

## **INTERNET MARKETING: COMBINING OFFLINE AND ONLINE TECHNIQUES IN A DIGITAL SETTING TO INFLUENCE PURCHASE INTENTION**

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### **ABSTRACT:**

An important shift in marketing tactics is both required and made possible by this environment. Digital marketing is one such strategy that many companies are now investing more in. Digital marketing is a cutting-edge venture that calls for a new strategy for reaching customers and understanding their behavior in contrast to traditional marketing. Digital marketing is the process of implementing digital catalysts in addition to traditional customer-company communication methods to meet marketing goals. It's a sophisticated form of advertising whereby clients are given the informational resources they need via a variety of digital platforms. Customers are now more engaged with the brand and can be reached more quickly due to online marketing. It has aided in the advancement of the global economy. In the present scenario, all businesses are investing heavily in digital marketing.

**Keywords:** Digital Marketing, Intention to Purchase, Social Media Engagement, Consumer Behavior.

### **INTRODUCTION:**

Digital marketing is a rapidly expanding field that, in the highly competitive market, includes planning strategies with cutting-edge technologies that extend global business operations while lowering costs. Through computerized showcasing, customers can view the specifics of the product offered by the company and be ready to make connections. This allows them to understand their right to choose and make requests at anytime, anywhere, and around the clock. As everyone knows, the internet in particular has altered worldwide dynamics in the marketing arena. The business houses have embraced their relationship with the consumers by using new virtual channels for marketing their products. These include developing the prevalence of social media platforms and email advertising, Virtual systems now provide a diverse set of equipment for winning audiences. Marketers can attract the attention of customers by creating personalized content material, and tuning performance with facts analytics, making virtual advertising greater dynamics and measurable. Despite the widespread use of digital marketing, a clear understanding

of how these strategies shape consumer purchase intentions is still evolving. While digital marketing strategies are often perceived as highly effective, there is a lack of empirical evidence that connects these strategies with consumer behavior in a measurable way. Managing the impact of digital marketing on consumer purchase intention is often a challenge for marketers.

## **REVIEW OF LITERATURE:**

Studies have explored the individual effectiveness of email marketing, social media, and search engine optimization on consumer behavior, but few have examined how these strategies work together to influence purchase intention comprehensively. This study fills this gap by using statistical modeling techniques to offer a holistic understanding of how to establish a relationship between digital marketing and purchase intention.

- **Digital Marketing Progression:**

The Internet has made digital advertising exponentially more popular. In the recent past, digital advertising has moved from basic email campaigns and static banner advertisements to more interactive and dynamic gear like social media, search engine advertising, and influencer advertising. These tools allow entrepreneurs to interact immediately with clients and build personalized relationships that had been previously impossible through traditional advertising channels (Ryan, 2016).

- **Platforms Social Media:**

Social media platforms enable brands to interact with consumers in real time. Social media engagement has been conceded as a critical element in shaping purchase intention, as it allows consumers to feel a connection with a brand, leading to higher levels of trust and loyalty (Kim & Ko, 2012).

- **Content Personalization:**

Content personalization involves tailoring marketing messages to the individual preferences and behaviors of consumers. This strategy is built on the premise that personalized messages are

more relevant and thus more likely to resonate with the consumer, leading to higher engagement and increased purchase intention (**De Keyzer et al., 2015**).

- **Perceived Usefulness of Virtual Advertising:**

The perceived usefulness of digital advertising is being completed through how purchasers view their interactions or messages acquired from virtual platforms in the past. Primarily based on the theory of notion, the technology reputation model predicts that if a brand is perceived as beneficial, it will be in all likelihood, this way as virtual advertising and marketing assets (**Davis, 1989**).

- **Purchase Intention:**

Purchase intention pertains to marketing metrics that measure a consumer's willingness to buy/not buy. Plenty of consumer behavior research has consistently proved that purchase intention is one of the robust predictors of actual buying deeds (**Morwitz,1996**). It is influenced by perceived quality, price, and marketing interactions (**Howard & Sheth, 1969**).

## **THEORETICAL FRAMEWORKS IN CONSUMER BEHAVIOR:**

- **Theory of Planned Behavior (TPB):**

In the concept of deliberate conduct (**Ajzen, 1991**), one's conduct is motivated by using behavioral intention and attitude in the direction of the conduct. This version has also been widely utilized in marketing to forecast consumer choices, inclusive of buying goals.

- **Technology Acceptance Model (TAM):**

The TAM model focuses on digital marketing to illustrate how consumers perceive the usefulness and ease of interacting with digital advertising channels. (**Davis, 1989**)

## **OBJECTIVES OF THE STUDY:**

1. To ascertain the dimensions of digital marketing that affect customer buying intentions.
2. To validate the relationships between identified digital marketing factors and purchase intention.
3. To determine how various dimensions of digital marketing affect purchase intention.
4. To analyze the digital marketing strategies, and influence on consumer intention to purchase.

## **HYPOTHESES OF THE STUDY:**

**H1:** Perceived usefulness of digital marketing (PUDM) does not impact the consumer's intention.

**H2:** Social media participation (SME) does not impact the consumer's intention.

**H3:** Content personalization (CP) does not impact consumers' intention.

## **RESEARCH METHODOLOGY:**

- **Research Design:**

This study makes use of a quantitative technique to analyze the impact of virtual marketing techniques on patron buying selections. Information was accrued through a survey of online customers using a questionnaire and comprised of three phases: firstly, Exploratory factor analysis to become aware of key factors, secondly Confirmatory factor evaluation to validate the aspect structure; and thirdly, Structural Equation Modeling to check the hypotheses regarding those factors.

- **Population and Sampling:**

This research targeted online consumers familiar with digital marketing strategies. A sample of five hundred individuals was chosen, which suggested effective model testing (**Hair et al.**). The data was collected online using a well-structured questionnaire for recording the responses.

**DATA COLLECTION:** The survey questionnaire comprised of four sections:

1. **Demographics:** Age, gender, education level, and internet usage habits.
2. **Digital Marketing Exposure:** Questions on exposure to various digital marketing strategies.
3. **Attitudes toward Digital Marketing:** Items of Likert-scale to measure perceived usefulness, engagement, and personalization.
4. **Purchase Intention:** Items of Likert-scale to measure the likelihood of making a purchase.

**CONSTRUCTS MEASUREMENT:** The following constructs were measured:

- Perceived Usefulness of Digital Marketing (6 items)
- Social Media Engagement (5 items)
- Content Personalization (5 items)
- Purchase Intention (4 items)

## **DISCUSSION AND RESULTS:**

### **Sample -Size:**

The sample size entailed five hundred responses, with 58% female and 42% male replies. As far as age is concerned 18 years - 35, years represented 67% of the population. Responses required to report average daily time spent on digital platforms; 45% reported spending more than 4 hours daily interacting with digital media. Regarding exposure to digital marketing strategies, 87% of respondents reported being exposed to at least one form of digital marketing daily, including social media, targeted ads, and personalized content.

### **Digital Marketing Engagement:**

Among the respondents, 62% actively engaged with digital marketing content by liking, sharing, or commenting on social media posts. Additionally, 71% indicated they preferred personalized

content that reflected their past browsing or purchasing behavior, suggesting that customization plays a significant role in digital consumer engagement.

### **Intention to Purchase:**

When asked about purchase intention, 68% of respondents reported that they were likely to purchase if they found digital marketing content relevant and useful. It shows a clear correlation between the perceived effectiveness of digital marketing strategies and consumer purchase behavior.

### **Exploratory factor Analysis (EFA):**

EFA has been applied to validate the core shape of digital advertising techniques implemented through the Varimax rotation technique. The elements with eigenvalues exceeding 1 and factor loadings above 0.5 had been considered significant. To come across the latent edifice of the survey items, the Kaiser-Meyer-Olkin check yielded 0.894, indicating sampling for aspect analysis is sufficient. Bartlett's test of Sphericity was enormous, with 1.654 being the value of chi-square, and an opportunity of much less than 0.001, confirming that the object correlations were appropriate for element extraction. With the use of PCA with Varimax rotation, 3 splendid factors were diagnosed, which together accounted for 67% of the variance (Table 1). The factor structure was as follows:

<b>Factor</b>	<b>Eigenvalue</b>	<b>% Variance</b>	<b>Cronbach Alpha (<math>\alpha</math>)</b>
Perceived Usefulness of Digital Marketing (PUDM)	4.87	33.58%	.91
Social Media Engagement (SME)	3.25	21.42%	.89
Content Personalization (CP)	2.15	12.40%	.87

**Table 1 shows the Eigenvalue, % Variance, Cronbach Alpha ( $\alpha$ )**

### **Factor Descriptions:**

- **Perceived Usefulness of Digital Marketing (PUDM):** This factor reflects consumers' perception of how useful and informative digital marketing content is in making purchasing decisions. Items included ease of access to product information, relevance to needs, and the ability to compare products.
- **Social Media Engagement (SME):** This factor represents the extent of consumer interaction with digital content, particularly on social media platforms. It includes behaviors such as liking, sharing, commenting on posts, and following brand pages.
- **Content Personalization (CP):** This factor captures the customization of digital marketing messages based on user preferences, past interactions, and browsing behavior.

### Factor Loadings:

This analysis demonstrated that the factor loadings are greater than 0.70, showing the strong correlations between the items and their respective factors.

Item	Factor Loading
<b>PUDM1:</b> "Digital marketing helps me make informed purchase decisions."	0.82
<b>PUDM2:</b> "I find digital marketing messages relevant to my needs."	0.85
<b>PUDM3:</b> "Online ads provide valuable product information."	0.78
<b>SME1:</b> "I frequently like or comment on brand posts on social media."	0.81
<b>SME2:</b> "I often share promotional content with friends."	0.77
<b>CP1:</b> "I prefer marketing content that is personalized to my interests."	0.79
<b>CP2:</b> "I often purchase products that are recommended to me based on my browsing history."	0.75

**Table 2 shows Factor Loadings**

### Confirmatory factor Analysis (CFA):

CFA analysis consisted of the usage of numerous indices, which included Chi-Square ( $\chi^2$ ), Root square Approximation, CFI, and Tucker-Lewis Index—indicating (Hu & Bentler,1999) that a CFI and TLI score above zero.90 displays a great model in shape. CFA is used to validate the factor structure recognized through EFA. The analysis consisted of the usage of numerous

indices, which included Chi-Square ( $\chi^2$ ) and root square Approximation, indicating that a CFI and TLI score above zero.90 displays a great model in shape.

CFA was carried out to validate the three factors identified via EFA. This step turned important to ensure that the thing model, which captured key digital marketing techniques impacting consumer behavior, changed into statistically sound and reliable for further evaluation. The following are the goodness-of-fit statistics:

- Chi-square ( $\chi^2$ ) = 298.76, df = 132, p < 0.001
- RMSEA = 0.1/2 (90 % CI: .038 - .052)
- CFI = .96
- TLI = .94
- Standardized Root implies square Residual = .036

The loadings for the size version are statistically considerable (p < zero.001), and ranged from .71 to .89, demonstrating convergent validity. Composite reliability (CR) for all constructs is .86, confirming internal consistency.

**Model Fit Interpretation:**

- RMSEA less than .06 and CFI/TLI beyond .90
- SRMR less than 0.08 indicates a good fit

<b>Factor</b>	<b>Standardized Loading</b>	<b>CR</b>	<b>AVE</b>
Perceived Usefulness of Digital Marketing (PUDM)	0.89 - 0.84	0.91	0.65
Social Media Engagement (SME)	0.88 - 0.81	0.88	0.63
Content Personalization (CP)	0.85 - 0.75	0.86	0.60

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**Table 3: shows Standardized Loading**

- Composite Reliability (CR) values are all higher than .70, and AVE values exceed 0.50, confirming reliability and convergent validity.

**Structural Equation Modeling (SEM):**

SEM is a powerful approach employed to examine the direct and indirect consequences of digital advertising techniques on consumer purchasing conduct, providing the framework to check the relationships among latent variables.

Using SEM, researchers assessed the correlations between latent variables and purchase intent. This analysis helped clarify how different digital marketing strategies influence consumer buying behavior. The hypothesized model (Table 1) was specified with three exogenous variables (Perceived Usefulness of Digital Marketing, Social Media Engagement, and Content Personalization) and one endogenous variable (Purchase Intention).

**Fit Indices:**

- Chi-square ( $\chi^2$ ) = 452.18,
- RMSEA = .047
- CFI = .93
- TLI = .92
- SRMR = .042

**Path Coefficients:**

The SEM results support all hypothesized relationships between the constructs:

Path	Standardized Estimate ( $\beta$ )	p-value
Perceived Usefulness of Digital Marketing → Intention to Purchase	0.48	< 0.001

Social Media Engagement → Intention to Purchase	0.36	< 0.001
Content Personalization → Intention to Purchase	0.32	< 0.01

**Table 4: shows Path Coefficients**

The model suggests that Content Personalization indirectly influences purchase intention through its relationship with Social Media Engagement. This indicates that consumers who receive personalized content seem to engage with brands on social media platforms, ultimately leading to higher purchase intentions. The R<sup>2</sup> value for Purchase Intention is 0.58, showing that the model explains 58% of the variance in purchase intention. This is a strong explanatory power, confirming that digital marketing strategies, particularly Perceived Usefulness and Social Media Engagement, are key determinants of consumer purchase behavior.

**KEY FINDINGS OF THE STUDY:**

This study empirically proves that digital marketing strategies can enhance consumer purchase decision-making. The results suggest that consumers are more inclined to purchase when they find digital marketing content useful and personalized and actively engage with brands on social media. The significant correlation between Perceived Usefulness and Purchase Intention aligns with TAM which conjectures that perceived usefulness drives consumer adoption. Additionally, the finding is that Social Media platform Engagement is a crucial factor in purchase intentions. Three key factors were found to influence intention to purchase: perceived usefulness, social media engagement, and content personalization.

**CONCLUSION:**

The speedy proliferation of digital advertising in recent years has considerably reshaped the panorama of patron conduct. This study investigates how strategies, consisting of social media engagement, content material personalization, and perceived usefulness, influence client buying intentions. Statistics were collected from online consumers and statistical analyses were run to test the validity of these hypotheses it is assumed that virtual advertising, social media engagement, and content personalization play a critical position in purchase intention. This study

affords theoretical contributions and practical implications for marketers looking to optimize their digital techniques, which allows you to have a higher impact on patron choice-making. The study concludes with empirical evidence demonstrating that digital marketing significantly affects purchase intention. It was found that marketers should prioritize three critical factors—perceived value, social media activity, and content personalization—when developing digital strategies. These insights provide valuable theoretical and practical guidance for enhancing digital marketing practices and understanding consumer behavior. This study provides useful insights for marketers in understanding the driving forces behind consumer decisions in the digital space can improve the efficiency of digital campaigns.

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