

1. **Introduction:** The study aims to explore the impact of digital marketing strategies on consumer behavior and brand loyalty.

2. **Methodology:** A quantitative approach was used, involving a survey of 500 consumers across various demographics.

3. **Results:** The data indicates a significant positive correlation between digital marketing engagement and brand loyalty.

4. **Conclusion:** Digital marketing strategies are effective in enhancing consumer loyalty and brand perception.

5. **Recommendations:** Companies should continue to invest in digital marketing to maintain and grow their customer base.