

Impact of Digital Marketing on the Consumer's Purchase Decision

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Impacto del Marketing Digital en la Decisión de Compra del Consumidor

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ABSTRACT

Introduction: the study analyzed how digital marketing, consolidated as an essential tool nowadays, influenced consumer behavior. It was highlighted that technological transformation and global connectivity modified the ways of searching, comparing and acquiring products. Companies that strategically integrated communication, promotion, advertising and marketing were able to effectively connect with their public and improve their competitiveness.

Development: the review of international, national and local precedents showed evidence that digital marketing impacted all phases of the purchase decision, from the identification of needs to post-purchase behavior. Research in countries such as Jordan, Ecuador and Kenya confirmed significant relationships between digital strategies - such as social media, mobile advertising, email and web optimization - and increases in sales and loyalty. In Peru and other regions, studies found that consistent application of digital tactics, including precise targeting and continuous interaction, strengthened brand visibility and improved revenue. In addition, economic, social, psychological and technological factors were found to influence purchase choice, and digital marketing had the ability to reinforce or modify these motivations.

Conclusions: it was concluded that digital marketing was not only a communication channel, but a dynamic ecosystem that, well managed, generated measurable results in sales and customer loyalty. Its implementation required a deep understanding of the consumer, strategic creativity, technological integration and constant evaluation to ensure business competitiveness and sustainability in a changing market.

Keywords: Digital Marketing; Consumer Behavior; Purchase Decision; Digital Strategies; Loyalty.

RESUMEN

Introducción: el estudio analizó cómo el marketing digital, consolidado como herramienta esencial en la actualidad, influyó en el comportamiento del consumidor. Se destacó que la transformación tecnológica y la conectividad global modificaron las formas de búsqueda, comparación y adquisición de productos. Las empresas que integraron estratégicamente comunicación, promoción, publicidad y comercialización lograron conectar de manera efectiva con su público y mejorar su competitividad.

Desarrollo: la revisión de antecedentes internacionales, nacionales y locales mostró evidencias de que el marketing digital impactó en todas las fases de la decisión de compra, desde la identificación de necesidades hasta el comportamiento posterior a la adquisición. Investigaciones en países como Jordania, Ecuador y Kenia confirmaron relaciones significativas entre estrategias digitales —como redes sociales, publicidad móvil, correo electrónico y optimización web— y aumentos en ventas y fidelización. En Perú y otras regiones, estudios evidenciaron que la aplicación coherente de tácticas digitales, incluyendo la segmentación precisa y la interacción continua, fortaleció la visibilidad de marca y mejoró los ingresos. Además, se determinó que factores económicos, sociales, psicológicos y tecnológicos incidieron en la elección de compra, y que el marketing digital tuvo la capacidad de reforzar o modificar dichas motivaciones.

Conclusiones: se concluyó que el marketing digital no fue solo un canal de comunicación, sino un ecosistema dinámico que, bien gestionado, generó resultados medibles en ventas y lealtad del cliente. Su implementación exigió comprensión profunda del consumidor, creatividad estratégica, integración tecnológica y evaluación constante para garantizar la competitividad y sostenibilidad empresarial en un mercado cambiante.

Palabras clave: Marketing Digital; Comportamiento del Consumidor; Decisión de Compra; Estrategias Digitales; Fidelización.

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INTRODUCTION

Today, digital marketing has established itself as a key tool for organizations to strategically connect with their customers, directly influencing their purchasing decisions. Technological transformation and widespread access to the Internet have radically changed the way consumers search for information, compare alternatives, and complete transactions, creating an environment where virtual interactions are naturally integrated with the physical shopping experience. In this context, understanding the impact of digital marketing on consumer behavior is essential for developing effective strategies that drive business competitiveness.

Various international, national, and local studies have demonstrated the relationship between the use of digital platforms—including social media, mobile advertising, and email—and increased sales, customer loyalty, and brand positioning. Research conducted in different countries shows that the consistent application of digital strategies not only improves the visibility of products and services, but also has a significant impact on each stage of the purchasing decision process: from the recognition of a need to post-purchase behavior. This link is strengthened in contexts where connectivity and access to technological devices are increasingly widespread, allowing for the personalization of messages, real-time measurement of campaigns, and continuous interaction with the target audience.

Digital marketing integrates dimensions such as communication, promotion, advertising, and marketing, which together create an ecosystem that facilitates connection with consumers. Communication seeks to convey clear and effective messages; promotion encourages the purchase of products or services; advertising generates brand recognition and recall; and marketing coordinates the actions necessary to close the sale. When managed strategically, these dimensions enhance the customer experience and increase the likelihood of purchase.

For its part, the purchase decision is determined by economic, social, psychological, and technological factors and develops through phases that include identifying needs, searching for information, evaluating alternatives, the moment of purchase, and post-purchase actions. The way digital marketing interacts with each of these stages can define the success or failure of business strategies.

Consequently, this study is based on theoretical and empirical evidence showing how the implementation of digital tactics tangibly influences consumer behavior, allowing organizations to adapt to a dynamic market that is increasingly oriented toward interaction in virtual environments.

DEVELOPMENT

The research background for this project seeks to provide a solid foundation for understanding how digital marketing impacts consumer purchasing relationships. The following studies fulfill this function:

In international research

Al & Al conducted a study to examine the impact of digital marketing on purchasing decisions in Jordan. This was basic, quantitative, non-experimental research. They worked with a population of 300 and a sample of 200 customers. The technique used was a survey and the instrument was a questionnaire. The statistical test was multiple linear regression. This study confirmed that digital marketing, including social media and

mobile advertising, affects consumers' purchasing decisions ($0,000 < 0,05$). Hypothesis testing showed that multiple digital media platforms supported in Jordan influence consumer behavior.

Cueva et al. aimed to determine the level of connection between material advertising (MDC) and the buyer's choice to purchase in Ecuador. To do this, they conducted a correlative analysis report implemented on $n = 411$ individuals. The factual examination showed the presence of a direct connection between the factors; moreover, the relationship is very accurate ($\rho = 0,565$), which prescribes the application of reciprocal systems that help influence purchasing behavior, particularly in the midst of the pandemic, where there are different elements that could influence the purchasing behavior of Generation Z buyers or customers. They concluded that with the widespread use of advanced media and informal communities comes content management by associations, i.e., content promotion.

Omondi⁽¹⁾ conducted research aimed at analyzing the relationship between digital marketing and sales in a Kenyan company. The research was basic, quantitative, and used a non-experimental, cross-sectional correlational design. The population consisted of 699 SMEs. The author performed a Pearson's r association test on annual turnover and the degree of adoption of mechanized promotion techniques. He concluded that there is a slight association between annual turnover and viewing emails, compact promotion, website improvement, pay-per-click, and web advertising, with values of 0,419, 0,484, 0,492, 0,51, and 0,586, respectively. promotion in internet media channels had a modestly high value of 0,616, showing a positive relationship.

Quezada et al.⁽²⁾ aimed to establish the level of influence of advertising on purchasing decisions in business organizations. Field research, non-experimental design. Furthermore, it can be inferred that through this exploration we can imagine what buyers demand and desire, then break down advertising in business organizations and realize what influence it has on their customers and subsequently verify whether it benefits them in terms of the offer of their product or management.

Álvarez and Villacrés sought to determine the degree of relationship between close communication, given the nature of the assistance, and consumers' purchasing choices in the markets of Guayaquil. Through the application of a 30-question study and a correlational-logical examination, Kendall's Tau b coefficients were obtained. They showed significant impacts that portray a connection between close communication at home and purchasing choices, as well as between purchasing interaction and buyer behavior. Finally, they concluded that there is a relationship between the study variables with a p -value lower than 0,05 presented by Kendall's Tau b value.

In the national context

Cruzado et al.⁽³⁾ conducted a study to determine how the use of digital marketing approaches will increase the sales performance of a commercial organization in Peru by comparing the periods 2020 and 2021. It corresponds to an applied, experimental, and cross-sectional research design. The population and sample consisted of 167 customers. A questionnaire and a document analysis guide were used to collect the information. The correlation between variables was analyzed using the nonparametric Mann-Whitney U test, concluding that the implementation of digital marketing strategies improved

sales in Peruvian companies. The p-value was less than 0,05 in the independent sample test, thus rejecting the null hypothesis. In addition, it was determined that the consistent use of digital marketing strategies (4F) was relevant, especially in aspects such as functionality, loyalty, feedback, and flow, contributing significantly to increased sales in the company.

Diaz Silva et al. in their research, they sought to determine the factors associated with consumer purchasing decisions in an agro-industrial company. This was a study based on applied numerical data, with a non-experimental, cross-sectional, multivariate correlational design. They used a survey as their technique. The sample included 143 customers of an agro-industrial company, and a simple random sampling method was used. They concluded that the factors related to the purchasing decisions of customers of an agro-industrial company in Peru are economic, social, and psychological, demonstrating that, for this type of consumer, their income, environment, mood, and reason for purchase are the main determinants for choosing that company. In addition, the logistic regression model achieved 100 % prediction for the purchase decision variable of consumers of an agro-industrial company.

Bravo⁽⁴⁾ sought to determine the effect of computer promotion on SMEs in Gamarra between 2019 and 2020. The study was propositional in nature, with a non-experimental cross-sectional design. The population consisted of 1,740 companies in the Gamarra market, while the sample consisted of 315 small and medium-sized organizations. The effect of computerized advertising in the Gamarra Commercial Emporium is not really established in 2019-2020, taking into account the hypothesis that shows the importance of advanced display, as it allows for the expansion of offerings and profits, as well as assistance in achieving a more significant number of customers to meet organizational goals and satisfy customers. However, the results of SMEs in the Gamarra Commercial Emporium did not indicate a difference in advanced promotion, as respondents showed that it is at a terrible level with 32 %. The proposal has been prepared based on the objectives established in the study.

Ramírez, the author sought to relate digital marketing to sales at the company Inversiones Rapay SAC (Bachelor's Thesis). César Vallejo University, Peru. Basic research with a non-experimental cross-sectional correlational design. The association coefficient $Rho = 1,000$, which suggests an extraordinarily high connection between the two direct factors. The association between mechanical devices and offers was found, with Spearman's Rho indicator = 0,858 and p-value = 0,000 (corresponding significance), which is identified as a high specific relationship. Then, the association between casual and non-stone-recorded networks, having obtained Spearman's Rho value = 1,000, and p-value = 0,000 (sig. Equal), which is identified with a high specific relationship. Essentially, the connection between the organizational side and the non-recorded side is not established, having obtained Spearman's Rho value = 1,000, and p value = 0,000 (proportional sig.), which contrasts with a non-recorded stone.

Buchelli and Cabrera sought to determine whether the use of computerized advertising methodologies impacts the purchasing decisions of Grupo He y Asociados S.A.C. Kallma Caf Bar, Trujillo 2017. This is an applied study with a pre-experimental longitudinal design. The population consisted of the organization's monthly customers. The sample consisted of 217 customers. The results of the study showed that the organization

experimentally used computerized display procedures, achieving a standard effect on the customer's purchase decision cycle, which was insufficient for the organization's objectives. However, after applying the new advanced promotion procedures, it was confirmed that they affected all phases of the customer's purchasing interaction, resulting in a positive pattern. In this regard, they concluded that the use of computerized promotion systems has a decisive impact on the purchasing decisions of customers of Grupo He y Asociados S.A.C. "Kallma Caf Bar."

In local background

Tapia and Oblitas sought to determine the relationship between technological progress and the increase in supply for the organization's customers in Moyobamba 2021 Minimercado Tapia. The system used was a quantitative methodology that showed the true extent of the correlation by showing the level of correlation between prices. Review factor. The design was non-experimental, as it was carried out without a control factor. The results show that, if a significant connection is observed between the digital marketing variables and the buyer supply variables of the Minimarket Tapia organization, a positive coefficient of 0,990 is obtained through Spearman's Rho measurement study. A bilateral significance level of 0,000 can be observed, which means that the greater the development of digital marketing, the greater the expansion of the business. This means that, with the help of digital marketing, you can expand your potential by gaining more loyal customers. In the organization.

Castillo and Herrera sought to demonstrate how a computerized marketing plan allows for the building of a customer base at the Hotel Gran Bombonaje, located in Rioja, San Martín, 2018. This was basic research with a quantitative approach. The Student's t-test was applied with the expectation of complementary models, with a significance level of 5 %. The results suggest that during the long period from January to June, the number of registered customers was 520, even without the high-level advancement plan. However, during the long period from July to December, when electronic marketing steps were implemented, the number of customers in the portfolio increased to 740 individuals, demonstrating that the customer base has basically expanded. A non-fixed t-value of -11,044 was obtained, with the t-coordinate not being significantly correlated with -1,812, which allowed us to separate the testable hypotheses and perceive the elective hypothesis H_i . Similarly, the results obtained in the pretest on buyer dedication to media and convenience information showed that 87 % said they were surprisingly terrible. After implementing the automated advancement plan, consistency was 61 %. This unscripted television drama has a basic effect on cutting-edge advertising, which expects customer reliability when purchasing a guide presented by the motel. To this end, it is proposed to carry out and plan more developed promotional frameworks, with the help of new advances in information and correspondence, with continuous advances that allow for the new development and dynamism of the Hotel Gran Bombonaje - Rioja.

Participating in the analysis of theories related to digital marketing involves considering it as a strategy that seeks to achieve objectives by merging the virtual environment and the real world to improve the experience of the target audience and bring them closer to the desired product or service.⁽⁵⁾ Rodríguez⁽⁶⁾ describes its role in digital marketing as the use of the Internet and associated digital technologies to meet an organization's

marketing objectives, taking into account contemporary perspectives.

Digital marketing is closely related to online sales. Companies focus on promoting their products or services on the web.⁽⁷⁾ These technological changes have changed the way we live our lives and how we access shopping, communications, and entertainment. Companies that employ these strategies have unique value for their customers. For Lozano et al.⁽⁸⁾, it is essential to adopt social media dissemination strategies, given that they are widely used today. These strategies can position the company in the market, taking advantage of these platforms to improve communication with customers and encourage their loyalty.

On the other hand, digital marketing provides a history of advertising campaigns that allows real-time monitoring and is available 24/7 throughout the year.⁽⁹⁾ Digital technologies are essential for the formulation of marketing tactics by facilitating interaction and relationship building with products and services. The most prominent digital media today are Facebook, Twitter, YouTube, and Instagram.⁽¹⁰⁾

According to Alva⁽¹¹⁾, Facebook is the social network with the largest number of users and stands out for its commercial and advertising use. Companies are expected to gain a significant number of customers through various campaigns on this platform. Distribution through this network is aimed at ensuring the achievement of the objectives set in the field of digital marketing.

Email is a useful digital tool for managing contacts and sending communications aimed at customer loyalty. According to Zuriñ, Gmail and Outlook are leading email providers. For example, a crucial guideline for the effectiveness of a digital marketing strategy is to have a simple and versatile website to perform different services without complicating the customer experience. Taylor and England mention that reduced complexity increases the likelihood of customers making purchases through the website.

According to the research, the dimensions of digital marketing were identified. In the scientific literature related to this field, several authors have established various theoretical hypotheses that allow us to perceive how digital marketing is structured, but the dimensions of digital marketing can be seen in the four dimensions mentioned by Selman: communication, promotion, advertising, and marketing.

- Dimension 1: Communication. Defined as a process that begins with the transmission of a message to the receiver. It continues when the sender encodes the message so that it is understandable to the receiver. The message is then sent through a specific channel. The receiver then responds to the message according to their understanding.⁽¹²⁾

- Dimension 2: Promotion. This is a set of actions and strategies used to make consumers or the general public aware of a product or service so that they will purchase it.⁽¹³⁾

- Dimension 3: Advertising. Advertising disseminates information about a service or product through various media, such as television, print, and digital media.

- Dimension 4. Marketing. Marketing, according to Rodríguez⁽¹⁴⁾, is the set of activities carried out during a sale, being the act of selling itself.

Focusing on the second variable, purchase decision. The "Purchase Decision" variable plays a fundamental role in consumer behavior dynamics and in the strategy of any company. This study analyzes the dimensions of purchase choice, taking into account how digital marketing can impact the identification of requirements, data inquiry, evaluation of options, moment of purchase, and post-purchase behavior of customers.⁽¹⁵⁾

According to Chagas and De Oliveria, purchasing decisions based on online reviews reveal at what point in the process customers turn to these opinions and how they use them as a reference, including the steps and criteria considered. Likewise, according to (), there are several factors, including technological ones, that influence or become relevant in the consumer's purchasing decision.^(16,17)

In terms of the facets of the purchase decision factor, it identifies the need. In dynamic customer interaction, the main stage is about recognizing a need. Dynamic interaction begins when the individual tracks a distinction between their genuine state and the optimal state. That is why it is said that a buyer seeks to solve a problem through a desire. The moment the customer sees a need is when they are exposed to an internal or external improvement.^(18,20,21) This need arises when the individual enters a state of need. People have the ability to breathe without luck. The customer distinguishes the absence or lack of a decent, towards the beginning of the cycle, which can be brought into the world from an internal improvement or can be created by an impulse delivered from an external perspective.^(22,23)

Information search. Once a need has been identified, people search for information about the various alternatives available to satisfy that need. When a product does not fully satisfy consumers' needs, they are constantly searching for information.⁽²⁴⁾ Therefore, verification promotion staff must examine the buyer, recognize their genuine needs, and constantly seek the most suitable method to satisfy them through sources of inquiry for contributors and buyers, such as internal sources of interaction that may occur internally, as individuals regularly draw on their memories and encounters, either in part or in whole.⁽²⁵⁾ External inquiries. Additional research methods used are: individual sources, which consist of family, friends, and colleagues. Business sources. These include promotion, sales representatives, and general store shelves. Publicly available resources. These include the media, buyer networks, online newspapers, etc.⁽²⁶⁾

Evaluation of alternatives: Once the necessary data has been accessed, the client can encourage a proper review of the various other options. To conduct this research, questions are asked that may consider how much money they can and will contribute, what level of quality they anticipate from an item, etc. In addition, among the most powerful factors are: their experience with a particular label, their economy, and the assessment of their reference meetings. In this regard, it is vital that marketing specialists be able to sufficiently recognize the elements that impact anticipated quality and how they correspond to customer expectations.

Time of purchase: The buyer must decide whether or not to buy after evaluating the options. This can be hindered by the unfortunate input of other buyers and the ability to recognize negative feedback. Therefore, it is clear that the final choice in the purchase phase can be hindered by two factors: the antagonistic input from others and the degree of impact on the

customer. Secondly, by unexpected events, such as job cuts, store closures, or other occasions.

Post-purchase behavior. When buyers make a purchase, they have assumptions that determine whether they are satisfied with the purchase made. If they are satisfied, buyers will skip the previous steps of the entire cycle in subsequent purchases and buy the product of a similar brand directly. It is significant that organizations take it for granted that they need to retain their customers, obtaining more notable productivity from this activity.⁽²⁷⁾ In addition, repurchase occurs when a satisfied customer returns to the organization to purchase an item or service once again. The return of most customers is very good for any business. One of the techniques in this area is to identify customers who are buying in an interesting way and apply some marketing activity directly to these customers.⁽²⁸⁾

CONCLUSIONS

Based on the analysis of the text presented, it can be concluded that digital marketing has established itself as an essential element for understanding and enhancing consumer behavior in an increasingly globalized, connected, and competitive environment. A review of international, national, and local backgrounds shows that its impact is evident in various stages of the purchasing decision process—from the identification of needs to post-purchase behavior—significantly influencing the preference for certain products or services and customer loyalty.

The strategic integration of its dimensions—communication, promotion, advertising, and marketing—enables organizations to design personalized experiences, establish closer relationships with their target audience, and measure the effectiveness of campaigns in real time. This not only strengthens brand visibility and positioning but also increases responsiveness to changes in market trends and consumer expectations.

The studies reviewed confirm that the consistent and planned application of digital tactics, such as social media management, email use, website optimization, and mobile advertising, generates positive and measurable effects on sales. Empirical evidence shows direct correlations between these strategies and increased revenue, customer retention, and consumer base expansion. Furthermore, in contexts of high connectivity and access to technological devices, these tools facilitate precise segmentation, constant interaction, and the ability to influence purchasing decisions in real time.

It should also be noted that economic, social, psychological, and technological factors determine buyer behavior, and that digital marketing, by interacting with each of these factors, can

reinforce or modify the motivations that lead to a purchase. This means that companies should not only focus on direct sales, but also on building lasting relationships that drive repeat purchases and positive word of mouth, leveraging the potential of digital analytics to continuously improve their value propositions.

In short, digital marketing is not just a communication channel or a passing trend, but a dynamic ecosystem that, when well managed, helps organizations adapt to a constantly evolving market. Its proper implementation requires a deep understanding of the consumer, technological integration, strategic creativity, and constant evaluation of results, making it a key tool for achieving competitiveness and business sustainability in the digital age.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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