

ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASING DECISIONS IN THE DIGITAL ECONOMY ERA

Loso Judijanto*

IPOSS Jakarta, Indonesia
E-mail: losojudijantobumn@gmail.com

I Putu Gede Didik Widiarta

Universitas Mulawarman, Indonesia
E-mail: didikwidiarta9@gmail.com

Luckhy Natalia Anastasye Lotte

Universitas Papua, Indonesia
E-mail: l.lotte@yahoo.com

Abstract

This research aims to analyze the influence of digital marketing on consumer purchasing decisions in the digital economy era through a literature review approach. The development of information technology has fundamentally changed the marketing landscape, where consumers are now increasingly active and selective in making purchasing decisions. This study was carried out using the library research method, by examining various scientific sources such as journals, books and research reports published in the last five to ten years. The analysis results show that digital marketing elements such as social media marketing, content marketing, and influencer marketing have a significant and consistent influence on the purchasing decision stages, especially in creating awareness, building interest, and encouraging action. Apart from that, this research also found that the influence of digital marketing is strengthened by factors such as consumer trust, brand loyalty, and the quality of digital content which act as mediators and moderators. The implications of these findings indicate that an effective digital marketing strategy must prioritize an integrated, relevant and consumer experience-oriented approach. Thus, strategic use of digital marketing can be the key to winning business competition in an increasingly competitive digital economy era.

Keywords: Digital Marketing, Purchasing Decisions, Consumers, Digital Economy

INTRODUCTION

The development of digital technology and the internet has revolutionized almost all aspects of human life, including the economic and business fields. The digital transformation that is occurring globally allows business actors to access a wider market in a more efficient and effective way. The internet is not only a source of information, but also the main platform for interacting, transacting and building relationships with consumers (Rizkiani et al., 2022). This phenomenon has given birth to a new ecosystem called the digital economy.

In the midst of the digital economy era, consumer behavior is experiencing a significant shift. Consumers are now more active in searching for product information through various digital channels before making purchasing decisions. The purchasing process is no longer limited to physical stores, but takes place online via e-commerce, social media and various other digital platforms. Open access to information and ease of comparing products make consumers more selective and critical in choosing (Hapsari, 2022).

Digital marketing emerged as a response to these changes, becoming the main strategy for reaching and influencing consumers. Different from traditional marketing, digital marketing relies on digital technology such as social media, search engines, email marketing, digital content, and others to convey messages to the target market (Putra, 2022). The advantage of digital marketing lies in its ability to reach consumers in a personal, interactive and measurable way.

Companies from various sectors are starting to utilize digital marketing to increase brand awareness, build relationships with customers, and encourage sales conversions. Strategies such as social media marketing, influencer marketing, and content marketing have been proven to be able to attract attention and shape consumer perceptions of products or services (Nugroho & Wasesa, 2024). This indicates that digital marketing is not just a complement, but a core component in modern business strategy.

However, the effectiveness of digital marketing cannot be separated from a deep understanding of how this strategy influences consumer behavior, especially in the purchasing decision making process. In this context, consumer purchasing decisions become an important focus because they are the final result of the entire series of marketing strategies implemented (Prayogo & Ariadi, 2024). Therefore, it is important to evaluate the extent to which digital marketing can encourage consumers from the stage of getting to know the product to finally deciding to buy.

As business competition in the digital realm increases, companies are required to understand their consumers' preferences and habits in more detail. This knowledge can be used to design more effective and relevant digital marketing campaigns. Analysis of the influence of digital marketing on consumer purchasing decisions is becoming increasingly important as a basis for strategic decision making in marketing (Kanya & Adilla, 2022).

Considering the high dependence of consumers on the internet in the purchasing process, and the many forms of digital marketing channels available, it is necessary to carry out in-depth scientific studies regarding which digital marketing elements have the most influence on purchasing decisions (Soedargo & Mulya, 2023). This kind of study will make a real contribution not only to the development of modern marketing theory, but also to everyday business practice.

Based on this background, this research aims to analyze the influence of digital marketing on consumer purchasing decisions in the digital economy era. Literature reviews will be used to identify patterns, relationships, and findings from various previous studies to provide a comprehensive picture of the ongoing phenomenon.

RESEARCH METHOD

This research uses a literature review approach (library research) or more specifically a systematic literature review, which aims to identify, evaluate and synthesize previous research results that are relevant to the topic of the influence of digital marketing on consumer purchasing decisions. This method was chosen because it allows researchers to examine in depth various theoretical and empirical perspectives from a number of trusted sources. The data in this research comes from national and international indexed scientific journals, academic books, market research reports, and other official publications published in the last 5 to 10 years, to ensure the relevance and up-to-dateness of the information.

The data collection process was carried out by searching literature from various academic databases, such as Google Scholar, Scopus, ScienceDirect, and ProQuest. The selected literature was then analyzed using thematic analysis to identify consistent patterns, as well as classification based on research variables, methods used, and main results of each study. This analysis was carried out qualitatively, with the aim of understanding how various digital marketing components (for example social media, digital content, or SEO) influence the stages in the consumer purchasing decision

making process. With this approach, it is hoped that research can provide a comprehensive synthesis and become the basis for further research and more effective digital marketing practices (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Literature Classification Based on Digital Marketing Components

Based on the results of a literature review, the digital marketing components most frequently studied in relation to consumer purchasing decisions include social media marketing, influencer marketing, email marketing, content marketing, search engine optimization (SEO), search engine marketing (SEM), and the use of interactive websites (Schleutker & Lehtonen, 2024). Each component has unique characteristics in influencing consumer attitudes and behavior, both directly and indirectly.

Social media marketing is one of the most dominant digital marketing strategies in the literature. Social media such as Instagram, Facebook, TikTok, and Twitter are used by companies to build relationships with consumers, disseminate product information, and create brand engagement. Literature shows that social media marketing has a significant influence on the initial stages of purchasing decisions, especially in building awareness and interest in products. The two-way interaction offered by social media also increases consumer trust and loyalty (Aghazadeh & Khoshnevis, 2024).

Furthermore, influencer marketing has also become an important focus in various research. The use of public figures or social media celebrities to promote products has been proven to be able to form positive perceptions of brands and influence purchase intentions (Feroz et al., 2023). Studies show that credibility, attractiveness, and fit between the influencer and the product are key factors that determine the effectiveness of this strategy. Influencer marketing plays a big role in the desire and action stages of the purchasing decision process.

Email marketing is seen as a more personal and direct strategy. The literature states that email marketing is effective in retaining existing customers and encouraging repeat purchases, especially if the content of the email is personalized to the consumer's preferences. Even though it is considered a more traditional channel compared to social media, email marketing remains relevant due to its ability to provide targeted offers and build loyalty (Chaffey & Smith, 2022).

Content marketing, such as blog articles, videos, infographics, and product reviews, is also widely discussed in the literature. This strategy serves

to provide education and added value to consumers before they make purchasing decisions. Quality content is considered capable of increasing brand credibility and helping consumers understand product benefits in depth (Baines et al., 2022). Therefore, content marketing often influences the alternative evaluation and purchase justification stages.

In addition, SEO and SEM are digital marketing strategies that focus on achieving visibility on search engines like Google. Studies show that ranking high in search results gives a brand a professional and credible impression. Consumers tend to choose products that appear on the first page of searches because they are considered more trustworthy and relevant to their needs (Piven, 2022). Thus, SEO and SEM have an important influence in attracting traffic and driving clicks that lead to purchasing decisions.

Interactive and user-friendly websites are also a focus in several literatures. Websites that are fast to access, easy to use, and have an attractive appearance are proven to increase user comfort and experience. Features such as customer reviews, product simulations, and interactive chat provide additional information that can strengthen purchase intentions (Makrydakīs, 2022). In this case, website design and functionality are also an important part of the digital marketing strategy which influences consumer behavior.

Analysis of Influence on Purchase Decision Stages

In the analyzed literature, many consumer purchasing decision processes are explained using the AIDA (Awareness, Interest, Desire, Action) model. This model explains the stages that consumers go through before making a purchase, starting from awareness of the existence of the product to purchasing action (Hasni & Sujana, 2023). Digital marketing plays an important role at each of these stages, with strategies tailored to influence consumer behavior step by step.

At the awareness stage, consumers first get to know a product or brand. Digital marketing strategies that play a big role at this stage are social media marketing, SEO, SEM, and display advertising. Social media has become an effective channel for introducing brands to new audiences through visual content, viral campaigns and targeted advertising features. Likewise, SEO and SEM help products appear on search pages, which are the main entry point for unfamiliar consumers. Literature shows that the level of digital visibility has a strong correlation with increased brand awareness (Nurochim et al., 2022).

The next stage is interest, where consumers begin to show interest and look for further information. Content marketing and email marketing have a big role here. Blog articles, video reviews and infographics provide in-depth explanations of product benefits, thereby building consumer interest and knowledge. Customized email marketing is also able to maintain consumer interest in certain products, especially if it includes promotions, personal recommendations, or reminders (Aswin et al., 2023).

Entering the desire stage, consumers begin to have a desire to own the product. This is where influencer marketing and customer testimonials play an important role. Literature suggests that perceptions of a product improve significantly when consumers see figures they trust or admire recommending it. The emotional and aspirational elements brought by influencers can turn interest into a strong desire to buy. Content that shows lifestyle, success stories and positive experiences also encourages the formation of this desire (Maulidasari & Hasan, 2024).

The action stage is the final point where consumers decide to buy. Strategies such as retargeting ads, special discounts, ease of transactions on the website, and clear calls to action are key at this stage. The literature emphasizes the importance of providing easy, fast, and secure digital purchasing paths, including mobile-friendly checkouts and multiple payment methods. Convenience and speed factors have been proven to influence the conversion of purchase intentions into real action (Takaya, 2023).

Analysis from various studies also shows that not all digital marketing strategies play an equal role at each stage. For example, SEO is very effective in the awareness stage, but has less impact in the desire stage. On the other hand, testimonials and user-generated content, which do not attract much attention at first, are very influential in the final stages (Ofa & Wuisan, 2022). Therefore, choosing the right strategy at each stage is the key to the success of a digital marketing campaign.

Overall, digital marketing makes a significant contribution in driving consumers through all stages of the purchasing decision. However, the effectiveness of the strategy is highly dependent on the suitability of the content, distribution channels and delivery time. Therefore, companies need to design an integrated and data-based approach in order to maximize their impact on the consumer purchasing process.

Moderator/Mediator Factors

In a literature review regarding the influence of digital marketing on purchasing decisions, it was found that the relationship between the two is not always direct. There are a number of moderator and mediator factors that can strengthen or weaken the influence of digital marketing on consumer purchasing decisions (Ferdiansyah & Pratomo, 2023). These factors work as bridging or conditioning influences, explaining why or under what conditions digital marketing is effective in driving purchases.

One of the mediator factors most often discussed in the literature is consumer trust. In a digital context, consumers do not interact directly with products or sellers. Therefore, trust is an important element in forming purchasing decisions (Sudirjo et al., 2023). Studies show that digital marketing strategies that are transparent, interactive and provide complete information can increase consumer trust. Elements such as customer testimonials, online reviews, and guarantees of transaction security also play an important role in strengthening the effect of digital marketing on purchasing intentions.

Brand loyalty also plays a role as a mediator and moderator factor in various studies. Digital marketing aims not only to create one-time transactions, but also to build long-term relationships. When consumers have loyalty to a brand, they tend to be less sensitive to competitors' promotions and are more easily influenced by digital campaigns from that brand (Rahmatullah & Nobelson, 2023). In this case, loyalty strengthens the influence of digital marketing on repeat purchases or follow-up purchases.

Furthermore, the quality of digital content was also found to be a crucial factor in strengthening the effectiveness of digital marketing. Content that is relevant, informative, interesting and consistent will be better able to attract consumers' attention and encourage them to continue to the next stages of the purchasing process. On the other hand, content that does not match consumer needs or expectations can actually reduce interest and cancel conversion potential (Amalia et al., 2024). Therefore, content quality is an important mediator in the relationship between digital marketing strategy and consumer response.

Several studies also show that the combination of trust and content quality produces a synergistic effect that increases brand loyalty. Consumers who trust the information they receive digitally tend to build stronger emotional bonds with brands. This ultimately makes them more susceptible to the influence of digital campaigns run by the brand (Khadizah, 2022).

Therefore, building trust and presenting quality content is not just a short-term strategy, but an investment to create long-term loyalty.

These factors not only act as mediators that explain the psychological processes behind purchasing decisions, but also as moderators that condition the extent to which digital marketing influences apply in a particular context. For example, trust may play a major role in high-risk product categories (such as financial services), while brand loyalty is more dominant in everyday consumer product categories (Patimah et al., 2023). Thus, it is important for companies to adjust their digital marketing approach based on audience and product characteristics.

In conclusion, understanding the role of consumer trust, brand loyalty, and digital content quality is very important in designing an effective digital marketing strategy. These three factors not only strengthen the influence of digital campaigns on purchasing decisions, but also form the basis of long-term relationships between brands and their consumers. A successful digital marketing strategy is not just about promotion, but also about building authentic and valuable relationships.

Digital Marketing Elements That Most Consistently Influence Purchasing Decisions

From the various studies analyzed, it was found that social media marketing is the digital marketing element that most consistently influences consumer purchasing decisions. Social media not only serves as a promotional channel, but also as an interactive platform that allows brands to build emotional connections with their audiences. Intense interaction, interesting visual content, and ease of sharing information are factors that make social media very effective in shaping consumer perceptions and decisions (Oebit & Adrian, 2024).

Apart from social media marketing, content marketing is also a very consistent element in influencing purchasing decisions, especially at the interest and desire stages. Modern consumers tend to seek information first before making a purchase, and educational, relevant and high-quality content helps them understand products and compare alternatives (Akbar, 2023). Blog articles, video tutorials, product reviews, and case studies are some of the most appreciated content formats because they add value and build trust.

Influencer marketing shows high consistency in influencing purchasing decisions, especially among the younger generation. Many studies show that recommendations from influencers that their audience considers credible and

relevant can significantly increase purchase intentions. The main strength of influencer marketing lies in the psychological aspect, namely the personal relationship that consumers feel towards the figures they follow. This accelerates the transition from the desire to action stage in the AIDA process (Ramadhan & Hariasih, 2023).

Search Engine Optimization (SEO) is also an element that has a consistent influence, especially in creating awareness and attracting potential traffic to the company's digital platform. Consumers often use search engines such as Google to find the solutions or products they need (Mutmainah & Wahidhani, 2024). Therefore, ranking well in search results will increase the chances of the product being considered. Although the influence of SEO is indirect, it consistently contributes to consumer acquisition.

Email marketing has also demonstrated steady effectiveness, especially in retaining customers and encouraging repeat purchases. Different from social media which is more general, email is personal and segmented, allowing for more relevant communication. Promotions, shopping cart reminders, and recommendations based on purchase history are examples of email marketing applications that have an impact on consumer decisions (Madhumithaa & Bose, 2024).

Paid digital advertising (such as Google Ads or Instagram Ads) has a strong effect when combined with the right targeting strategy. Although its effects are often considered more temporary and budget-dependent, the literature shows that digital advertising is effective in driving impulse purchases and increasing brand exposure. Timeliness, attractive visual format, and ad relevance are the main determinants of the success of this strategy (Kanetro et al., 2023).

Overall, the literature shows that interactive, personalized, and data-driven strategies are the ones that most consistently influence consumer purchasing decisions. The integration of various digital marketing elements, especially social media marketing, content marketing, and influencer marketing, creates a holistic approach that is able to reach consumers from the initial stage to purchase. Therefore, companies that want to excel in the digital era need to develop a digital marketing strategy that is comprehensive, adaptive, and centered on consumer experience.

CONCLUSION

Based on the results of the literature review, it can be concluded that digital marketing has a significant and consistent influence on consumer

purchasing decisions in the digital economy era. Various digital marketing elements, such as social media marketing, content marketing, influencer marketing, email marketing, and SEO/SEM, show an important contribution in influencing the stages of the purchasing process, from awareness to action. Each element plays a different role at each stage, and their effectiveness increases when used in an integrated manner and adapted to the characteristics of the target audience.

The findings also show that the influence of digital marketing does not occur linearly, but is mediated by a number of factors such as consumer trust, brand loyalty and the quality of digital content. These factors strengthen the relationship between digital marketing strategies and consumer purchasing intentions and actions. Therefore, an effective digital marketing approach needs to not only focus on delivering the message, but also building long-term relationships through relevant content, enjoyable digital experiences, and interactions that build trust.

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