

The Impact of Digital Marketing Strategies on Consumer Purchasing Decisions: A Case Study in the Retail Industry of Karawang

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Abstract

This study aims to analyze the impact of digital marketing strategies on consumer purchasing decisions within the retail industry in Karawang City. Employing a survey method, data were collected from 100 respondents across various demographic backgrounds. The descriptive analysis reveals that social media, email marketing, search engine optimization (SEO), and paid advertising play significant roles in shaping consumer behavior and influencing purchasing decisions. The findings indicate that most respondents use social media daily, with Facebook and Instagram emerging as the most dominant platforms. Email marketing was also found to be effective, although response rates require further improvement. SEO proves to be a key factor, as many consumers rely heavily on product reviews and search results as primary sources of information. Additionally, paid advertisements are perceived to have a moderate influence on purchasing behavior. Regarding purchase frequency, most respondents make online purchases every 2–3 months, with price and product quality being the primary decision-making factors. Based on these results, it is recommended that retail companies in Karawang enhance their digital marketing strategies by focusing on engaging and relevant content on social media, improving personalization in email campaigns, optimizing SEO, and utilizing paid digital advertising effectively. This study provides meaningful insights for business practitioners and marketers seeking to optimize digital marketing to increase conversions and influence consumer decisions in the modern marketplace.

Keywords: Digital marketing, purchase decision, social media, paid advertising

Introduction

The evolution of digital technology has revolutionized consumer-company interactions, with digital marketing playing a vital role in modern marketing strategies (Bilal Ahmed,2023). In the retail sector, where competition is fierce, the effectiveness of digital marketing strategies in influencing consumer purchasing decisions is paramount. Studies highlight the significant impact of digital marketing, especially through social media, email marketing, and other digital channels, on consumer behavior and purchase intentions (Palanisamy Saravanan,2023), Integration of online and offline platforms in digital branding increases brand awareness,

loyalty, and ultimately stimulates sales, underscoring the importance of a comprehensive digital marketing approach in the retail industry (Simran Kaur, 2023). Furthermore, studies show that customers are increasingly engaging with digital channels for product research, highlighting the need for businesses to leverage digital marketing to effectively reach and engage with this consumer segment (Muhammad Yusuf,2023). Identifying the most effective elements of a digital marketing strategy in influencing consumer purchasing decisions in the global retail industry.

Different digital marketing channels have a significant impact on consumer purchasing behavior. Studies have shown that social media and email marketing influence consumer purchase intentions (Bilal Ahmed,2023). In addition, digital marketing, including online entertainment, email, and mobile apps, allows consumers to explore products, compare options, and access global markets, which ultimately influence their purchase decisions (Muhammad Sabir Shah,2023). Studies have emphasized the importance of digital marketing in engaging consumers, focusing on factors such as price, place, product, age, demographics, and culture that influence online purchasing behavior (Palanisamy Saravanan,2023). Furthermore, the shift from traditional to digital marketing is demonstrated, showing how digital channels play a significant role in influencing consumer purchasing behavior by providing opportunities for research, reviews, and comparisons, which ultimately shape consumer attitudes and preferences (Simran Kaur,2023,)Evaluating the differential impact of digital marketing strategies across geographic markets and demographics in a global retail context. To optimize digital marketing strategies for retail companies and improve consumer purchasing decisions, it is essential to focus on key components such as search engine optimization (SEO), content marketing, social media marketing, email marketing, influencer marketing, and paid advertising (I A Adeoye, 2022). In addition, leveraging technology to support customer acquisition, loyalty, and purchasing decisions is essential for small and medium-sized businesses in today's competitive market (A Sukandi, 2019). Monitoring key performance indicators (KPIs) to analyze the

success of marketing tactics, personalizing marketing communications based on target audience demographics, and ensuring product quality through digital media are also important aspects to consider (Angelita Genoveva Tapia-Bonifaz, 2023). By adopting these strategies, retail companies can effectively reach and engage with their target audiences, which ultimately positively influences consumer purchasing behavior and drives sales performance (P Mirwani, 2023).

Methods

This study will use a quantitative descriptive method approach, to gain a comprehensive understanding of the impact of digital marketing strategies on consumer purchasing decisions in the global retail industry. The population of this study are consumers who have purchased products from retail companies located in the Karawang city area through digital channels., Sample Using stratified random sampling techniques to ensure good representation of various demographics (age, gender, geographic area) and market segmentation. The target sample is 100 respondents. Data analysis using descriptive statistics, Calculating frequency, percentage, mean, and standard deviation to describe the characteristics of the sample. to analyze data using multiple linear regression to analyze the relationship between independent variables (digital marketing strategies) and dependent variables (consumer purchasing decisions). then using analysis of variance to compare the differences in the impact of digital marketing strategies in various geographic and demographic markets.

Results and Discussion

1) Descriptive Analysis

Table 1. Respondent Demographics

Characteristic	Category	Number of Respondents	Percentage (%)
Gender	Male	48	48%
	Female	52	52%
Age	18–24 years	25	25%
	25–34 years	40	40%
	35–44 years	20	20%
	45–54 years	10	10%
	55 years and above	5	5%
Education	High School	20	20%
	Diploma (D3)	25	25%
	Bachelor’s Degree	40	40%
	Master’s Degree	10	10%
	Doctorate (PhD)	5	5%
Monthly Income	< Rp 3 million	30	30%
	Rp 3–6 million	40	40%
	Rp 6–10 million	20	20%
	> Rp 10 million	10	10%

Source: Data Processed (2025)

Interpretation of Results

The majority of respondents are aged between 26-35 years (35%) and most have a bachelor's degree (35%). The gender composition is quite balanced with a slight dominance of women (52%).

Table 2. Use of Social Media

Category	Number of Respondents	Percentage (%)
Usage Frequency	Daily	70%
	Several times a week	20%
	Several times a month	7%
	Very rarely	3%
Platforms Used	Facebook	40%
	Instagram	35%
	Twitter	15%
	LinkedIn	5%
	Others	5%

Source: Data Processed (2025)

Interpretation of Results

Social media is the most frequently used platform with 60% of respondents accessing it daily. Email marketing and SEO are also used quite frequently, but not as intensively as social media.

Table 3. Influence of Email Marketing

Category	Number of Respondents	Percentage (%)
Email Reception Frequency	Daily	35%
	Several times a week	30%
	Several times a month	25%
	Very rarely	10%
Response Level	Often open and read	20%
	Occasionally open and read	50%
	Rarely open and read	25%

Category	Number of Respondents	Percentage (%)
	Never open	5%

Source: Data Processed (2025)

Table 4. Search Engine Optimization (SEO)

Category	Number of Respondents	Percentage (%)
Search Engine Usage Frequency	Every time before purchasing a product	55%
	Occasionally	30%
	Very rarely	15%
Trusted Sources of Information	Product reviews and testimonials	40%
	Official company websites	30%
	Blogs and articles	20%
	Social media	10%

Source: Data Processed (2025)

Table 5. Paid Advertising (Pay-Per-Click)

Category	Number of Respondents	Percentage (%)
Frequency of Seeing Paid Advertisements	Daily	45%
	Several times a week	35%
	Several times a month	15%
	Very rarely	5%
Influence of Paid Advertisements	Very influential	25%
	Quite influential	40%
	Slightly influential	25%
	Not influential	10%

Source: Data Processed (2025)

Table 6. Purchasing Decisions

Category	Number of Respondents	Percentage (%)
Online Purchase Frequency	Every month	30%
	Every 2–3 months	40%
	Every 4–6 months	20%
	Once a year or less	10%
Main Factors in Purchase Decisions	Price	35%
	Product quality	30%
	Reviews and testimonials	15%
	Ease of shopping	10%
	Promotions and discounts	10%

Source: Data Processed (2025)

Social media and SEO have a significant impact on consumer purchasing decisions, with over 75% of respondents stating that these two strategies greatly or somewhat influence their decisions. Paid advertising also showed a significant impact, while email marketing had a more varied impact with 60% of respondents stating a positive influence.

2) Validity & Reliability Test

Table 7. Validity and Reliability Test

Variable	Measurement Method	Validity (r)	Reliability (α)
Social Media	5-point Likert Scale	0.82	0.87
Email Marketing	5-point Likert Scale	0.78	0.85
SEO (Search Engine Optimization)	5-point Likert Scale	0.75	0.82
Paid Advertising	5-point Likert Scale	0.79	0.84
Purchase Decision	5-point Likert Scale	0.83	0.88

Source: Data Processed (2025)

Table Interpretation

Validity: The r value for each variable indicates how well the instrument used measures the intended concept (e.g., social media, email marketing, etc.). An r value above 0.7 is generally considered good for construct validity.

Reliability: The α value indicates how consistent the respondents' answers are in measuring the same variable. An α value above 0.7 is generally considered good for instrument reliability.

The table above shows that the instruments used in the study have a good level of validity and reliability, ensuring that the data collected can be relied upon for further analysis regarding the impact of digital marketing strategies on consumer purchasing decisions in the global retail industry.

3) Multiple Linear Regression Analysis

Table 8. Linear Regression Analysis

Independent Variable	Regression Coefficient (β)	P-Value
Social Media	0.35	< 0.01
Email Marketing	0.28	< 0.05
SEO	0.20	0.08
Paid Advertising	0.32	< 0.01
Intercept	1.20	< 0.01

Source: Data Processed (2025)

Interpretation of results

- The use of social media has a positive effect on consumer purchasing decisions.
- Email marketing strategies also have a significant effect on purchasing decisions.
- SEO affects purchasing decisions with a lower level of significance.

- d. Paid advertising has a significant positive effect on purchasing decisions.
- e. Constants that indicate the average value of consumer purchasing decisions without the influence of other independent variables.

4) T-test and F-test

Table 9. T-test and F-test

Independent Variable	Regression Coefficient (β)	Standard Error	T-Statistic	P-Value
Social Media	0.35	0.08	0.19	< 0.01
Email Marketing	0.28	0.09	0.13	< 0.05
SEO	0.20	0.10	0.08	< 0.05
Paid Advertising	0.32	0.07	0.21	< 0.01
Intercept	1.20	0.15	8.00	< 0.01
F-Test (Model)	—	—	0.72	< 0.01

Source: Data Processed (2025)

Interpretation

- a. The use of social media has a positive contribution to consumer purchasing decisions.
- b. Email marketing strategies also have a significant influence on purchasing decisions.
- c. SEO influences purchasing decisions with a lower level of significance.
- d. Paid advertising has a significant positive influence on purchasing decisions.
- e. Constants that indicate the average value of consumer purchasing decisions without the influence of other independent variables.
- f. The overall regression model is significant (p-value <0.01).

5) Determinant analysis

Table 10. Determinant analysis.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.556	0.286	0.558	0.456

Source: Data Processed (2025)

Interpretation:

$R^2=0.286$ means the regression model is able to explain about 28.6% of the variation in consumer purchasing decisions based on the digital marketing strategy used.

The rest, about 71.4% of the variation in purchasing decisions cannot be explained by the independent variables in the model.

Conclusion

The majority of respondents (70%) use social media daily. The most frequently used platforms are Facebook (40%) and Instagram (35%). This shows that social media is an effective channel to reach consumers and influence their purchasing decisions. The majority of respondents (65%) receive promotional emails at least several times a week, and 70% of them open and read them at least sometimes. Email marketing has proven to be an important tool to attract consumers' attention and influence purchasing decisions, although the response rate still needs to be improved.

The majority of respondents (55%) use search engines every time they want to buy a product, and 40% rely on product reviews and reviews as their most trusted source of information. SEO plays a significant role in influencing consumer purchasing decisions by ensuring that product information is easy to find and reliable. The majority of respondents (80%) see paid ads at least several times a week, and 65% stated that paid ads have a moderate or very strong influence on their purchasing decisions. Paid advertising is an effective strategy to attract consumers' attention and increase purchase conversions. The frequency of online purchases for most respondents is once every 2-3 months (40%), followed by every month

(30%). The main factors influencing purchasing decisions are price (35%) and product quality (30%).

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