

Digital Marketing Strategy and Consumer Purchase Intention: A Literature Review on E-Commerce Business Research

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Abstract. *The rapid growth of e-commerce has transformed the business landscape and consumer purchasing behavior in the digital economy. Advances in internet technology, increasing smartphone penetration, and the widespread use of online platforms have encouraged businesses to adopt digital marketing strategies to enhance market reach and competitiveness. This study aims to analyze the role of digital marketing strategies in influencing consumer purchase intention in e-commerce businesses through a literature review approach. The study uses a qualitative research method by reviewing and synthesizing relevant scholarly articles published between 2020 and 2024 obtained from reputable academic databases. The analysis focuses on key digital marketing strategies, including social media marketing, influencer marketing, content marketing, search engine marketing, and electronic word-of-mouth, and examines how these strategies influence consumer behavior in online shopping environments. The findings indicate that digital marketing strategies significantly contribute to increasing brand visibility, customer engagement, and consumer purchase intention. In addition, several mediating factors such as trust, brand image, perceived usefulness, and information quality strengthen the relationship between digital marketing practices and consumer purchase decisions. The study also highlights the growing importance of data-driven marketing and personalized digital communication in improving marketing effectiveness in e-commerce platforms. Overall, the results suggest that businesses must adopt integrated digital marketing strategies to remain competitive in the rapidly evolving digital marketplace. This study contributes to the existing literature by providing a comprehensive synthesis of recent research on digital marketing and consumer purchase intention in e-commerce contexts.*

Keywords: *digital marketing, purchase intention, e-commerce*

INTRODUCTION

The rapid growth of e-commerce has become a significant phenomenon in the global digital economy. Advances in internet technology, increasing smartphone penetration, and the widespread adoption of digital platforms have transformed how businesses interact with consumers and deliver products and services. These developments have enabled firms to expand market reach and enhance operational efficiency through online platforms. Recent studies indicate that the expansion of e-commerce markets is closely linked to technological innovation, digital infrastructure, and the growing reliance of consumers on online shopping channels (Khan et al., 2023; Montaña & Mercado, 2023). As digital ecosystems evolve, businesses increasingly rely on online platforms not only to sell products but also to build long-term relationships with consumers.

One of the primary drivers of e-commerce growth is the implementation of digital marketing strategies that utilize online channels such as social media, search engines, and digital advertising. Digital marketing enables businesses to communicate directly with target audiences, personalize promotional messages, and analyze consumer behavior using data-driven technologies. Several studies have shown that investments in digital marketing significantly improve brand visibility, website traffic, and customer engagement, which ultimately contribute to higher sales performance in e-commerce platforms (Anantharaman & Thomas, 2024; Rosário & Raimundo, 2021; Wu, 2023). Furthermore, digital marketing strategies allow companies to implement targeted advertising and personalized content that influence consumer decision-making processes.

In addition to marketing strategies, the rapid growth of e-commerce is also influenced by changing consumer behavior in the digital environment. Consumers increasingly rely on online information, electronic word-of-mouth, and social media interactions when evaluating products and making purchase decisions. This shift in consumer behavior has made purchase intention an important construct in understanding online consumer behavior. Research has shown that factors such as trust, perceived usefulness, and online information quality play a crucial role in

shaping consumers' intention to purchase products through digital platforms (Chawla & Kumar, 2021; Hidayah et al., 2024; Siddiqui et al., 2021). Consequently, businesses must design digital marketing strategies that effectively address consumer expectations and reduce perceived risks associated with online transactions.

Moreover, the growth of e-commerce is particularly evident in emerging markets, where digital infrastructure development and increasing internet accessibility have accelerated the adoption of online commerce. In many developing countries, small and medium-sized enterprises (SMEs) have begun utilizing e-commerce platforms as a strategic tool to expand market access and improve competitiveness. Studies highlight that digital marketing adoption among SMEs contributes to broader market reach, improved customer engagement, and increased sales performance (Khan et al., 2023; Sugiharto, 2024). However, despite these opportunities, challenges such as digital literacy gaps, technological barriers, and limited infrastructure still affect the optimal utilization of digital marketing strategies in e-commerce.

Although numerous studies have examined digital marketing practices and online consumer behavior, the findings remain fragmented across different contexts and theoretical perspectives. Therefore, a comprehensive synthesis of previous research is necessary to better understand how digital marketing strategies influence consumer purchase intention within e-commerce environments. This study aims to review and analyze existing literature on digital marketing strategies and their impact on consumer purchase intention in e-commerce businesses. By synthesizing recent research findings, this study seeks to provide a clearer conceptual understanding and offer insights for both academics and practitioners in developing effective digital marketing strategies in the digital economy.

RESEARCH METHODS

This study employs a qualitative research approach using a literature review method to analyze the relationship between digital marketing strategies and consumer purchase intention in e-commerce businesses. The literature review

approach is used to synthesize findings from previous studies and identify patterns, concepts, and theoretical perspectives related to digital marketing practices in the digital economy. The data used in this study consist of secondary sources obtained from scientific journal articles, conference proceedings, and academic publications published between 2020 and 2024. These sources were accessed through reputable academic databases such as Google Scholar, ensuring the credibility and relevance of the literature selected for analysis. The inclusion criteria for the literature consisted of studies that specifically discuss digital marketing strategies, consumer behavior, purchase intention, and e-commerce contexts.

The data analysis process was conducted using content analysis and thematic synthesis to identify key themes and conceptual relationships within the selected literature. First, the collected articles were screened and categorized based on relevance to the research topic. Second, important variables and findings from the literature were systematically coded to identify recurring patterns regarding digital marketing strategies and their influence on consumer purchase intention. Finally, the results of the analysis were synthesized to develop a comprehensive understanding of how digital marketing strategies contribute to shaping consumer purchase intention in e-commerce environments. This approach enables the study to provide an integrative overview of current research trends and theoretical insights related to digital marketing and consumer behavior in digital commerce.

RESULTS AND DISCUSSION

Trends in Digital Marketing Research in E-Commerce

The rapid expansion of e-commerce over the last decade has been accompanied by a growing body of research examining digital marketing strategies and their influence on consumer behavior. Digital marketing has become a crucial component of business competitiveness because it enables firms to interact directly with consumers, collect behavioral data, and personalize marketing communications. The integration of social media, search engines, and online advertising has significantly transformed marketing practices, particularly in e-

commerce environments where consumer decision-making often relies on digital information sources (Rosário & Raimundo, 2021).

Recent studies highlight that digital marketing strategies are closely associated with improvements in brand awareness, customer engagement, and purchase intention. Rosário & Raimundo (2021) found that digital marketing strategies such as search engine optimization (SEO), social media marketing, and content marketing significantly influence online consumer engagement and brand perception. Similarly, Wu (2023) emphasizes that data-driven digital advertising enhances targeting accuracy and increases the likelihood of purchase conversion among online consumers.

Furthermore, research also shows that digital marketing strategies play an important role in shaping consumer trust in e-commerce environments. Trust is considered a critical factor because online transactions involve perceived risks related to payment security, product quality, and privacy protection. Chawla & Kumar (2021) argue that digital marketing strategies supported by transparent information and reliable online services can increase consumer confidence in e-commerce platforms.

The growing importance of digital marketing in e-commerce is also evident in emerging economies. In developing markets, businesses increasingly adopt digital marketing tools to expand market reach and improve competitiveness. Sugiharto (2024) highlights that small and medium-sized enterprises (SMEs) that adopt digital marketing strategies are able to reach broader markets and increase sales performance through e-commerce platforms. Therefore, existing literature suggests that digital marketing strategies not only function as promotional tools but also serve as strategic mechanisms for enhancing customer engagement, trust, and purchase intention in e-commerce markets.

Digital Marketing Strategies in E-Commerce

Digital marketing strategies encompass various online promotional approaches used by businesses to attract, engage, and retain customers. In the context of e-commerce, digital marketing strategies often include social media marketing, influencer marketing, content marketing, email marketing, and search

engine marketing. These strategies aim to increase brand visibility and influence consumer purchase decisions in digital environments.

Research indicates that social media marketing plays a significant role in shaping consumer perceptions and purchase intentions. Social media platforms such as Instagram, TikTok, and Facebook allow businesses to interact directly with consumers and disseminate promotional content effectively. Hidayah et al (2024) found that electronic word-of-mouth (eWOM) on social media platforms significantly influences consumer purchase intention because it provides product information and peer recommendations.

Similarly, influencer marketing has emerged as an effective strategy in digital marketing campaigns. Influencers act as opinion leaders who can influence consumer attitudes and purchasing decisions. According to Chan et al (2022), consumers tend to trust product recommendations from influencers because they perceive them as more authentic and relatable compared to traditional advertisements.

Content marketing is another important digital marketing strategy in e-commerce. This approach focuses on providing valuable information to consumers through blogs, videos, and social media content. According to Wu (2023), high-quality digital content increases consumer engagement and enhances brand credibility, which ultimately influences purchase intention.

Search engine marketing (SEM) and search engine optimization (SEO) also play important roles in improving website visibility. By optimizing website content and utilizing paid search advertising, businesses can increase traffic to their e-commerce platforms. Rosário & Raimundo (2021) argue that effective search engine marketing strategies improve brand exposure and increase online sales performance.

Overall, digital marketing strategies help businesses reach consumers more efficiently and create personalized marketing experiences. These strategies enable companies to analyze consumer behavior and tailor marketing messages according to consumer preferences.

Factors Influencing Consumer Purchase Intention in E-Commerce

Consumer purchase intention refers to a consumer's willingness or likelihood to purchase a product or service. In e-commerce environments, purchase intention is influenced by several factors including trust, perceived usefulness, perceived ease of use, and online information quality.

Trust is widely recognized as one of the most influential factors affecting purchase intention in e-commerce. Consumers tend to purchase products from platforms they perceive as reliable and secure. Chawla and Kumar (2021) emphasize that trust is strongly influenced by consumer protection policies, payment security, and transparency of information in online platforms.

Perceived usefulness is another important determinant of purchase intention. According to studies based on the Technology Acceptance Model (TAM), consumers are more likely to adopt online shopping platforms if they perceive them as useful and beneficial. Wu (2023) suggests that personalized recommendations and user-friendly website interfaces significantly improve perceived usefulness and enhance purchase intention.

Electronic word-of-mouth (eWOM) also plays a significant role in influencing consumer purchase decisions. Online reviews, ratings, and customer feedback provide valuable information that helps consumers evaluate products before making purchase decisions. Hidayah et al. (2024) found that positive eWOM significantly increases purchase intention by improving consumer trust and reducing perceived risk.

Additionally, brand image and customer experience contribute to shaping purchase intention. A positive brand image creates favorable perceptions among consumers, which encourages them to purchase products from the brand. According to Rosário and Raimundo (2021), brand image mediates the relationship between digital marketing strategies and consumer purchase intention. Therefore, understanding the factors influencing purchase intention is essential for businesses seeking to optimize digital marketing strategies in e-commerce environments.

Summary of Previous Research (2020–2024)

Table 1 presents a summary of selected studies examining digital marketing strategies and purchase intention in e-commerce.

Table 1. Summary of Previous Studies on Digital Marketing and Purchase Intention (2020–2024)

Author	Method	Focus	Key Findings
Rosário & Raimundo (2021)	Literature Review	Digital marketing strategies	Digital marketing improves brand awareness and consumer engagement
Chawla & Kumar (2021)	Conceptual study	Consumer trust in e-commerce	Consumer protection and transparency increase trust
Siddiqui et al (2021)	Survey	Influencer marketing	Influencers significantly influence purchase intention
Wu (2023)	Quantitative	Digital advertising	Personalized ads increase conversion rates
Hidayah et al (2024)	Survey	eWOM on social media	Positive eWOM increases consumer purchase intention
Sugiharto (2024)	Case study	SME digital marketing adoption	Digital marketing increases SME competitiveness

The table above summarizes several studies that have examined the relationship between digital marketing strategies and consumer purchase intention in e-commerce contexts between 2020 and 2024. Overall, these studies demonstrate that digital marketing strategies significantly influence consumer behavior and purchase intention. Social media marketing, influencer marketing, and digital advertising are consistently identified as key drivers of consumer engagement and purchasing decisions. Moreover, trust, brand image, and electronic word-of-mouth emerge as important mediating factors that strengthen the relationship between digital marketing strategies and purchase intention. These findings highlight the importance of implementing integrated digital marketing strategies to enhance consumer engagement and improve sales performance in e-commerce platforms. Below is a conceptual framework illustrating the relationship between digital marketing strategies and consumer purchase intention.

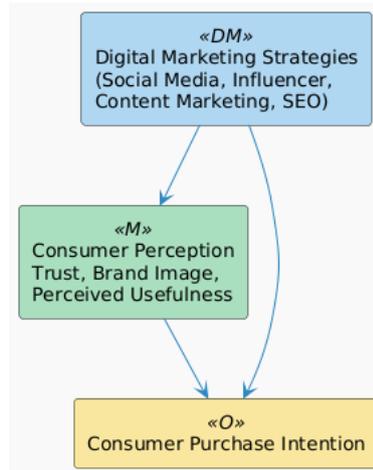


Figure 1. Conceptual Framework of Digital Marketing and Purchase Intention

The diagram above illustrates the conceptual relationship between digital marketing strategies and consumer purchase intention in e-commerce environments. Digital marketing strategies serve as the primary stimulus influencing consumer perceptions, including trust, brand image, and perceived usefulness. These psychological factors shape consumers' evaluation of products and services offered through online platforms. When consumers perceive digital marketing messages as credible and informative, they are more likely to develop positive attitudes toward the brand. These attitudes subsequently lead to higher purchase intention. Therefore, digital marketing strategies not only influence consumers directly but also indirectly through mediating variables related to consumer perception and trust.

To illustrate the relationship between digital marketing investment and e-commerce growth, the following conceptual trend diagram is presented.

E-Commerce Growth and Digital Marketing Influence

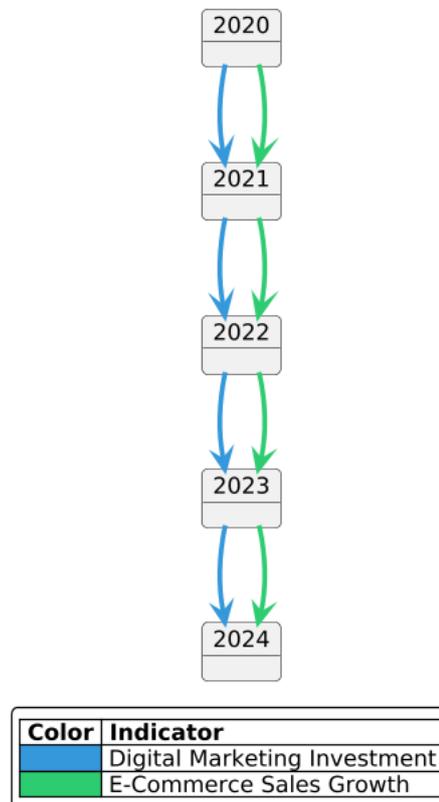


Figure 2. Growth Trend of E-Commerce and Digital Marketing Influence

The diagram above illustrates the conceptual growth trend of e-commerce and digital marketing investment between 2020 and 2024. The increasing adoption of digital marketing strategies, such as social media advertising, influencer campaigns, and search engine marketing, has significantly contributed to the expansion of e-commerce markets. As businesses allocate more resources to digital marketing activities, consumer engagement and online sales tend to increase simultaneously. This relationship highlights the strategic importance of digital marketing as a key driver of e-commerce growth in the digital economy.

CONCLUSIONS AND SUGGESTIONS

The findings of this literature study indicate that digital marketing strategies play a crucial role in influencing consumer purchase intention within e-commerce environments. The rapid development of digital technologies, increasing internet penetration, and the growing adoption of online platforms have transformed how

businesses interact with consumers. Strategies such as social media marketing, influencer marketing, content marketing, search engine marketing, and electronic word-of-mouth have been identified as key drivers that enhance brand visibility, customer engagement, and purchase intention. Furthermore, several mediating factors—including trust, perceived usefulness, brand image, and information quality—significantly strengthen the relationship between digital marketing strategies and consumer purchase decisions. The synthesis of previous studies from 2020–2024 demonstrates that effective digital marketing not only improves promotional effectiveness but also builds long-term relationships with consumers in the digital marketplace.

Based on these findings, several suggestions can be proposed. For practitioners, businesses should implement integrated digital marketing strategies that combine social media engagement, personalized advertising, and credible online information to enhance consumer trust and purchase intention. Companies are also encouraged to utilize data analytics and customer insights to design targeted marketing campaigns that align with consumer preferences. For future researchers, further studies may employ quantitative methods or empirical approaches, such as structural equation modeling (SEM), to examine the causal relationships between digital marketing strategies and purchase intention more comprehensively. Additionally, future research could explore moderating factors such as cultural context, consumer demographics, and technological adoption to provide a deeper understanding of digital marketing effectiveness in different e-commerce markets.

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