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Category	Item 1	Item 2	Item 3
Section 1	Text 1.1	Text 1.2	Text 1.3
Section 2	Text 2.1	Text 2.2	Text 2.3
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1. **Introduction**  
2. **Methodology**  
3. **Results and Discussion**  
4. **Conclusion**

**Abstract**  
This study examines the impact of digital marketing on consumer behavior. The research is based on a survey of 500 consumers. The results show that digital marketing has a significant positive impact on consumer behavior. The study also identifies several factors that influence consumer behavior, such as the quality of the product and the level of customer service. The findings suggest that digital marketing is an effective strategy for increasing sales and customer loyalty.







Year	1990	1991	1992	1993	1994
Value	100	100	100	100	100

The following table shows the results of the regression analysis. The dependent variable is the natural logarithm of the number of employees. The independent variables are the natural logarithm of the number of sales, the natural logarithm of the number of assets, and the natural logarithm of the number of sales per employee.

Variable	Coefficient	Standard Error	t-statistic	p-value
ln(Sales)	0.85	0.05	17.00	< 0.0001
ln(Assets)	0.15	0.02	7.50	< 0.0001
ln(Sales/Employee)	-0.10	0.01	-10.00	< 0.0001
Constant	2.50	0.10	25.00	< 0.0001

The regression results indicate that the number of employees is positively related to the number of sales and the number of assets, and negatively related to the number of sales per employee. The adjusted R-squared value is 0.95, indicating a very strong fit of the model.

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