

Original Article

IMPACT OF DIGITAL TRANSFORMATION, E-COMMERCE, AND SOCIAL MEDIA ON THE MARKETING LANDSCAPE

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ABSTRACT

The rapid growth of digital technologies has revolutionized the way organizations operate and interact with their customers. Social media, e-commerce, and the digital transformation are emerging as critical elements that are reshaping the marketing landscape and empowering businesses to enhance customer journeys and connect with a broader audience. A quantitative research design was adopted for this study, which involved a study on the relationships between the dependent variable (marketing landscape) and independent variables (digital transformation, social media and e-commerce) using regression analysis and descriptive statistics. Even though there was a positive effect on marketing techniques with the use of social media and the digital transformation, it was found that the most important factor was e-commerce, explaining the greatest variance in the marketing landscape. This means that for organizations to be competitive, they need to integrate digital innovations, engagement through interaction and social media, and online platforms. The study revealed that social media, digital transformation, and e-commerce are integral parts of today's marketing strategies. Companies that can successfully incorporate these elements will not only be more flexible and reach a larger audience but also thrive in the ever-evolving digital world in the long run.

Keywords: Digital Transformation, E-Commerce, Social Media, Marketing Landscape, Consumer Engagement

INTRODUCTION

A business strategy endeavor known as "digital transformation" integrates digital technology into every aspect of an organization. In order to facilitate continuous, quick, customer-driven innovation, it assesses and updates an organization's operations, technology stack, products, and processes. [O'Brien \(2024\)](#)

Customers now anticipate being able to use the newest technological advancements to conduct business, complete tasks, and live their lives. They anticipate being able to use the device of their choice, from any location at any time, and to have all the necessary personalized content and supporting information at their fingertips. Fulfilling these expectations is the ultimate aim of digital transformation. [Kraus et al. \(2022\)](#)

Every company implements digital transformation in a unique way. It can start as a single, targeted technology project or as an all-encompassing enterprise-wide endeavor. It can include reinventing processes and products, utilizing still-emerging technologies to create whole new revenue streams, or incorporating digital technology and digital solutions into already-existing processes and goods. [Verhoef et al. \(2021\)](#)

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However, experts concur that digital transformation include not only updating existing IT or replacing analog operations, but also business transformation and change management. The whole C-suite must agree on new technologies and data-driven approaches that can enhance customer experience, empower staff, and accomplish corporate objectives, even if they are frequently spearheaded by the chief information officer (CIO). [Schilirò \(2024\)](#)

Most significantly, though, businesses should develop a framework for digital transformation and measure gains using key performance indicators (KPIs) to determine whether the activity is yielding results.

E-commerce is an online buying and selling of goods or services so that purchases are made without any physical contacts. Under it are many forms including business-to-consumer (B2C), business-to-business (B2B) and consumer-to-consumer (C2C) as well as direct-to-consumer (D2C). Improvements in internet connectivity, mobile technology, and secure method of payment have contributed to the rise of e-commerce.” It provides companies with extended market access, a cheaper cost of operation, and the system of individual shopper experience customization with the help of data analytics. It offers variety, convenience, and in many cases competitive prices to the consumers. Nevertheless, the reasons why e-commerce cannot be successful also exist, including risks of cybersecurity, a high level of competition, and complexities in logistics. [Gupta et al. \(2023\)](#), [Solomon et al. \(2022\)](#)

Social media is a system of digital platforms and applications, where the users are able to share, create content and interact with the content in real-time. Communication has been revolutionized with the use of such popular platforms as Facebook, Instagram, X (which was known as Twitter), LinkedIn and Tik Tok, which allowed people to communicate worldwide. Social media is an effective tool to conduct the branding processes, market, provide customer service, and interact with the community in businesses. It is interactive thus bringing in two way communication means, through which brands are able to get instant feedback and to be loyal. There are also data analytics tools on these platforms to understand the consumer behavior to carry out targeted advertising. Nonetheless, social media is also associated with such challenges as misinformation, protection of privacy, and the necessity to have a regular content strategy to stay relevant. [Kalia \(2013\)](#), [Chen and Xiao \(2022\)](#)

Marketing environment is the dynamic context in which businesses market their products or services with factors such as consumer trends, technology and competitor used to influence this subject. It includes both old and modified marketing channels by use of print, TV, and radio along with using digital channels such as search engines, social media, and influencer marketing. The change to digital-first approaches has been experienced over the past years, concentrating on personalization, content marketing, and datadriven decision-making. Marketers also have much more flexibility in being able to target and measure their campaigns in response to artificial intelligence, automation and analytics tools. Global events that affect customer mood, cultural changes, and regulatory laws also influence the marketing environment. To be competitive, businesses must constantly adapt, combining traditional and digital strategies for optimal effect. [Sinha \(2020\)](#), [Chotisarn and Phuthong \(2025\)](#)

AIM

To examine the impact of digital transformation, social media, and e-commerce on the marketing landscape.

OBJECTIVES

- “Impact of digital transformation on the marketing landscape.
- Impact of social media on the marketing landscape.
- Impact of e-commerce on the marketing landscape.

LITERATURE REVIEW

[Sharma et al. \(2023\)](#) The mutually beneficial relationship between e-commerce and digital transformation has emerged as a key component of business evolution in the ever-changing world of contemporary commerce. The purchasing and selling of products and services has been transformed by e-commerce, which is made possible by the internet.” It has changed conventional business structures and transcended regional borders. Digital transformation is a good answer to the digital era – and it’s so much more than the integration of digital technologies into all aspects of business. This study thoroughly investigates the related fields of digital transformation and e-commerce, revealing developing patterns, enduring difficulties, and broad ramifications. We explore trends in consumer behaviour in the age of digital transformation, focusing on the tendency to interact with consumers on a one-to-one basis and provide an omni-channel experience. We present effective transformation examples and their results through industrial case studies. Modern commerce has been transformed by the combination of digital transformation and e-commerce. Business paradigms have changed as a result of the development of e-commerce and the strategic integration of technology in digital transformation. In the end, this study advances our knowledge of the significant effects that e-commerce and digital transformation have on both enterprises and society, assisting stakeholders in maximizing the promise of technology while negotiating a constantly changing business landscape. Our results highlight the advantages of digital transformation, such as improved customer experiences, increased market reach, and increased operational efficiency. There are helpful suggestions for companies negotiating this environment.

[Khrais and Gabbori \(2023\)](#) The main inquiry that was looked at was: How do social media platforms affect Jordanian companies' marketing and e-commerce growth? Among the particular goals were to investigate the influence of social media on the marketing of Jordanian businesses and the growth of e-commerce in Jordan. In order to accomplish the research goal, fifty social media managers from Jordanian companies were surveyed and recruited using a quantitative method. One important finding from the investigation was that social media allows consumers to voice their opinions about specific brands, which greatly and favorably boosts the marketing impact of the companies. Another finding from the investigation is that if businesses don't match their goods and services to the interests of their customers, a growing number of devoted followers may eventually result in a decline in e-commerce. One drawback of this study was its small sample size, which limited how broadly the findings could be applied. This study suggests, among other things, that Jordanian businesses should provide interesting and captivating social media content that encourages users to share their positive experiences with certain items, which would have a big marketing influence.

[Istiqomah \(2023\)](#) This study reviews the literature to describe how the shift from traditional to e-marketing has affected firm marketing competitiveness. It focuses on the usage of digital technologies. This study used the literature review method to gather and examine a variety of literature sources, including books, articles, research papers, and scientific journals. According to the findings of the literature analysis, digital technology has changed how organizations handle marketing data and engage with customers. Businesses are now able to reach customers more effectively and efficiently because to the usage of social media, internet, and mobile applications. Businesses can now create more specialized and individualized marketing plans thanks to the insightful information about consumer behavior that analytical technology and big data have brought about. The switch to e-marketing does, however, present certain difficulties, as this study also shows. In order to stand out from the competition and draw in customers, businesses must constantly innovate in the increasingly competitive digital landscape. Data security and privacy concerns have also grown in importance, and businesses need to be proactive in order to safeguard customer information and foster solid trust.

[Jaiwant Vincent \(2023\)](#) Social-media and the internet's digitalization have changed how marketers promote their products and draw in clients, as well as how customers behave, attend events, purchase products, and use the communications and offerings of businesses. Digitalization has completely changed the marketing landscape, providing businesses with a plethora of ways to cut expenses, increase brand recognition, and increase sales. "An understanding of how digitization has affected marketing tactics and procedures is provided in this article. Advanced digital technologies such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, business-to-business (B2B) marketing, electronic word-of-mouth, and associated ethical issues are highlighted in the study. The study assesses how companies using digital marketing are impacted by the digital revolution.

[Gillpatrick \(2022\)](#) It is anticipated that digital technology and corporate practices would fundamentally alter society and the competitive environment. Digital technology' transformation of marketing, which is changing the nature of markets worldwide, is at the heart of shifting business practices. This study examines the macroeconomic and industry-level effects of the digital transformation of marketing, guided by the literature on the wave of digital disruption caused by new technology, shifting consumer demands, and new company competitors. the forces behind marketing's digital transformation, the importance of comprehending the consumer value chain in relation to marketing strategies, and the effects of shifting corporate practices on the overall economy. One marketing practice innovation that may be used to obtain fresh perspectives for marketing and innovation is a new model created by [Teixeira \(2019\)](#) to evaluate consumer demand. The ramifications for industry and macroeconomic policy of these developments in marketing tactics and market insights are examined. In order to better understand how digital disruption is likely to affect business competitiveness and the makeup of the broader global economy, the authors urge more study employing this methodology."

RESEARCH METHODOLOGY

RESEARCH DESIGN

The research study was conducted using quantitative research design to analyze the effects of digital transformation, social media and e-commerce on marketing environment. The use of quantitative approach was deemed as appropriate since it enables statistical instrumentation to gauge the relationship between variables as well as to test the validity and strength of such relationship. The research uses numerical data and statistical analysis to come up with objective results that are generalizable to a larger population.

RESEARCH APPROACH

In the study, primary research was embraced to collect firsthand information among the respondents. The selection of primary research was based on the ability to get first-hand information on the opinion of the targeted population that is effectively involved in the digital economy and marketing landscape. Such an approach made it possible to gather primary and valid data focusing closely on the goals of the research ensuring that the results show the latest market conditions and consumer trends.

PROPOSED METHOD

In the study, a designed structured questionnaire based on 5-point (Likert) scale was used; the acceptance response reached a gradient of 1 = Strongly Disagree to 5 = Strongly Agree. The adoption of this approach was based on the fact that it can elicit the feelings and thoughts of respondents and the extent to which they agree or disagree on the impacts of digital transformation, and social media, and e-commerce on marketing activities. The Likert type of questionnaire enables responses that are subtle and it can be used to quantify the association between variables, patterns and correlation coefficients.

SAMPLE SIZE

There were 100 respondents selected on the basis of random sampling as the research sample. The selection process was done randomly in order to reduce bias and guarantee that all members of the target population had equal opportunity of being selected to participate in the study. The number of 100 was found to be adequate in giving statistically significant results as well as being easy to handle in data collection and analysis. The sample size would also make it findable in terms of the findings being explainable with reasonable confidence of their representativeness.

DATA COLLECTION

Data was attained using questionnaire that would be self-administered to respondents of various demographic backgrounds. The survey questionnaire was styled to attract a wide variety of views in relation to the effects posed by digital transformation, social media and e-commerce to the marketing environment. Confidentiality was guaranteed to the respondents to ensure to participate honestly and unbiasedly. The survey is precise because of its structured format which led to consistency in responses and ease of coding in analysis of statistics.

DATA ANALYSIS

The statistical tools based on the collection, coding and analysis of the collected data identified the patterns and relations and the significance of the understudy variables. Regression analysis was used to define how much the digital transformation, social media, and e-commerce shape the world of marketing. Further, frequencies and percentages (descriptive statistics) were adopted in providing descriptive summary of demographic characteristics of respondents. The descriptive and inferential statistical methods used together enabled analysis of the data in detail and these methods enabled providing the support of the objectives of the study with clear evidence.

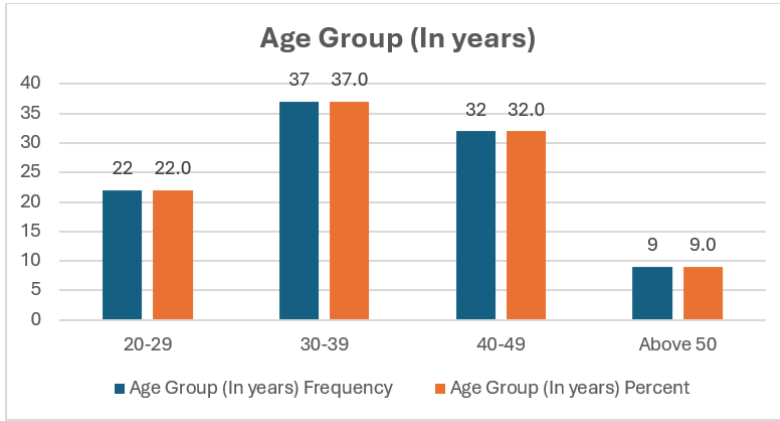
RESULT

Table 1

Table 1 Age of the Respondents		
Age Group (In years)	Column1	Column2
	Frequency	Percent
20-29	22	22.0
30-39	37	37.0
40-49	32	32.0
Above 50	9	9.0
Total	100	100.0

The age group distribution reveals that the majority of respondents fall within the 30–39 years category (37%), followed by 32% in the 40–49 years group. Respondents aged 20–29 years make up 22% of the sample, while only 9% are aged above 50 years.

Graph 1



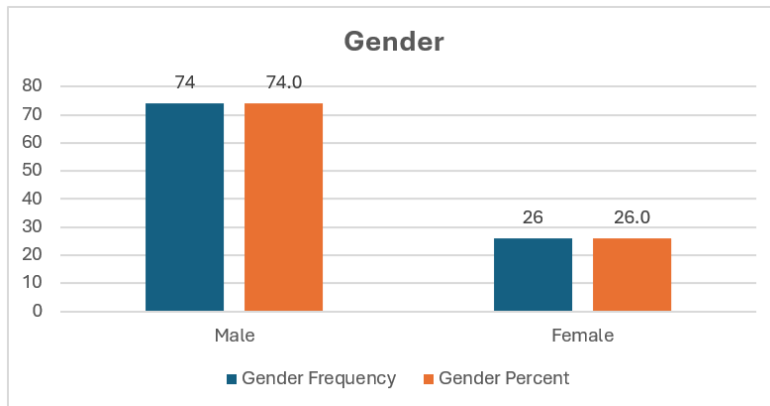
Graph 1 Graphical representation of Age of the respondents

Table 2

Table 2 Gender of the Respondents		
Gender		
	Frequency	Percent
Male	74	74.0
Female	26	26.0
Total	100	100.0

The gender distribution indicates that males form the majority of respondents, accounting for 74% of the sample, while females represent 26%.

Graph 2



Graph 2 Graphical Representations of Gender of the Respondents

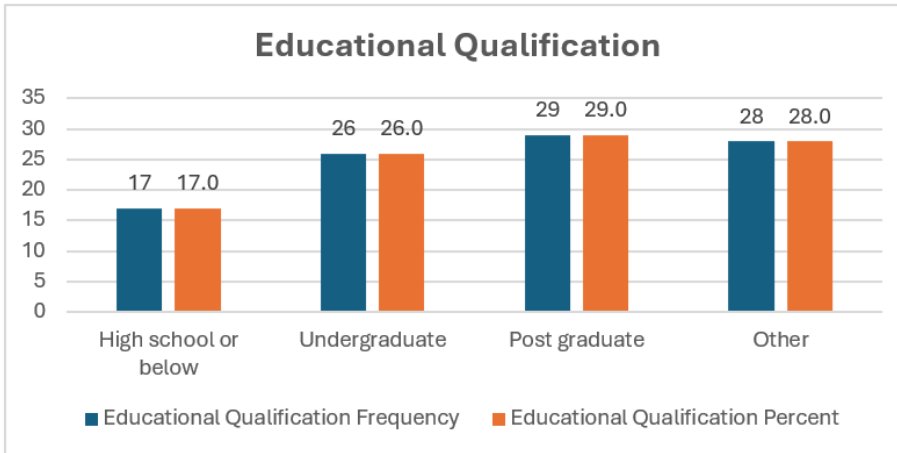
Table 3

Table 3 Educational Qualification of the Respondents		
Educational Qualification		
	Frequency	Percent
High school or below	17	17.0
Undergraduate	26	26.0

Post graduate	29	29.0
Other	28	28.0
Total	100	100.0

The educational qualification data shows that the largest proportion of respondents hold a postgraduate degree (29%), followed closely by those with other qualifications (28%) and undergraduate degrees (26%). Meanwhile, 17% of respondents have a high school education or below.

Figure 3



Graph 3 Graphical Representation of Educational Qualification of the Respondents

Table 4

Table 4 Regression Analysis Between Digital Transformation and Marketing Landscape

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.410 ^a	.168	.159	5.54814

a. Predictors: (Constant), Digital Transformation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	608.129	1	608.129	19.756	.000 ^b
	Residual	3016.621	98	30.782		
	Total	3624.75	99			

a. Dependent Variable: Marketing Landscape
b. Predictors: (Constant), Digital Transformation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.959	2.469		4.844	.000
	Digital Transformation	0.439	.099	.41	4.445	.000

a. Dependent Variable: Marketing Landscape

According to the regression study," the marketing landscape and digital transformation have a moderately favorable association ($R = 0.410$), with digital transformation accounting for 16.8% of the variance in the marketing landscape ($R^2 = 0.168$). The model's statistical significance is confirmed by the ANOVA results ($F = 19.756$, $p < 0.001$), indicating that digital transformation has a considerable impact on the marketing environment. The results show that digital transformation has a strong and favorable impact ($\beta = 0.410$, $p < 0.001$), with marketing landscape scores increasing by 0.439 for every unit rise in digital transformation. The baseline state of the marketing environment in the absence of digital transformation is represented by the constant value of 11.959. The results of this study indicate that digital transformation has a significant impact on the marketing environment, making it more effective and adaptable.

Table 5

Table 5 Regression Analysis between Social Media and Marketing Landscape				
"Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 ^a	0.305	0.297	5.07188
a. Predictors: (Constant), Social Media				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.800	1	1103.8	42.909	.000 ^b
	Residual	2520.95	98	25.724		
	Total	3624.75	99			
a. Dependent Variable: Marketing Landscape						
b. Predictors: (Constant), social media						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.778	2.178		4.031	.000
	Social media	0.584	.089	.552	6.551	.000
a. Dependent Variable: Marketing Landscape						

The regression study found that there was a strong positive association between social media and the marketing landscape ($R = 0.552$), and a social media accounted for 30.5% of the variance in the marketing landscape ($R^2 = 0.305$). The model's statistical significance is confirmed by the ANOVA results ($F = 42.909$, $p < 0.001$), which emphasize social media as a significant predictor. Additionally, the equations show that social media has a substantial positive impact ($\beta = 0.552$, $p < 0.001$), indicating that marketing landscape scores improve by 0.584 for every unit increase in social media usage. The baseline marketing landscape level in the absence of social media influence is represented by the constant value of 8.778. Overall, the findings emphasize that social media plays a crucial role in shaping and enhancing the marketing landscape."

Table 6

Table 6 Regression Analysis Between E-Commerce and Marketing Landscape				
"Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 ^a	0.922	0.921	1.70205
a. Predictors: (Constant), E-commerce				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3340.847	1	3340.847	1153.223	.000 ^b
	Residual	283.903	98	2.897		
	Total	3624.75	99			
a. Dependent Variable: Marketing Landscape						
b. Predictors: (Constant), E-commerce						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.657	0.641		2.585	.011
	E-commerce	0.935	0.028	0.960	33.959	.000
a. Dependent Variable: Marketing Landscape ^b						

E-commerce accounts for 92.2% of the variance in the marketing landscape ($R^2 = 0.922$), according to the regression study, which also shows a very high positive link between e-commerce and the marketing landscape ($R = 0.960$). The model's strong significance ($F = 1153.223$, $p < 0.001$) is confirmed by the ANOVA findings, which show that e-commerce is a powerful predictor of shifts in the marketing environment. According to the coefficients, e-commerce has a large and statistically significant impact ($\beta = 0.960$, $p < 0.001$), with marketing landscape ratings increasing by 0.935 for every unit increase in e-commerce. The baseline level of the marketing environment without e-commerce is represented by the constant value of 1.657. Overall, the findings highlight that e-commerce plays a critical role in transforming and shaping the marketing landscape to a very large extent.

DISCUSSION

The findings of this study demonstrate how social media, e-commerce, and digital transformation have revolutionized the marketing environment. Although all three variables have a considerable impact on marketing strategies, the regression analysis show that the impact differs. The marketing landscape and digital transformation have a somewhat favorable association, indicating that businesses who incorporate digital technologies into their operations have improvements in client engagement, adaptability, and overall marketing efficacy. However, social media turns out to be a more accurate predictor, explaining almost one-third of the variation. This highlights its function as a dynamic, interactive platform that, in addition to facilitating communication between brands and consumers, also influences consumer perceptions and purchase decisions by providing real-time feedback and targeted advertising. The most important, e-commerce which circumscribes around 90% of the variance in the marketing environment. This profound effect highlights how crucial online marketplaces are to redefining contemporary marketing by increasing market accessibility, cutting expenses, and creating individualized customer experiences. All of these findings point to a digitally-driven marketing environment. For staying competitive and relevant, businesses should focus on e-Commerce integration, leverage social media engagement and embrace digital transformation.

CONCLUSION

The study shows that e-commerce, social media and digital transformation are key influencers in the marketing landscape and all have unique ways in which they contribute to customer engagement and business growth. On the other hand, social media enhances client interactions with dedicated strategies and engagement, and digital transformation boosts efficiency and agility. The most powerful force, though, is ecommerce, changing the way people interact with and make use of markets, more than ever before. Based on these findings, organizations that are able to effectively adopt digital innovation, online platforms, and social involvement will enjoy a long-term competitive advantage. This is an indication that the future of marketing is the seamless integration of these three. Ultimately, companies that adapt to this digitally-driven world will be well-placed to meet evolving consumer demand, expand their customer base, and ensure long-term success.

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