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**Impact of Online Marketing Communication on Customer  
Buying Decision**

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**ABSTRACT**

The rapid growth of digital technologies has significantly transformed the way businesses communicate with consumers, giving rise to online marketing communication as a dominant tool in influencing customer behavior. This study explores the impact of online marketing communication—encompassing social media advertising, email marketing, influencer endorsements, search engine marketing, and content marketing—on customer buying decisions. The findings highlight how personalized and interactive online communication strategies enhance consumer engagement, trust, and product awareness, ultimately shaping their purchase intentions and choices. Moreover, the study reveals that timely and targeted digital content not only captures consumer attention but also plays a crucial role in the decision-making process by reducing information asymmetry and increasing perceived value. The research underscores the growing relevance of digital platforms in the customer journey and suggests that businesses that effectively leverage online marketing communication are better positioned to influence buying behavior and achieve competitive advantage in the modern marketplace.