for network marketing companies to invest in frequent and engaging digital marketing campaigns. Special promotions and targeted ads not only capture consumer attention but also drive purchasing behavior, leading to increased sales. These strategies should be continuously optimized based on consumer feedback and performance metrics to maximize their effectiveness.

Future research should explore several avenues to build upon the current study's findings. One potential area of investigation is the impact of emerging digital marketing technologies and platforms on consumer psychology and sales performance. As digital marketing evolves with advancements such as artificial intelligence and virtual reality, understanding their effects on consumer behavior could provide valuable insights. Additionally, examining the long-term effects of digital marketing strategies on brand loyalty and consumer retention would offer a deeper understanding of their sustained impact. Comparative studies across different industries and geographical regions could also shed light on how digital marketing strategies vary in effectiveness and consumer response. Finally, qualitative research methods, such as in-depth interviews and focus groups, could complement quantitative findings by providing a more nuanced understanding of consumer attitudes and motivations behind their responses to digital marketing efforts.

CONFLICT OF INTERESTS

None.

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