

THE ROLE OF DIGITAL MARKETING IN INCREASING CONSUMER PURCHASING DECISIONS: A LITERATURE REVIEW

Maikel Rudianto

Universitas Latansa Mashiro

maikelstrategic@gmail.com

Abstract

This research aims to examine the role of digital marketing in improving consumer purchasing decisions based on a literature review. Digital marketing, which includes the use of social media, websites, email, and e-commerce platforms, has become the main strategy for companies to reach consumers more widely, quickly, and personally in the digital era. The results show that digital marketing has a positive and significant effect on consumer purchasing decisions. This influence is reflected through easy access to information, direct interaction between brands and consumers, and reviews and recommendations from other users that strengthen consumer trust. In addition, message personalisation and attractive digital promotions also prove effective in driving interest and purchasing decisions. Thus, the optimisation of digital marketing strategies is an important key for companies to increase competitiveness and consumer loyalty in the midst of increasingly competitive business competition.

Keywords: Digital Marketing, Purchase Decision, Consumer, Literature Review

Abstrak

Penelitian ini bertujuan untuk mengkaji peran digital marketing dalam meningkatkan keputusan pembelian konsumen berdasarkan kajian pustaka. Digital marketing, yang meliputi penggunaan media sosial, website, email, dan platform e-commerce, telah menjadi strategi utama perusahaan dalam menjangkau konsumen secara lebih luas, cepat, dan personal di era digital. Hasil kajian menunjukkan bahwa digital marketing berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Pengaruh ini tercermin melalui kemudahan akses informasi, interaksi langsung antara merek dan konsumen, serta adanya ulasan dan rekomendasi dari pengguna lain yang memperkuat kepercayaan konsumen. Selain itu, personalisasi pesan dan promosi digital yang menarik juga terbukti efektif dalam mendorong minat serta keputusan pembelian. Dengan demikian, optimalisasi strategi digital marketing menjadi kunci penting bagi perusahaan untuk meningkatkan daya saing dan loyalitas konsumen di tengah persaingan bisnis yang semakin kompetitif.

Kata kunci: Digital Marketing, Keputusan Pembelian, Konsumen, Kajian Pustaka

Introduction

Digital marketing has undergone a very significant transformation in recent years, along with the rapid development of information and communication technology. This phenomenon has a major impact on the business world, where digital marketing is now one of the main strategies used by companies to promote their products and services more effectively and efficiently. This change does not only occur

in large companies, but also penetrates into small and medium-sized businesses that are starting to adopt digital technology to expand their market reach (Bachri ., 2023)

Digital transformation has changed the way companies interact with consumers. If previously marketing was done conventionally through print or electronic media, now digital marketing utilises various online platforms such as social media, websites, and mobile applications (Dodson, 2016) . This allows companies to reach consumers in a more personalised and interactive way, creating a closer relationship between brands and customers.

The rapid development of the internet has also driven changes in consumer behaviour. Modern consumers tend to search for product information online before deciding to buy. They compare prices, read reviews, and seek recommendations through various digital channels. Therefore, the presence of digital marketing is very important to influence consumer purchasing decisions in this digital era (Bachri ., 2023)

According to HootSuite data, by 2023, the number of internet users in Indonesia will reach 212.9 million people, or around 77% of the total population. This figure shows the huge potential of the digital market and is an opportunity for companies to optimise their digital marketing strategies. Digital marketing allows companies to conduct more targeted promotions, measure campaign effectiveness in real-time, and customise marketing messages according to the desired market segmentation (Rahmayanti ., 2021)

One of the main advantages of digital marketing is its ability to provide easy access to information for consumers. Through digital platforms, consumers can easily obtain product information, compare features, and make purchase transactions anytime and anywhere. This flexibility is an added value that conventional marketing methods do not have. In addition, digital marketing also provides opportunities for companies to build brand awareness and customer loyalty through consistent and relevant interactions on social media. Interesting and interactive content can increase consumer engagement, which in turn encourages them to make purchases and recommend products to others (P. M. Putri & Marlien, 2022) .

However, despite the opportunities offered, the implementation of digital marketing also presents its own challenges. Competition in the digital world is fierce, so companies must continue to innovate in creating unique and relevant marketing strategies. In addition, data security and consumer privacy issues are important concerns that must be addressed in order to maintain consumer trust.

In the context of making purchasing decisions, digital marketing acts as a key source of information that influences consumer perceptions and preferences. Through various digital channels, companies can deliver marketing messages that are tailored to the needs and desires of consumers, thereby increasing the likelihood of purchase (R. Putri & Munas, 2023) .

Analysis of consumer data obtained from digital marketing activities also allows companies to understand market behaviour and trends more deeply. Thus, companies can make more informed decisions in designing the next marketing campaign, as well as increase the effectiveness of the overall marketing strategy (Saputro & Laura, 2020).

Along with the increasing dependence of society on digital technology, digital marketing is predicted to continue to grow and become the backbone of marketing strategies in the future. Therefore, companies need to continue to adapt to technological developments and digital trends in order to remain relevant and able to compete in an increasingly dynamic market (Kotler et al., 2017).

Based on the description above, it can be concluded that the role of digital marketing is vital in improving consumer purchasing decisions. Through the use of digital technology, companies can not only expand market reach, but also build stronger relationships with consumers, increase brand awareness, and accelerate the purchasing decision-making process. This literature review will further discuss the relationship and influence of digital marketing on consumer purchasing decisions in the digital era.

Research Methods

The research method used is a literature review with a descriptive approach by reviewing and analysing various previous research results related to the influence of digital marketing on consumer purchasing decisions. The study was conducted by collecting relevant sources, both in the form of scientific journals, books, and research reports that discuss digital marketing strategies such as social media, content marketing, digital promotions, and live streaming, as well as their impact on consumer purchasing behaviour and decisions (Ferrari, 2020). Analyses are carried out systematically to identify patterns, key findings, and factors that strengthen or weaken the relationship between digital marketing and purchasing decisions, so that it can be concluded the strategic role of digital marketing in improving consumer purchasing decisions in the digital era (Eliyah & Aslan, 2025).

Results and Discussion

The Relationship between Digital Marketing and Purchasing Decisions

The relationship between digital marketing and consumer purchase decisions has been the main focus of various studies in the field of modern marketing. Digital marketing, which includes strategies such as marketing through social media, email, search engine optimisation (SEO), and online advertising, allows companies to reach consumers more widely and personally than conventional methods. Through digital channels, consumers can now access product information quickly, compare various options, and get recommendations and reviews from other users before making a purchase (Odedara et al., 2024).

One important aspect of digital marketing is its ability to build direct interaction between brands and consumers. Social media, for example, provides a platform for companies to communicate, respond to questions, and respond to consumer complaints or feedback in real-time. These interactions not only increase engagement, but also strengthen consumer trust in the brand (Miller, 2017) .

Research shows that digital marketing has a positive and significant influence on consumer purchasing decisions. Regression analysis results in one study showed that an effective digital marketing strategy can significantly increase the level of purchase decisions, with a coefficient of determination (R^2) value of 0.545, which means 54.5% of the variation in purchase decisions can be explained by digital marketing. This confirms the important role of digital marketing in encouraging consumers to make purchases. In addition, consumer behaviour is also a mediating variable that strengthens the relationship between digital marketing and purchasing decisions (Lindstrom, 2008) . Good digital marketing is able to influence consumer behaviour, such as interest, preference, and trust, which ultimately leads to purchasing decisions. Consumers who feel they have a positive experience through digital interactions tend to be more loyal and make repeat purchases in the future (Miller, 2017) .

Digital marketing also allows companies to provide a more personalised and relevant shopping experience. Through data collected from digital activities, companies can customise content, offers and promotions according to consumers' characteristics and needs. This personalisation increases consumers' likelihood of making a purchase as they feel individually cared for and valued (Saleh & Shukairy ., 2010)

One of the main strengths of digital marketing is its ability to create impulse buying. Limited offers, exclusive discounts and promotions that appear suddenly on digital platforms often encourage consumers to make immediate purchases without much consideration. This is rarely the case with conventional marketing which tends to be less interactive and real-time. Reviews and recommendations from other users on digital platforms also greatly influence purchasing decisions. Consumers tend to believe in the experiences of others shared online, so positive reviews can increase trust and encourage purchases, while negative reviews can reduce consumer interest in certain products or brands (Salwanisa ., 2023)

In addition to the factors above, the quality of information presented through digital marketing also plays an important role. Clear, complete, and easily accessible information helps consumers in the decision-making process. Today's consumers rely heavily on digital information to ensure the products to be purchased match their needs and expectations (Hart, 1998) .

Consumer trust in the brand is also a key factor in the relationship between digital marketing and purchase decisions. A transparent, responsive, and consistent digital marketing strategy can increase consumer trust, which in turn has a positive impact on purchasing decisions. In addition, digital marketing provides convenience in

the transaction process through various secure and practical digital payment methods. This convenience and security are added values that increase consumer comfort and confidence in transacting online (Suleiman et al., 2024) .

The study also found that price can be a mediating factor that strengthens the influence of digital marketing on purchasing decisions. Attractive price promotions, discounts, and special offers delivered through digital channels have proven effective in encouraging consumers to make purchases immediately. In the context of brand awareness, digital marketing helps increase brand awareness among consumers. The more often consumers are exposed to brand information and content digitally, the more likely they are to remember and choose the brand when making purchase decisions (Suleiman et al., 2024) .

However, the effectiveness of digital marketing is also influenced by the quality of consumer experience while interacting with digital platforms. Easy navigation, responsive customer service, and a fast and secure transaction process are supporting factors that increase consumer loyalty and purchase decisions.

Overall, the relationship between digital marketing and consumer purchase decisions is strong and mutually influential. An integrated and consumer needs-oriented digital marketing strategy is proven to increase interest, trust, and loyalty, which in turn encourages consumers to make repeat purchases.

Thus, companies that want to compete in the digital era must be able to optimise all aspects of digital marketing, from information delivery, interaction, personalisation, to ease of transactions, in order to significantly increase consumer purchasing decisions.

The Effect of Digital Marketing on Consumer Purchasing Decisions

The influence of digital marketing on consumer purchasing decisions has become a major topic of research in today's digital transformation era. Digital marketing, which includes various strategies such as social media, email marketing, search engine optimisation (SEO), and paid advertising, has proven to be able to reach consumers more widely and effectively than traditional marketing methods. Through digital marketing, companies can deliver product information quickly, interactively, and relevantly, making it easier for consumers to make purchasing decisions (Saragih ., 2020)

One of the main findings from various studies is that there is a positive and significant influence between digital marketing and consumer purchasing decisions. The results of simple regression analysis show that digital marketing is able to explain 54.5% of the variation in consumer purchasing decisions, which means that the better the digital marketing strategy implemented, the higher the likelihood of consumers to make purchases. Other research also shows that digital marketing contributes 49% to purchasing decisions, and when combined with brand awareness, the effect increases to 64.2% (Bachri ., 2023)

Key factors in digital marketing that influence purchasing decisions include easy access to information, direct interaction between brands and consumers through social media, and reviews and recommendations from other users. Today's consumers rely heavily on digital information, such as product reviews, price comparisons, and testimonials before deciding to buy a product. This makes companies need to ensure that the information presented through digital channels is always accurate, interesting, and easily accessible (Dodson, 2016) .

Interactions that occur on social media also have a significant impact on purchasing decisions. Consumers who feel cared for and get a quick response from the company tend to build higher trust in the brand, so they are more confident to make a purchase. In addition, digital promotions such as discounts, flash sales, and exclusive offers delivered personally via email or social media can encourage impulse buying (Oroh ., 2024)

Brand awareness built through digital marketing also plays an important role in influencing purchasing decisions. Consumers who are frequently exposed to brand content on digital media will more easily remember and consider the brand when making a purchase. High brand awareness makes the product the top choice among the various alternatives available. In addition, digital marketing allows companies to conduct more precise market segmentation. With digital data, companies can tailor messages and offers according to the characteristics and preferences of each consumer segment, thereby increasing the effectiveness of marketing campaigns and the chances of purchase (Rahmayanti ., 2021)

The research also found that positive experiences during online shopping, such as easy website navigation, responsive customer service, and a safe and fast transaction process, can increase consumer loyalty and encourage repeat purchases. This shows that digital marketing not only plays a role in the first purchase decision, but also in building long-term relationships with consumers. However, there are also some obstacles in implementing digital marketing, such as increasing competition, changes in digital platform algorithms, and consumer data security issues. Companies need to continue to innovate and adapt to technological developments to remain relevant and able to compete in the digital market (R. Putri & Munas, 2023) .

Psychological factors such as consumer motivation, perception, and attitude are also influenced by digital marketing. Interesting and relevant content can trigger behavioural changes and increase consumer buying interest. Therefore, companies must be able to create content that is not only informative, but also able to build positive emotions and attachments with consumers (P. M. Putri & Marlien, 2022) .

From the consumer side, digital marketing makes it easy to compare products, access the latest information, and make transactions anytime and anywhere. This makes the decision-making process faster and more efficient. In addition, digital marketing also

provides opportunities for consumers to provide direct feedback, which companies can use to improve the quality of products and services (Utomo, 2023) .

Research in various sectors, both e-commerce and retail, shows consistent results that digital marketing is one of the key factors that influence consumer purchasing decisions. Optimal use of digital media can increase sales conversion and expand the company's market share (Saputro & Laura, 2020) .

Based on these findings, it can be concluded that digital marketing has a very significant influence on consumer purchasing decisions. Companies that are able to manage digital marketing strategies well will find it easier to build brand awareness, increase consumer trust, and encourage both immediate and long-term purchases.

Thus, digital marketing is not only a promotional tool, but also a strategic means to understand consumer behaviour, build strong relationships, and increase customer loyalty. Therefore, companies need to continue to develop and integrate digital marketing strategies in every aspect of business in order to compete and survive in the increasingly competitive digital era.

Conclusion

Digital marketing has a very important role in increasing consumer purchasing decisions in today's digital era. Through various digital channels such as social media, websites, email, and e-commerce platforms, companies are able to reach consumers more widely, quickly, and personally. Digital marketing also allows companies to present real-time product information, interact directly with consumers, and build brand awareness and trust through engaging and interactive content.

In addition, digital marketing has proven effective in influencing consumer behaviour through easy access to information, attractive promotions, and reviews and recommendations from other users. Consumers who have positive experiences and feel cared for through digital interactions tend to be more trusting and loyal to brands, making it easier to be encouraged to make purchases. Digital marketing's ability to conduct market segmentation and message personalisation also increases the relevance and effectiveness of marketing strategies, which ultimately contributes to increased purchasing decisions.

Overall, digital marketing is not only a promotional tool, but also a key strategy in building long-term relationships with consumers and increasing company competitiveness. Therefore, companies need to continue to innovate and optimise the use of digital marketing in order to respond to changes in consumer behaviour and maximise sales opportunities amid increasingly fierce business competition.

References

- Bachri, S. (2023). The Digital Marketing to Influence Customer Satisfaction Mediated by Purchase Decision. *Jurnal Aplikasi Manajemen*, 21(3), 578–592. <https://doi.org/10.21776/ub.jam.2023.021.03.03>
- Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Wiley.
- Eliyah, E., & Aslan, A. (2025). STAKE'S EVALUATION MODEL: METODE PENELITIAN. *Prosiding Seminar Nasional Indonesia*, 3(2), Article 2.
- Ferrari, R. (2020). Writing narrative style literature reviews. *Medical Writing*, 24(4), 230–235. <https://doi.org/10.1179/2047480615Z.000000000329>
- Hart, C. (1998). *Doing a Literature Review: Releasing the Social Science Research Imagination*. Sage Publications.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Lindstrom, M. (2008). *Buyology: Truth and Lies About Why We Buy*. Crown Business.
- Miller, D. (2017). *Building a StoryBrand: Clarify Your Message So Customers Will Listen*. HarperCollins Leadership.
- Odedara, G., Palash, R., & Lamori, J. B. (2024). Analysing the Impact of Digital Marketing on Consumer Purchase Decisions. *International Research Journal of Modernization in Engineering Technology and Science*, 6(5), [halaman]-[halaman]. <https://doi.org/10.56726/IRJMETS55260>
- Oroh. (2024). *Pengaruh Promosi Digital terhadap Keputusan Pembelian*.
- Putri, P. M., & Marlien, R. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36.
- Putri, R., & Munas, B. (2023). Pengaruh Digital Marketing Dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen Dengan Brand Image Sebagai Variabel Mediasi. *Diponegoro Journal of Management*, 12(1), 1–15.
- Rahmayanti. (2021). *Pengaruh Konten Marketing terhadap Keputusan Pembelian*.
- Saleh, K., & Shukairy, A. (2010). *Conversion Optimization: The Art and Science of Converting Prospects to Customers*. O'Reilly Media.
- Salwanisa, E. A. (2023). Digital marketing analysis on the consumer decision-making process of millennials and Gen Z generation groups on the TikTok application. *Equilibrium: Jurnal Ilmiah Ekonomi Dan Pembelajarannya*, 11(2), [halaman]-[halaman]. <https://doi.org/10.25273/equilibrium.v11i2.17374>
- Saputro, W. A., & Laura, N. (2020). Pengaruh Digital Marketing dan Layanan Purna Jual terhadap Keputusan Pembelian yang Dimoderasi oleh Citra Perusahaan. *Media Manajemen Jasa*, 8(2), 1–11.
- Saragih. (2020). *Transformasi Digital Marketing di Era E-Commerce*.
- Suleiman, R., Ikenze, N., Gambo, N., & Daniel, C. (2024). Digital Marketing and Consumer Buying Behaviour in Nile University of Nigeria, Abuja. *British Journal of Marketing Studies*, 12(1), 16–27. <https://doi.org/10.37745/bjms.2013/vol12n11627>
- Utomo. (2023). Pengaruh Digital Marketing terhadap Keputusan Pembelian Konsumen di Era E-Commerce. *Jurnal Ekonomi Dan Komunikasi Bisnis*, 3(2), 171–180.