Customer Purchasing Behavior Analytics: Enhancing Digital Marketing in Small and Medium Enterprises

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Abstract

Small and medium-sized enterprises (SMEs) in the textile industry often face significant challenges in adopting effective digital marketing strategies due to limited access to technology and resources. This study seeks to address these gaps by analysing customer buying behaviour to propose actionable strategies. Through a PRISMA-based systematic review of existing literature, the findings highlight that location-based advertising and special discounts are highly effective in enabling SMEs to retain customers and foster loyalty. A deeper understanding of customer behaviour equips SMEs with the ability to design tailored marketing strategies, ensuring relevance to their target audience. Such strategies not only enhance business survival and continuity in the digital marketplace but also strengthen competitiveness and promote long-term sustainability. The insights provided by this research offer valuable implications for SMEs seeking to overcome barriers, establish a strong market presence, and achieve sustainable development in an increasingly dynamic digital environment.

Keywords: *Digital Marketing, SMEs, Textile Industry, Customer Behaviour, Sustainable Development*