

## DIGITAL MARKETING STRATEGY AND DECISIONS CONSUMER PURCHASES

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### Abstract

#### Keywords :

Digital Marketing  
Strategy,  
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Consumer Behavior,  
Consumer Trust.

*This study aims to analyze the role of digital marketing strategies in influencing consumer purchasing decisions in the context of an increasingly digitalized business environment. The approach used is a quantitative explanatory method with a survey of consumers who have experience interacting with digital platforms before making a purchase. Data were collected through a structured questionnaire and analyzed using inferential statistical techniques to test the relationship between variables. The results show that digital marketing strategies have a positive influence on consumer purchasing decisions, both directly and through the formation of consumer perceptions such as trust and perceived value. These findings indicate that the quality of digital content, communication interactivity, and ease of access to information are important factors in encouraging consumers to make purchasing decisions. Furthermore, the results also show that the digital environment strengthens the role of consumers as active actors in the decision-making process, especially through access to information and reviews from other users. The impact of this research lies in its contribution to enriching marketing management studies, particularly in understanding the dynamics of consumer behavior in the digital era, as well as providing practical implications for companies in designing more effective and consumer-oriented digital marketing strategies.*

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## INTRODUCTION

The development of digital technology over the past two decades has fundamentally changed the way companies build relationships with their markets. This transformation not only impacts operational aspects of business but also influences how companies design marketing strategies to reach increasingly digitally connected consumers. A report released by We Are Social in collaboration with Hootsuite shows that by 2024, the number of internet users worldwide will exceed 5 billion, with penetration rates continuing to increase, particularly in developing countries. In Indonesia alone, internet penetration has reached more than 78 percent of the total population. (Lusa et al., 2024) . This data confirms that the digital space is no longer merely an



alternative marketing channel but has become the primary arena where companies and consumers interact. In this context, digital marketing strategy is understood not only as the use of online media for promotion, but as a strategic approach that enables companies to build more responsive, personalized, and data-driven communications.

These changes have also given rise to new dynamics in modern marketing practices. While previously marketing communications tended to be one-way through conventional media, the digital environment presents a much more interactive communication pattern. Social media platforms, search engines, and marketplaces enable consumers to actively participate in brand communication processes (Sjioen & SE, n.d.) . Through these mechanisms, consumers are no longer merely recipients of marketing messages but also act as producers of information through product reviews, comments, and recommendations to other users. In such situations, digital marketing strategies cannot simply rely on delivering promotional messages; they must also be able to create meaningful interactive experiences for consumers. The success of these strategies is often determined by the quality of digital content, the consistency of brand communications, and the company's ability to leverage technology to more accurately understand market preferences.

On the other hand, the development of digital technology also has important implications for consumer behavior. Expanded access to information allows consumers to explore products more deeply before making purchasing decisions (Amory & Mudo, 2025) . Consumers now tend to compare various product alternatives through online reviews, recommendations from other users, and digital content provided by companies. This process reflects a shift in decision-making patterns that are increasingly rational and information-based. The digital environment also encourages consumers to engage more actively in building relationships with brands, for example through interactions on social media or participation in online communities. Therefore, understanding consumer behavior in a digital context is a crucial element in designing effective marketing strategies.

From the perspective of consumer behavior theory, purchasing decisions are the result of a series of cognitive and evaluative processes that individuals undertake before ultimately selecting a product or service. This process generally begins with need recognition, followed by information search, alternative evaluation, purchase decision, and post-purchase evaluation (Nugraha et al., 2021) . At each stage, the information obtained by consumers plays a crucial role in shaping product perceptions. In the digital environment, this information is largely obtained through various online platforms that provide consumers with a variety of reference sources. Therefore, digital marketing strategies have significant potential to influence the consumer decision-making process, particularly during the information search and evaluation stages of product alternatives.

The link between digital marketing strategies and consumer purchasing decisions is becoming increasingly relevant as companies face increasingly fierce market competition. Amidst the abundance of product choices available online, companies are required to establish clear differentiation in the eyes of consumers. A well-designed digital strategy can help companies strengthen their brand position through more personalized and relevant communications tailored to consumer needs. Informative digital content, responsive interactions, and transparent product information have the potential to increase consumer trust in a brand (Rusdin et al., 2025) . This trust ultimately becomes a crucial factor influencing purchasing decisions, particularly in transactions conducted through digital platforms.

However, the effectiveness of a digital marketing strategy is inextricably linked to a company's ability to understand the ever-evolving dynamics of consumer behavior. Not all forms of digital marketing activity automatically result in purchasing decisions. In many cases, consumers are becoming increasingly selective in responding to marketing messages they encounter online. Information overload, irrelevant content, or communications perceived as overly aggressive can trigger consumer resistance (Andiyana & Haryoko, 2026) . Therefore, companies need to design digital marketing strategies that not only focus on increasing brand

exposure but also create perceived value for consumers. A consumer-centric approach is key to ensuring that the digital strategy implemented truly influences purchasing decisions.

In the development of marketing management literature, studies on the relationship between digital marketing strategies and consumer purchasing decisions have experienced significant development. Various studies have shown that digital marketing activities such as social media marketing, content marketing, and interactive communication contribute to shaping consumer perceptions of brands (Wirapraja et al., 2023). However, existing empirical findings still show considerable variation, particularly regarding the mechanisms by which digital strategies influence purchasing decisions. Some studies emphasize the role of trust and perceived value as key mediators, while others highlight the importance of consumer experience in the digital environment. This situation indicates that the existence of digital marketing strategies as a factor influencing purchasing decisions still requires further in-depth study, especially in the context of markets with diverse consumer characteristics.

Based on these considerations, discussions on digital marketing strategies and consumer purchasing decisions are becoming increasingly important in the context of developing marketing management science. Research on this topic not only has theoretical relevance in enriching understanding of consumer behavior in the digital era but also has practical implications for companies in designing more effective marketing strategies. By understanding how digital strategies influence consumer decision-making processes, companies can formulate marketing approaches that are more adaptive to changes in market behavior. Therefore, a study of the relationship between digital marketing strategies and consumer purchasing decisions is relevant to be examined more systematically, both from a conceptual and empirical perspective, in order to contribute to the development of marketing practices that are more responsive to the dynamics of the digital business environment.

## RESEARCH METHODS

This research was designed with an explanatory quantitative approach that aims to examine the causal relationship between digital marketing strategies and consumer purchasing decisions. This approach was chosen because the research not only seeks to describe the phenomenon of digital marketing in business practice but also explains how these variables contribute to the formation of consumer purchasing decisions empirically (Huda et al., 2025). Within the methodological framework of management science, an explanatory quantitative approach allows researchers to examine the relationship between variables through a measurable and systematic analysis model. Research data were obtained through a survey using a structured questionnaire compiled based on conceptual indicators of the research variables. The digital marketing strategy variable was operationalized through several dimensions such as digital content quality, marketing communication interactivity, product information accessibility, and digital platform utilization. Meanwhile, the consumer purchasing decision variable was measured through stages of consumer behavior that include need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation as described in classic consumer behavior literature widely referenced in modern marketing studies, for example in the works of Philip Kotler and Kevin Lane Keller.

The population in this study were consumers who had purchased products through digital media, whether through social media platforms, marketplaces, or the company's official website. The sampling technique used purposive sampling, considering respondent characteristics relevant to the research objectives: individuals who had experience interacting with digital marketing activities before making a purchase. Data collection was conducted through an online questionnaire to reach respondents who actively use digital media. The collected data were then analyzed using inferential statistical analysis techniques to examine the relationship between digital marketing strategy variables and consumer purchasing decisions. Prior to hypothesis testing, the data underwent validity and reliability testing to ensure that the research instrument was able to consistently measure the intended constructs. The analysis then continued with testing

the relationship model between variables using regression analysis or structural modeling techniques commonly used in contemporary marketing management research. Through these analytical procedures, the study is expected to provide an empirical picture of the extent to which digital marketing strategies contribute to influencing consumer purchasing decisions in an increasingly digitalized business environment.

## RESULTS AND DISCUSSION

### *Digital Marketing Strategy Concept*

The development of information technology has driven a fundamental transformation in modern marketing practices. Digital marketing strategies emerged in response to changing communication patterns between companies and consumers, which are increasingly shifting to the digital space. In marketing management literature, digital marketing strategy is understood as an integrated effort that utilizes internet technology, digital platforms, and data analytics to create more effective and targeted marketing communications. This approach allows companies to reach consumers more broadly and more personally than conventional marketing methods. The use of social media, search engines, and various e-commerce platforms has opened up new opportunities for companies to build more dynamic relationships with the market. In the conceptual framework developed by Philip Kotler, digital marketing functions not only as a promotional channel but also as a means of creating sustainable consumer experiences through consistent digital interactions.

A key characteristic of a digital marketing strategy lies in its ability to integrate marketing communications with data-driven technology. Companies no longer simply deliver general marketing messages but can tailor communication content to specific consumer preferences. Through analyzing user behavior data, companies can understand consumer information search patterns, product preferences, and purchasing tendencies. This makes digital marketing more adaptive to changing market behavior. In the context of developing countries, this transformation is evident in the rapid growth of the e-commerce sector. In Southeast Asia, for example, annual reports released by Google, Temasek, and Bain & Company show that the region's digital economy has exceeded hundreds of billions of US dollars in recent years. This growth reflects the growing role of digital strategy in shaping the dynamics of modern marketing.

This phenomenon is also reflected in business practices in various developing countries. In Indonesia, for example, many startups and small businesses are leveraging digital platforms to expand their market reach without relying on expensive physical distribution networks. Platforms like Tokopedia and Shopee exemplify how digital ecosystems can connect producers and consumers in a more efficient transaction space. These platforms enable businesses to utilize various digital marketing features, such as algorithm-based promotions, consumer reviews, and direct customer communication. Thus, digital marketing strategies not only provide opportunities for large companies but also open broader access for small and medium-sized businesses to compete in an increasingly competitive market.

### *Consumer Behavior in the Digital Environment*

The development of digital technology has not only changed the way companies market their products but also influenced the way consumers obtain information and form brand preferences. In the digital environment, consumers have much broader access to various sources of information that were previously difficult to obtain. Through search engines, social media, and online discussion forums, consumers can easily compare various product alternatives before making a purchasing decision. This change indicates that modern consumers are increasingly active in their information search process and no longer rely solely on marketing messages delivered by companies. From a consumer behavior perspective, this phenomenon reflects a shift from one-way marketing communication patterns to more participatory interactions between consumers and brands.

Consumer behavior in the digital environment is also characterized by the increasing role of online communities in shaping product perceptions. Consumers often consider other users'

reviews as a primary reference before making a purchase. These reviews are considered more credible because they originate from the actual experiences of product users. In this context, social media becomes an important space for forming collective opinions about the quality of a product or service. Studies widely cited in the marketing literature show that recommendations from other users often have a stronger influence than promotional messages delivered by companies. This suggests that social interactions in the digital environment play a significant role in shaping consumer preferences.

This phenomenon can be clearly observed in various developing countries experiencing rapid growth in internet usage. In India, for example, increasing smartphone penetration has driven consumers to increasingly rely on digital platforms for product information. E-commerce platforms like Flipkart and Amazon India capitalize on this behavior by providing algorithm-based review and recommendation systems that help consumers find products that match their preferences. Similar conditions are also evident in various Southeast Asian countries, where social media is often the primary source of information before consumers make a purchase. Thus, changing consumer behavior in the digital environment requires companies to design marketing strategies that are more responsive to the dynamics of digital interactions.

### ***Consumer Purchasing Decision Process***

Consumer purchasing decisions are the result of a complex evaluation process involving both rational and emotional considerations. In classical marketing literature, this process is typically described as a series of stages, ranging from need recognition to post-purchase evaluation. The first stage occurs when consumers recognize a need or desire for a product. This awareness can arise from various factors, including personal experience and external influences such as advertising or recommendations from others. In the context of digital marketing, exposure to marketing content on social media or digital platforms is often the initial trigger for a consumer's need for a product.

The next stage is information retrieval, where consumers begin gathering references to help them evaluate available product alternatives. The digital environment significantly simplifies this process, allowing consumers to access a wide range of information sources quickly and efficiently. They can compare prices, read user reviews, and even watch product demonstrations through online videos. This information retrieval process plays a crucial role in shaping consumers' perceptions of a product's quality and value. Therefore, a digital marketing strategy that provides clear and transparent product information can increase consumers' chances of progressing through the evaluation process to the purchase decision stage.

The final stage in the purchasing decision process is post-purchase evaluation, where consumers assess whether the product they purchased met their pre-conceived expectations. This evaluation not only influences consumer satisfaction but also determines the likelihood of future repurchases. In the digital environment, post-purchase experiences are often shared by consumers through reviews or comments on online platforms. This allows individual experiences to have a broader impact on overall market perception. Thus, the purchasing decision process in the digital era no longer stops at the transaction but continues to build a brand reputation in the digital space, which can influence other consumer decisions.

### ***Relationship between Digital Marketing Strategy and Purchasing Decisions***

The relationship between digital marketing strategies and consumer purchasing decisions can be understood through the mechanisms that shape consumer perceptions and trust in a brand. An effectively designed digital strategy enables companies to convey product information in a more engaging and accessible way for consumers. Informative digital content, engaging visuals, and responsive communication can increase consumer interest in the products offered. In this context, digital marketing serves as a bridge connecting companies with consumers in the process of shaping market preferences.

The influence of digital marketing strategies on purchasing decisions can also be seen through the role of interactions on social media. Intense interactions between companies and consumers allow for a more personal relationship compared to conventional marketing

communications. Consumers can ask questions, provide feedback, and share product experiences directly with the company. This interaction has the potential to increase consumer trust in the brand, which can ultimately drive purchasing decisions. In many cases, consumers are more likely to purchase products from brands that actively communicate with customers in the digital space.

This influence is increasingly evident in business practices in developing countries experiencing rapid growth in social media usage. In Brazil, for example, retail companies utilize platforms like Instagram and WhatsApp as their primary means of marketing communication with consumers. Through these platforms, companies not only promote products but also build direct relationships with customers. Interactions through private messages and public comments are often factors that influence consumer purchasing decisions. This demonstrates that digital marketing strategies that prioritize interactive communication can significantly contribute to the formation of purchasing decisions.

### ***Managerial Implications***

The findings of this literature review on digital marketing strategies and consumer purchasing decisions provide several important implications for business practitioners. First, companies need to understand that the success of a digital marketing strategy depends not only on the intensity of promotions but also on the quality of interactions they build with consumers. Marketing content that is relevant to consumer needs and responsive communication to customer inquiries can increase brand trust. Therefore, companies need to design digital strategies that are oriented not only toward increasing brand exposure but also toward building long-term relationships with consumers.

Second, companies need to leverage digital data more optimally in designing marketing strategies. Digital platforms provide a wealth of information on consumer behavior that can be used to better understand market preferences. By leveraging data analysis, companies can tailor marketing communication strategies to different consumer characteristics. This data-driven approach enables companies to create more personalized and relevant marketing messages, thereby increasing the likelihood of a purchase decision.

Third, in the context of developing countries, companies need to consider local market characteristics when designing digital marketing strategies. Digital literacy levels, communication platform preferences, and the socioeconomic conditions of the community can influence the effectiveness of the strategies implemented. In many developing countries, social media often has a greater influence than a company's website in shaping consumer brand perceptions. Therefore, companies need to adapt their digital marketing strategies to consumer interaction patterns in the digital space to create a more significant impact on purchasing decisions.

## **CONCLUSION**

The study's conclusions on digital marketing strategies and consumer purchasing decisions indicate that digital transformation has brought significant changes to modern marketing practices. Marketing is no longer limited to conventional, one-way promotional activities, but has evolved into a more interactive, dynamic, and technology-based communication process. Utilizing various digital platforms allows companies to reach consumers more widely while building more personal relationships through ongoing interactions. In this context, digital marketing strategies serve not only as a means of distributing product information but also as a crucial instrument in creating consumer experiences that influence brand perceptions.

This study also shows that consumer behavior in the digital environment has undergone significant changes. Modern consumers tend to be more active in seeking information, comparing product alternatives, and considering other users' reviews before making purchasing decisions. Widespread access to information through digital media makes consumers more rational and selective in evaluating products offered in the market. In this situation, the existence of a digital marketing strategy that provides clear, transparent, and relevant information is a crucial factor in shaping consumer preferences for a product or brand.

Furthermore, the consumer purchasing decision process in the digital era still follows the classic stages of consumer behavior, from need recognition to post-purchase evaluation. However, each stage is now significantly influenced by consumer interactions on various digital platforms. Marketing content, product reviews, and interactive communication between companies and consumers play a role in shaping perceptions of value and levels of trust in a brand. Therefore, digital marketing strategies have the potential to influence purchasing decisions, particularly during the information search and evaluation stages of product alternatives.

Overall, the discussion results indicate that digital marketing strategies are closely related to consumer purchasing decisions. An effectively designed digital strategy can increase consumer trust, strengthen brand image, and encourage preference for the products offered. Therefore, companies need to design digital marketing strategies that are not only oriented towards increasing brand visibility in the digital space but also capable of creating interactive and valuable communications for consumers. A consumer-centric approach and the strategic use of digital technology are key for companies to increase marketing effectiveness and drive purchasing decisions in an increasingly digitalized business environment.

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