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IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER PURCHASING INTENTION: AN EMPIRICAL ANALYSIS

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ABSTRACT

The present paper is devoted to the impact of digital marketing strategies on consumer purchasing intention within the digital landscape which is quickly evolving. As internet technologies and Digital marketing is becoming more of a phenomenon, as social media websites keep gaining momentum. instrument to influence consumer behavior and decision. The main goal of the research is to investigate how various variables of digital marketing, e.g. use of social media, are affected. internet advertising, engagement behavior, perception of content and trust and credibility on consumer purchasing intention. The research design is descriptive and empirical research design that is based on primary data gathered in 100 respondents by a structured. questionnaire of 5 points Likert scale. Random sampling method has been used and the data gathered has been analyzed using SPSS using regression analysis to investigate the relationship among the variables. The study findings suggest that digital marketing practices can profoundly influence consumer purchasing intention, and the concept of content perception and trust and credibility appeared to be the most powerful ones. The positive and significant impact has also been noted on social media usage whereas engagement behavior has also shown negative impact. The general model has shown a high explanatory power, and this has verified the usefulness of digital marketing variables in the explanation of consumer behavior. The results indicate that companies ought to aim at producing quality content, establishing consumer confidence, and maximizing on digital platforms to increase intentions in making purchases. The paper has concluded that digital marketing is an important factor influencing the decision of consumers in the contemporary market and has significant information to impart to marketers to create consumer-focused and effective marketing strategies.

KEYWORDS: *Digital Marketing Strategies, Consumer Purchase Intention, Consumer Behaviour, Online Consumer Behaviour, Social Media Marketing.*

INTRODUCTION

The modern digital age has presented a drastic change in the marketing practices as technology has been advancing fast with the extensive use of the internet. Digital marketing strategies have been slowly replacing the traditional marketing methods and it has become a necessity to the businesses to reach and communicate with consumers (Chaffey, 2020). Digital marketing refers to different marketing channels including social media, search engines, email marketing and online advertising among other channels, which are very important in shaping consumer behavior. The growing availability of smart phones and the internet has further enhanced the use of digital platforms, which has become one of the main media of communication, sharing information and buying products.

Consumer purchasing intention is the readiness or probability of a consumer to purchase a given product or service and is determined by various factors like personal preferences, social factors, and marketing (Kotler et al., 2017). Purchasing intention in the digital environment is largely influenced by online interactions, content exposure, and interaction with online marketing campaigns. Customers are better informed and empowered, since they are now able to access a lot of information, reviews and recommendations online. This change has driven the businesses to become more focused, personal and interactive in their marketing strategies to capture and retain their customers.

Social media marketing is one of the digital marketing strategies that have proved to be one of the most influential when it comes to consumer perceptions and purchase decisions (Stephen, 2016). Instagram, Facebook, and YouTube are the platforms that enable business to produce interesting content, communicate with consumers directly, and create brand awareness. Online advertising is also crucial in focusing on consumer attention and raising product awareness. Digital marketing effectiveness is also augmented by the quality of content, consumer interactivity, the degree of trust and credibility of online information.

Although the role of digital marketing has been increasing, there still exists a gap to empirically study the effect of various digital marketing strategies on consumer purchase intention (Tiago and Verissimo, 2014). The knowledge of this relationship is critical to enable businesses to develop effective marketing strategies and enhance their competitive edge in the digital market. Hence, the current research will examine how different digital marketing variables such as the use of social media, exposure to online ads, behavior of engagement and trust and credibility influence consumer buying intention.

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This paper is empirical as it gathers primary data by interviewing respondents who frequent the digital platforms and participate in online shopping activities. The application of statistical methods tries to offer significant information about consumer behavior within the digital setting since empirical studies have been identified to be useful in explaining digital consumer behavior (Lamberton and Stephen, 2016). This research will add to the body of scientific literature as well as the working marketing solutions because the summary of its findings will showcase the most important considerations in the decision of making purchases in the digital era.

NEED OF THE STUDY

The current digital era has seen the swift growth of internet technology and the rising number of smartphones that greatly changed how business is conducted between the business and the consumer. Digital marketing has proven to be an effective tool that can help organizations reach more people, provide them with personalized content and impact consumer behavior in a more effective way, than conventional marketing strategies. With the rising use of online sources to obtain information, review as well as doing purchase decisions, the need to comprehend the effects of digital marketing plans on their buying intention has become imperative. The offline/online transition has posed new opportunities and challenges to the marketers and as a result, there is a need to research the efficacy of different digital marketing tools like social media, online advertising and content marketing.

This study is needed due to the increased significance of consumer interaction and confidence in the online market. Nowadays consumers are bombarded with a huge amount of digital data and their choices are not only influenced by advertisements but peer reviews, influencer recommendations and brand interactions. Thus, examining the most effective digital marketing strategies to influence consumer attitudes and purchase intentions is crucial. Moreover, companies need empirical evidence to formulate and put in place strategies that are capable of improving customer satisfaction and boosting sales.

LITERATURE REVIEW

Iqbal and Ansar (2025) had analyzed the effect of digital marketing strategies on the purchase intention of a consumer using the three types of social media marketing, influencer marketing, and search engine optimization (SEO), with consumer trust playing the mediating role, and unethical practices playing the moderating role. The research had employed a quantitative method, gathering data of 385 respondents via Google Forms and analyzed it with Smart PLS 4.0 with the method of PLS-SEM and bootstrapping. The results had established that consumer trust had played a huge role in purchase intention, whereas influencer marketing and SEO had played a positive role in influencing trust. Social media marketing, though, had not had a significant impact on consumer trust and unethical practices had not had any moderating effects. The research had emphasized the importance of trust in developing good digital marketing and consumer purchase intention.

Rana, Sharmin and Islam (2025) had investigated the variables that affect the purchase intentions of the consumers in the digital marketing space in Bangladesh, where the gap had been relatively uncharted. It was a qualitative study that employed semi-structured interviews and thematic analysis. The results had marked out some important factors like convenience and time-saving, access to information and customer reviews, price sensitivity, social influence, integration of technology, visual appeal, and customer service experience as being significant determinants of purchase intention. The research had offered great information to marketers and policy makers to implement effective digital strategies and had helped in developing an improved insight into consumer decision making in new digital markets.

Masfer and Helmi (2025) had studied the influence of digital marketing on the consumer behavior on e-commerce sites through a quantitative method. The research had gathered responses of 285 respondents using a survey technique and had used regression analysis to see if there were any relationships between variables. The results had shown that elements like trust, perceived ease of use, perceived usefulness and compatibility of digital marketing strategies had played a significant role in the consumer behavior and purchase intention. The research had also highlighted how the digital marketing tools such as the social media, the search engines and email marketing had improved personalization and engagement with the consumers. The study had offered valuable management implications as it assisted marketers to come up with effective strategies as well as proposed future research directions especially in research on emerging technologies such as artificial intelligence.

Kabir et al. (2025) had analyzed the influence of digital marketing practices on consumer behavior, with an emphasis on the role of social media, personalized content, influencer marketing, and optimizing the search engine in determining purchasing decisions. The analysis had pointed out that digital marketing had turned the one way communication into a two way and personalized communication, which had affected consumer awareness, decision-making, customer loyalty, and post-purchase behavior. It had already determined social proof, peer reviews, gamification, and algorithm-driven targeting as major influences on the consumer behavior. Nonetheless, the research had also identified issues like digital fatigue, privacy issues, and ethical concerns which can impact the long term effectiveness. The findings had indicated that the digital marketing approach to consumer engagement had to be consumer-focused and ethically sound to generate trust and maintain consumer attention.

Figueiredo et al. (2025) had carried out a systematic literature review to investigate the effects of digital marketing on consumer behavior in online shopping situations. The research had employed a bibliometric analysis in terms of articles on the Web of Science database to examine the changing digital marketing landscape. The results had grouped the literature into six broad themes, such as, the digital consumer behavior, the engagement strategies, the factors that influence, the changes in

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technology, the innovative approaches, and the cross-channel shopping behavior. The paper had given emphasis that digital transformation had played a critical role in the interactions consumers had with the brands and their purchase decisions involving multi-touchpoints. It had also managed to give valuable insights, and the future research directions to improve the knowledge of digital marketing and consumer behavior in virtual environments.

OBJECTIVES OF THE STUDY

1. To examine the impact of digital marketing strategies on consumer purchasing intention.
2. To analyze the influence of social media marketing on consumers' buying behaviour.
3. To evaluate the effectiveness of online advertising in shaping purchase decisions.

HYPOTHESIS

1. **H1:**Consumer purchasing is very influenced by digital marketing strategies. intention.
2. **H2:**The online advertising and social media marketing play an important role in. the purchase decisions and the buying behavior of consumers.

RESEARCH METHODOLOGY

Research Design

The current study has been using a descriptive and empirical research design in order to study the. effect of online marketing campaigns on customer intention to buy. The descriptive The empirical has been helpful in explaining consumer behavior and patterns, as well as design. design has facilitated the research to test hypotheses using statistical analysis.

Nature and Sources of Data

The study has been primarily based on primary data, which has been collected through a structured questionnaire. The questionnaire has contained the questions related to demographics and The liker scale statements to quantify various aspects including social media use, online. advertising, engagement behavior, trust and credibility and purchase intention. Secondary data has also been gathered by way of books, research articles and the internet to support the. theoretical framework.

Sampling Design

The research has employed random sampling method to select respondents without any biasness. A total of 100 respondents has been included in the study. The respondents have comprised of people who actively use digital resources and have experience with online shopping, adapting them to the study of the effects of digital marketing strategies.

Variables of the Study

Both independent and dependent variables have been included in the study. The independent variables have included digital marketing variables in terms of the use and impact of social media, engagement. behavior, trust and credibility, exposure in online advertising and perception of content. The dependent variable has been consumer purchasing intention, which states the probability of. customers to base their buying decisions on online marketing campaigns.

Measurement Tool

A structured questionnaire has been used as the main tool for data collection. The responses were assessed with the help of a 5-point Likert scale, with 1 (Strongly Disagree) to 5. (Strongly Agree). There are numerous statements incorporated under each factor to guarantee. reliability and correctness of the answers.

DATA ANALYSIS TECHNIQUES

Statistical Package of the Social Sciences (SPSS) has been used to analyze the data collected. and Microsoft Excel. Descriptive statistics has been used which include frequency and percentage. to generalize the statistics. Additionally, regression analysis has been used to analyze the effect. of independent variables on consumer buying intention. Interpretation of the results has been done. to check the hypotheses and comprehend the connection between digital marketing solutions and. buying behavior.

Data Analysis

This part explains the interpretation and analysis of the obtained data to comprehend the. effectiveness of digital marketing strategies on consumer buying intention. The responses getting 100 respondents, the obtained obfuscated have been processed and presented in an organized system. tables and statistical results. The analysis will involve demographic profiling, model summary. ANOVA and regression coefficients to investigate the relationship between the variables. The the results are analysed to determine important variables that affect consumer behaviour and to. test hypotheses of the study.

Table 1. Demographic Profile

Variable	Category	Frequency	Percentage (%)
Gender	Male	52	52
	Female	48	48
Age Group	18–25	47	47
	26–35	35	35
	36–45	13	13
	Above 45	5	5
Social Media Usage	Less than 1 hour/day	5	5
	1–3 hours/day	30	30
	3–5 hours/day	35	35

	More than 5 hours/day	30	30
Preferred Platform	Instagram	47	47
	Facebook	27	27
	YouTube	26	26
Online Shopping Frequency	Rarely	5	5
	Occasionally	30	30
	Frequently	35	35
	Very Frequently	30	30
Ad Exposure	Low	5	5
	Moderate	48	48
	High	47	47
Product Type	Clothing & Fashion	47	47
	Electronics	34	34
	Groceries	19	19

According to the table, there was a clear representation of 100 respondents in the study, of which 52 percent were males and 48 percent were females, which was almost equal representation in terms of gender. Regarding the age group, most of the respondents were young (47% and 35% respectively) aged 18-25, and 36-45 respectively, and only a few respondents were aged above 45 years (5 percent) indicating that the study was mostly dominated by the young population.

In terms of social media usage, 35 percent of the respondents dedicated 3-5 hours per day, and 30 percent dedicated 1-3 hours and another 30 percent dedicated more than 5 hours daily and only 5 percent devoted less than 1 hour on social media. This means that most of the people who were interviewed are highly active on online media. When it comes to the favored platforms, Instagram was the most favored (47%), followed by Facebook (27%) and YouTube (26%). preeminence of visual and interactive systems.

As far as online shopping frequency is concerned, 35 percent of the respondents indicated that they shopped regularly, 30 percent regularly, and 30 percent very regularly, and 5 percent seldom shopped online meaning that there was a high interest in online shopping. On the same note, online advertisement exposure was very high with 48 percent of respondents reporting moderate exposure and 47 percent of them reporting high exposure with only 5 percent reporting low exposure.

Table 2. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.793	.784	.48173
a. Predictors: (Constant), Trust & Credibility, Content Perception, Social Media Usage & Influence, Engagement Behavior				
b. Dependent Variable: Purchase Intention				

The table shows clearly that the value of the correlation coefficient (R) is 0.890 and therefore there exists a strong positive relationship between the independent variables, namely, Trust and Credibility, Content Perception, Social Media Usage and Influence, and Engagement Behavior and the dependent variable, Purchase Intention. The coefficient of determination (R Square) is at 0.793 implying that about 79.3 percent of consumer purchase intention variation is identified by the digital marketing factors that were selected to be included in the model. Moreover, the adjusted R squared value of 0.784 represents the fact that even after removing the number of predictors, the model can be used to explain 78.4 percent of the variation, which confirms the robustness, as well as reliability of the model. The standard error of the estimate is 0.48173 which is quite small hence implying that the predicted values are near the observed values.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.301	4	21.075	90.816	.000[b]
	Residual	22.046	95	.232		
	Total	106.347	99			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Trust & Credibility, Content Perception, Social Media Usage & Influence, Engagement Behavior						

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The fact that the table indicates that the regression model is significant is a clear indication of this. The F-value of 90.816 is very high and the value of significance (Sig.) is 0.000 and it is lower than the usual value (0.05). This shows that there is a good fit of the overall regression model and that the independent. variables -Trust and Credibility, Content Perception, Social Media Usage and Influence, and Engagement Behavior--have a significant effect with the dependent variable, PurchaseIntention. The regression sum of squares (84.301) is very large compared to the residual sum of squares (22.046) which also indicates that a huge part of the purchase intention variation is captured by the model. Also the mean square value of regression (21.075) is significantly high compared to the residual (0.232) which supports the model strength.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.714	.371		1.925	.057
	Social Media Usage & Influence	.300	.088	.345	3.419	.001
	Content Perception	.650	.035	.880	18.498	.000
	Engagement Behavior	-1.297	.583	-1.099	-2.225	.028
	Trust & Credibility	1.678	.641	1.446	2.619	.010
a. Dependent Variable: Purchase Intention						

The table shows the impact of independent variables on consumer purchase intention. This constant is 0.714, which is not statistically significant since its p-value (0.057) is above 0.05. Social Media Usage and Influence is one of the independent variables that have a significant and positive effect on purchase intention (B = 0.300, p = 0.001), which means that the more one engages in social media, the greater the purchasing intention. On the same note, the positive effect on Content Perception is also significant and positive (B = 0.650, p = 0.000), indicating that improved quality and informative content would have a great effect on consumers intention to purchase. Trust and Credibility also positively affect it (B = 1.678, p = 0.010) ensuring that the more trust is placed on digital platforms, the higher the chances of making a purchase decision are. Nevertheless, Engagement Behavior has a negative and significant relation (B = -1.297, p = 0.028) that means that the greater the engagement, the greater the purchase intention is unlikely to take place and can even work in the opposite direction in this case.

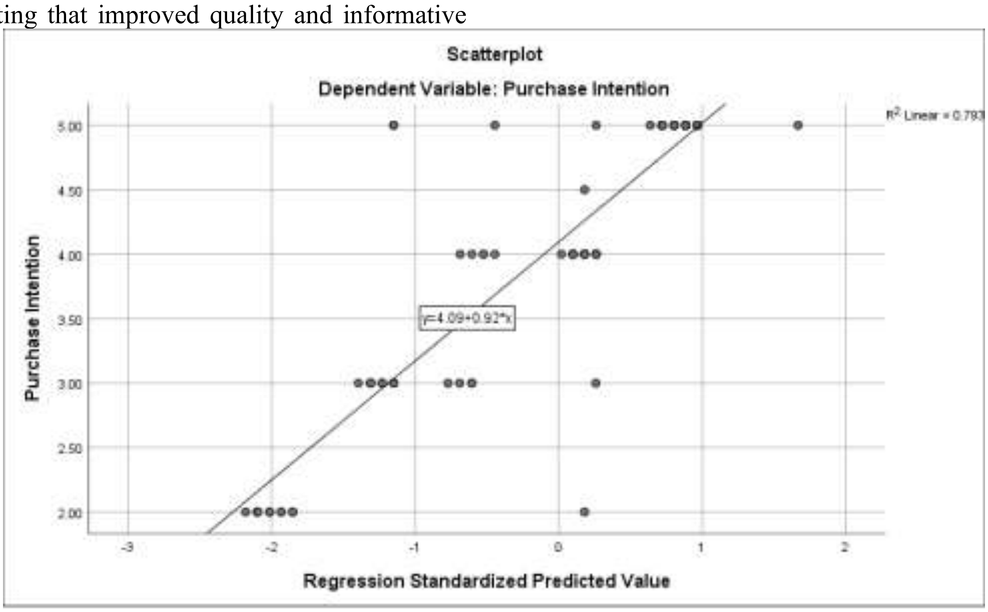

Chart 1. Scatter Plot (Regression Plot) of Purchase Intention

The positive linear relationship between the predicted values and was seen in the scatter plot. purchase intention. The increasing slope of the regression line implies that with increased digital marketing. influence goes up, so does consumer purchase intention. The value of R2 is 0.793 which indicates. that approximately 79.3% of the variation in purchase intention is explained by the model. All in all, the data points are tightly fitted around the regression line, which means that it is a good model. fit and strong indicative strength.

DISCUSSION AND HYPOTHESIS TESTING

This current research paper has identified the effects of online marketing campaigns on consumer buying intentions through regression analysis. The results of the research make it clear that the overall regression model is significant considering the results of the ANOVA (Sig. = 0.000). This establishes the fact that the chosen independent variables are: Social Media Usage and Influence, Content Perception, Engagement Behavior, and Trust and Credibility and that they all affect the consumer purchase intention. The fact that the R square value is high (0.793) also shows that about 79.3 percent of the fluctuations in purchase intention can be attributed to the digital marketing factors and the model is highly explanatory. In terms of individual variables, the Social Media Usage and Influence has indicated positive and significant impact on purchase intention ($p = 0.001$). This implies that the more consumers are exposed and interact with social media sites, the more interests and a tendency to buy products they have. Equally, Content Perception has become the most significant factor ($p = 0.000$) that shows that quality, informative, and interesting digital content is important to influence consumer choices. The Trust and Credibility also exemplify a great positive effect ($p = 0.010$), highlighting that consumers should be more inclined to make purchase decisions when they consider digital platforms and information to be reliable and trustworthy. Nevertheless, Engagement Behavior has revealed a negative and significant impact ($p = 0.028$), which implies that not all interactions with digital content lead to purchase intention and that it may be a matter of other underlying conditions. Following these results, Hypothesis H1 according to which digital marketing strategies can greatly influence consumer purchasing intention is accepted as the overall model and key variables are having a significant impact. Moreover, Hypothesis H2 that suggests that social media marketing and online advertising have a significant effect on consumer buying behavior and purchase decisions is also accepted. This is justified by the fact that the Social Media Usage & Influence and Content Perception (reflecting the effectiveness of online advertising) have a strong influence on purchase intention.

CONCLUSION

The current research has discussed the effects of digital marketing strategies on consumer buying intention using empirical research. The results have clearly indicated that digital marketing is an important influence in the consumer behaviour within the contemporary digital setting. As the internet and social media have grown swiftly, consumers have increasingly been using digital platforms to access information, evaluation and decision-making when it comes to products and services. The paper has identified that digital marketing strategies not only work effectively in the creation of awareness but also in the ultimate purchase decisions of consumers. The results of the analysis have revealed that factors such as social media usage and influence, content perception, and trust and credibility have a positive and significant impact on consumer purchasing intention. Of these, content perception has proven to be most influential, meaning that quality, relevant and engaging content is a key to attract and convince consumers. It has also been established that trust and credibility are also vital because when consumers believe in digital platforms and marketing messages, chances of buying products are higher. The social media has been a significant channel of communication and exchange of information and thus it has affected consumer preference and behavior. The study has however also discovered that the engagement behavior does not necessarily translate into increased purchase intention and in some cases it can even have an adverse effect. This implies that interaction with the digital content alone does not put purchasing decisions into action and additional points like trust and content quality should be taken into consideration. The general model has demonstrated the high explanatory power, which shows that the entire digital marketing strategies explain a significant amount of variation in consumer purchase intention. The research has profound implications on marketers and businesses. It proposes the idea that companies need to devise effective digital marketing strategies that are oriented towards the quality of content, consumer trust-building, and effective use of social media. Individualized and open communication can also increase consumer interaction and result in a greater purchase intention.

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