

Examining the Influence of Digital Media Marketing on Consumer Purchase Intentions

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Abstracts

Digital marketing tactics, such as social media advertisements and online promotions, have an impact on customers' propensity to make purchases, influencing their purchasing decisions and behaviors. The effect of digital media marketing on consumers' intentions to purchase, is the term used to describe this phenomenon. Digital media marketing tactics have a problem that they can't take into consideration the variety of customer behaviors, which could result in generalized findings that are not applicable to certain market personal preferences. Randomly collected 180 participants for this study to find the impact of digital media marketing on customer buying intentions, and randomly questionnaires were collected. There are some factors depicted in this study that Consumer Purchase Intension (CPI) is a dependent variable, and independent variables such as Perceived Relevance (PR), Frequency of Exposure (FE), Content Quality (CQ), Platform Trust (PT), and Social Proof (SP). Digital media marketing's effect on consumers' ability to make purchases is investigated using statistical analysis using PLS-SEM, CFA, reliability, and Cronbach's alpha. The results of this investigation indicate a strong connection between CPI and digital media marketing and with reliable structures and believable models, it has successfully influenced consumer behavior and decision-making

processes.

Keywords: digital media marketing, consumer, purchase intentions, influence, hypothesis.

Introduction

Consumer purchasing intentions (CPI) and behavior are significantly influenced by modern digital media marketing. To involve their target audience, businesses are using a range of approaches, such as digital media marketing, as digital platforms multiply and the global internet user base rapidly produces [12]. To enhance the understanding of the effect that digital media marketing has on consumer purchase intentions, elements like social media, influencers, content marketing digital advertising and influencer partnership should be considered [10, 14]. It also shows how marketers can reach massive audiences with social media platforms such as Instagram, Facebook, and Twitter, build long-term relationships with the customers through blogging, video, and podcasts and underpin these endeavors with content through digital advertising and influencer marketing [2]. In addition, the key and long-term relationship of companies with customers can be maintained through content marketing that includes blogs, videos, and podcasts. These initiatives are supported even further by methods of digital advertising campaigns and influencers that deliver interesting, personalized content to the concrete customer groups [9]. People are turning to digital platforms in their purchases. Digital media marketing is useful when making a purchase because customers can receive a list of information, a list of similar products to compare and even recommendations on the specific item [15, 1]. In social media, which have the customers interact making them participate in company communities thus altering the buying decision of customers. Digital media marketing plays a crucial role in changing consumer purchase inclinations, where the target, customizable content, and promoted ads with the help of influencers further enhance conversion percentages [11, 13]. They also enhance the image of the brand in the minds of the consumers. The effectiveness of such measures is directly or indirectly dependent on such factors as message relevance, consumer trust and the holistic digital marketing concept used by the enterprise. These are the important dynamics that firms to harness digital marketing to manipulate customer purchase intentions that must understand [3]. The objective of the research is to understand the relationship between the customers' decision-making processes and digital media marketing strategies including influencer partnerships, digital advertising, social media, and content marketing.

Related works

Academic research that evaluates customer-oriented data on the attitude and buying behavior towards digital marketing from a business perspective [5]. To compare the data of potential consumers, the mode construction partial least-squares are considered. From the results envisaged, it was revealed that, the digital marketing formats were recognized as genuine and pertinent. The desire to purchase a product and a perception towards digital marketing were totally mediated by brand awareness. Evidently, the outcomes might be helpful when the

challenges of managers are to build and adjust the strategy of their company. The use of attitude and intention of consumers that have been Swayed by social media influencers. These include source reliability, the use of vloggers as a moderating factor, and the qualities of the influencers which determine the sentiment of the consumers. That indicates, the impact of the recommended research strategy [7] is significant with one exception, namely source reliability and the moderating role of vloggers. The presented combination of a novel model with yet undiscovered factors in a distinctive framework strengthens the current work and fills the gap in research information. It demonstrates how credibility impacts the purchase intention especially the initial purchase among the German Instagram consumers-these two are mediated by social media influencer endorsements- sources transparency and reliability are prominent and social media influencer endorsement messages appealing, reliable and knowledgeable source are more potent [16]. The above factors are influenced indirectly by advertising. The proposed integrated framework for assessing the impact of digital marketing on the customer's buying behaviour. Digital marketing is the foundation of Knowledge Based System (KBS), and includes the fuzzy analytic hierarchy process, which connects the components of digital marketing to over power of intentionally driving client purchasing [6]. The results demonstrate how digital marketing influences customers' purchasing intentions in the organic skincare sector in a positive way. The influence of influencers that use KBS and fuzzy technology. The implications of social media advertising local and national enterprises on customers. Data from users of social media was collected, and structural equation modeling was applied [4]. The results showed that awareness of the brand, community, trust, and involvement all affect purchase intention. There was a moderating influence from brand provenance. The social media ads affect consumers' intentions to make purchases. The data of clients from banks, internet retailers, and fashion labels was chosen [8]. The findings demonstrate that customers' brand attitudes are greatly influenced by perceptual and logical marketing, which results in purchase intentions. The finding is that brand attitude moderates the influence of direct social media marketing on consumers' intentions for purchasing.

Hypothesis framework

The hypothesis is suggested at how various digital media marketing factors and consumer purchase intentions (CPI) relate to one another factors such as perceived relevance (PR), frequency of exposure (FE), content quality (CQ), platform trust (PT), and social proof (SP). All of these indicate the possibility that successful marketing strategies might raise customer purchases by improving engagement, credibility, and trust.

H1: PR of digital media marketing messages positively influences CPI.

The H1 increasing engagement and trust, appropriate digital media marketing messages are thought to positively influence consumers' inclinations to make purchases and raise the possibility that they will choose to act on the message.

H2: FE digital media is positively related to CPI.

The H2 higher frequency of exposure to digital media among consumers is positively related with their purpose to make a purchase. This suggests that increased exposure to digital marketing information may stimulate customer curiosity and influence their choice of purchasing.

H3: CQ in digital media marketing positively impacts CPI.

The H3 is fostering more compelling and interesting brand interactions, and excellent material in digital media marketing increases customer purchase intentions. It's thought that better material fosters trust, raises perceived value, and encourages customers to make purchases.

H4: PT in the digital media platform positively affects their CPI.

The H4 is that the customers are more inclined to be persuaded by a digital media platform's marketing when they have confidence in the platform. The probability of conversion is raised by trust, which makes marketing communications more reliable.

H5: In digital media marketing, SP has a favorable impact on CPI.

Digital media marketing and social proof, such as feedback from customers, ratings, and endorsements affect customer purchase intentions positively by increasing the brand's credibility and confidence, according to H5. This effect incites prospective buyers to base their selections on beliefs to be other people's affirmation. Fig 1 shows the flow of the hypothesis structure.

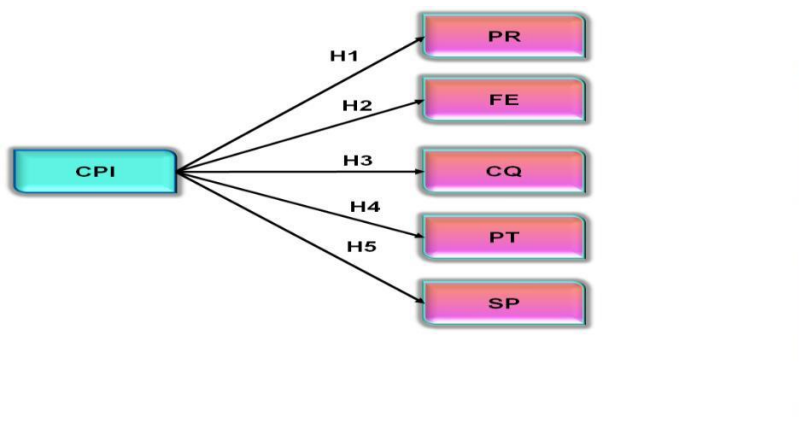


Fig 1 Conceptual framework

Methodology

I. Data collection

The 180 participants' digital media marketing on consumer purchase intentions influence data were randomly collected. There are questionnaires that are also randomly gathered. CPI, PR, FE,

CQ, PT, and SP these factors are used to identify the impact of marketing through digital media on consumers' intentions to make purchases.

II. Questionnaires

An essential instrument for assessing how digital media marketing affects customers' purchasing intentions is the questionnaire. This allows the researchers to collect quantifiable information about how consumer behaviors are influenced by elements such as PT, SP, PR, FE, and CQ. Questionnaires in the identification of trends and relationships among digital marketing tactics and purchase intentions by methodically gathering participant responses. Businesses can use the findings to more effectively match their advertisements with customer preferences and increase conversion rates by optimizing their efforts. Effective digital media marketing tactics are supported by useful empirical evidence, which is provided by the well-designed questionnaires. Table I depicts the impact of digital marketing on CPI based questionnaires.

Table I Impact of Digital Marketing

S.No	Questionnaires
1	How probable is it to make a purchase in the upcoming month based on the material seen in digital media marketing?
2	How frequently interact with information from digital media marketing that appears to be related to interests?
3	To what extent is the material posted on social media platforms about digital media marketing relevant?
4	How often interact with information that appears relevant to interests on digital media?
5	How often do you stumble across material for digital media marketing on social media platforms?
6	How does the frequency of exposure to digital media marketing content influence the likelihood of making a purchase?
7	How would rank the interaction with digital media marketing material in terms of quality?
8	How does the quality of digital media marketing content affect purchase intentions?
9	To what extent trust the social media sites that post content related to digital media marketing?
10	How does purchase intentions-based marketing content seen on the site become influenced by confidence?
11	How frequently base a choice to buy anything that was affected by digital media marketing on user evaluations and testimonials?
12	What effect does social proof have on consumers' intentions to make purchases in digital media marketing content?

III. Statistical analysis

The statistical study depicts the PLS-SEM (partial least squares structural equation modeling) to observe and realize the complex relationships between different customer behaviors. The impact of digital media marketing on CPI is examined through digital advertising strategies. CFA (Confirmatory factor analysis) and reliability are used to check the extent model and confirm that the mechanisms are presented exactly. The observed data fits into a theoretical model, and used to be evaluated by the measurement model fit. Cronbach's alpha evaluates the internal constancy of the amount scales and shows how reliable the structures are. A value of 0.7 or above is considered suitable. The statistical methods offer for measuring how digital media marketing influences consumers' purposes to purchase.

Result

This section's findings, which looked at the explanation of the demographic structure and the given hypothesis factors for finding digital media marketing on CPI, are analyzed using the suggested statistical techniques.

I. Demographic Data

The demographic information shows a heterogeneous sample with a range of locales, gender distributions, and age groupings. Most participants (30.6%) are between the ages of 26 to 35, and the majority (61.1%) are female. The majority of respondents are students (72.2%) and reside in metropolitan areas (55.6%). The data involves to a younger, predominately female student body in cities, with a sizable proportion of professionals. The distribution suggests that younger populations and urban locations are prioritized, which reflects areas of interest or concern for this group. Table II shows the demographic data analysis for social media marketing purchasing intensions.

Table II Demographic data analysis

Demographics	Frequency (N=180)	Percentage (%)
Age		
17-25 year	45	25.0%
26-35 years	55	30.6%
36-45 years	40	22.2%
46-55 years	25	13.9%
56+ years	15	8.3%
Gender		
Male	70	38.9%
Female	110	61.1%
Location		
Urban	100	55.6%
Suburban	50	27.8%
Rural	30	16.6%
Occupation		
Student	130	72.2%
Professional	50	27.8%

II. Evaluation of the Measuring Model

A statistical method called CFA is used to normalize if a collection of experimental variables properly repeats a proposed latent factor construction. The degree of correlation between each experimental variable and its latent component is measured by loading factors. The factors' internal reliability is evaluated by Cronbach's Alpha (α) and CR (Composite Reliability) CR, and the amount of modification collected about measurement error is measured by AVE (Average Variance Extracted). Before examining the hypothesized associations, the measuring model was examined to guarantee that the quantities were valid and reliable. Table III characterizes the results of validity and reliability analysis.

Table III Confirmatory Factor Analysis

Factor	Item	Loading factor	(α)	(CR)	(AVE)
CPI	CPI1	0.78	0.84	0.86	0.60
	CPI2	0.82			
	CPI3	0.75			
PR	PR1	0.80	0.81	0.84	0.58
	PR2	0.76			
	PR3	0.79			
FE	FE1	0.85	0.87	0.89	0.72
	FE2	0.88			
	FE3	0.84			
CQ	CQ1	0.77	0.83	0.85	0.60
	CQ2	0.79			
	CQ3	0.76			
PT	PT1	0.81	0.85	0.87	0.62
	PT2	0.79			
	PT3	0.82			
SP	SP1	0.83	0.86	0.88	0.65
	SP2	0.85			
	SP3	0.81			

Note: CR- (Composite Reliability) and Cronbach's Alpha-(α)

From table III, the variety of loading factors, from 0.75 to 0.88, signifies the strength of the correlations between the factors and their items. The values of Cronbach's Alpha (α) indicate the appropriate internal consistency and vary from 0.81 to 0.87. CR scores between 0.84 and 0.89 and AVE values between 0.58 and 0.72 suggest good reliability since they demonstrate that each component explains a significant portion of the variation in its components.

III. Measurement Model Fit

The measurement model fit evaluates the observed data fits into a theoretical model. A higher degree of fit is suggested by a larger df and a lower χ^2 between the observed and expected data. Factor loadings show the strength of each item's link with its factor. Further fit metrics include RMSE, CFI, SRMR, TLI: SRMR, χ^2/df , and TLI; lower RMSE and SRMR, greater TFI and CFI, and a χ^2/df ratio near 2 all point to a well-fitting model. Table IV illustrates the result of the measurement model fit.

Table IV Measurement Model Fit

Factor	χ^2	df	RMSE	CFI	SRMR	χ^2/df	TLI
CPI	24.50	15	0.05	0.95	0.04	1.63	0.94
PR	22.30	14	0.06	0.93	0.05	1.59	0.92
FE	26.70	16	0.04	0.97	0.03	1.67	0.96
CQ	23.80	15	0.05	0.94	0.05	1.59	0.93
PT	25.20	15	0.05	0.96	0.04	1.68	0.95
SP	27.10	17	0.04	0.98	0.03	1.59	0.97

Note: ((CFI)-Comparative Fit Index, (SRMR)-Standardized Root Mean Square Residual, (TLI)-Tucker-Lewis Index (RMSE)-Root Mean Square Error)

With a loading of 0.88 for functional efficiency, for example, FE2 has a strong association with its factor, and Table IV demonstrates that all items have significant factor loadings. Three measures that indicate a satisfactory fit for the model are χ^2 values ranging from 22.30 to 27.10, df values between 14 and 17, and RMSE ranges from 0.04 to 0.06. High model fit is indicated by the SRMR of 0.03 to 0.05 and the CFI of 0.93 to 0.98. The model fit is deemed satisfactory to outstanding based on the χ^2 /df ratio, which ranges from 1.59 to 1.68, and the TLI, which varies.

IV. Pathway Estimation of the hypothesis

The independent variables such as PR, FE, CQ, PT, and SP directly connected to the dependent variable CPI. Table V and Fig 2 represent the pathway estimation of the hypothesis used in the study. The link between the variables is depicted, along with its strength and direction by Beta (β), and the precision of the β estimate is measured by Standard Error (SE). A p – value of less than 0.05 is generally considered to show statistical significance. t is the test statistic used to evaluate the significance of β . p – value represents the probability of obtaining the observed results under the null hypothesis.

Table V Pathway Estimation of the Hypothesis

Hypothesis	Pathway	β	SE	t	p – value	Support/ Not Support
H1	PR \rightarrow CPI	0.35	0.08	4.38	0.0001	Support
H2	FE \rightarrow CPI	0.42	0.09	4.67	0.00001	Support
H3	CQ \rightarrow CPI	0.28	0.10	2.80	0.005	Support
H4	PT \rightarrow CPI	0.30	0.11	2.73	0.007	Support
H5	SP \rightarrow CPI	0.40	0.08	5.00	0.00001	Support

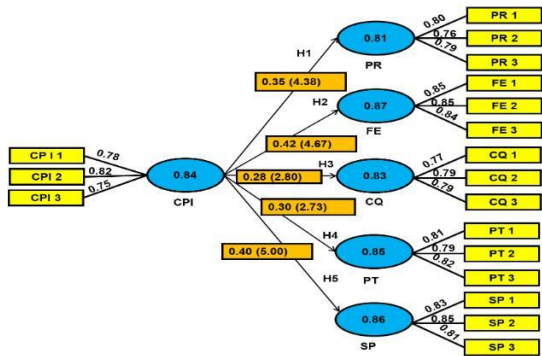


Fig 2 Result of Pathway Estimation of the Hypothesis

According to Table V, every hypothesis that looks at the connections between different aspects of digital media marketing and the intent of consumers to make purchases is validated. The

results show that there are statistically significant positive relationships in each of the following hypotheses: H1 (PR \rightarrow CPI) with β of 0.35 and p – value of 0.0001, H2 (FE \rightarrow CPI) with β of 0.42 and p-value of 0.00001, H3 (CQ \rightarrow CPI) with β of 0.28 and p – value of 0.005, H4 (PT \rightarrow CPI) with β of 0.30 and p – value of 0.007, and H5 (SP \rightarrow CPI) with β of 0.40 and p – value of 0.00001, all show statistically significant positive relationships. The efficacy of digital media marketing tactics is supported by the beneficial effects of several factors on consumer buy intentions, such as PR, FE, CQ, PT, and SP.

Conclusion

The effect that digital media marketing strategies have on consumer buy intentions concerns how these strategies alter customers' inclination to purchase goods or services, hence affecting their decisions and actions related to making purchases. Digital media marketing effects on customers' intentions to make purchases is investigated using statistical analysis using PLS-SEM, reliability, CFA, and Cronbach's alpha. The major flaw in digital media marketing research is that its impacts might range significantly between platforms and demographics, which can make it more difficult to evaluate the overall impact and restrict the generalizability of findings. The findings support all of the assumptions and show that, in digital media marketing, variables like PR, FE, CQ, PT, and SP significantly positively correlate with CPI. The investigation verifies that these elements work together to improve the efficacy of digital media marketing tactics. Future research investigations can look into the latest digital media platforms and technology, scrutinize cross-cultural disparities in customer reactions, and probe into the enduring impacts of digital marketing on buying intentions and brand allegiance.

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