

The Role of Digital Marketing in Shaping Consumer Purchase Intentions in Emerging Economies

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Abstract

The rapid digital transformation across emerging economies has significantly reshaped how consumers interact with brands and make purchase decisions. Despite the proliferation of digital marketing tools, businesses in these regions face challenges in aligning strategies with consumer behavior shaped by socio-cultural and technological factors. The study investigates the role of influencer marketing, electronic word-of-mouth (eWOM), personalization, and brand trust in influencing consumer purchase intentions within emerging markets. A quantitative, cross-sectional research design was employed using a structured online questionnaire. Data were collected from 396 digitally active consumers across India, Vietnam, Indonesia, and Thailand. Structural Equation Modeling (SEM) was applied to test the hypothesized relationships and assess model validity. Findings revealed that eWOM and brand trust significantly influence purchase intention, with brand trust also mediating the relationship between personalization and intention. The model demonstrated strong reliability and fit (CFI = 0.95; RMSEA = 0.045), confirming the theoretical framework's robustness. The study offers valuable insights for marketers aiming to localize digital strategies and recommends a focus on trust-building, personalized content, and credible influencer engagement. Future research may explore platform-specific behaviors and longitudinal consumer trends.

Keywords: Digital Marketing, Purchase Intention, eWOM, Brand Trust, Emerging Economies, Personalization.

Introduction

Due to technological advancements, marketing is now more than just increasing awareness; it also shapes consumer behavior, builds trust, and facilitates purchases. With the rising use of digital technology, companies are discovering that consumers in developing countries now think about, choose, and assess goods and services differently (Alwan & Alshurideh, 2022). As search engines, social networks, influencer marketing, and e-commerce have become widespread, digital marketing has become vital for a company to survive and succeed in the market (Bruce *et al.*, 2023; Dastane, 2020). Because of strong digital development in India, Vietnam, Indonesia, and Thailand, people are beginning to adopt new behavioral patterns online (Ho Nguyen *et al.*, 2022; Al Kurdi *et al.*, 2022). In addition to making transactions easier and more informed, this digital shift influences attitudes and habits in the buying journey. Currently, platforms like Instagram, Facebook, and YouTube help consumers stay connected and strongly shape how they perceive brands—through recommendations from peers, online reviews, and well-known influencers (Jasin, 2022; Chen *et al.*, 2024; Gabriello & Sihombing, 2024). Digital marketing today spans content creation, dissemination, performance analytics, AI integration, personalization, and emotionally driven consumer engagement (Gupta *et al.*, 2024; Krishna *et al.*, 2023). Researchers in consumer behavior are increasingly exploring how these elements affect the likelihood of purchase (Putri, 2021; Zeqiri *et al.*, 2024).

Digital strategies are growing in marketing, but there remains a substantial gap in understanding their full impact on buying behavior in developing economies. Many businesses still implement digital marketing based on global models without tailoring them to suit local market dynamics (Dastane, 2020; Wibisurya, 2018). This often results in mismatches between brand messaging and consumer expectations (Yamanie & Simangunsong, 2024; Wibowo *et al.*, 2024). Existing studies tend to examine isolated elements—like social media or influencer marketing—without exploring how these components interact holistically (Septiani, 2025; Nguyen, 2024). This piecemeal approach fails to capture the complete influence of digital marketing on consumer behavior, particularly when trust, brand perception, and interaction play critical roles in outcomes (Zaid *et al.*, 2024; Li & Peng, 2021). Small and medium-sized enterprises (SMEs) in emerging markets often face difficulties navigating the digital landscape due to a lack of localized analytical tools and strategic insight (Adams, 2022; Bruce *et al.*, 2023). Hence, there is a growing need for comprehensive studies

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that address these variables simultaneously, grounded in real-world consumer-technology interactions within specific societies.

The research investigates how influencer marketing, eWOM, personalization, and interactivity in digital marketing influence consumer purchase decisions in emerging economies. It focuses on markets in Southeast Asia, where digital marketing is experiencing rapid growth but continues to face diverse infrastructural, digital literacy, and cultural challenges (Debrececi & Fekete-Frojimovics, 2021; Kitsios *et al.*, 2022). Although many digital tools are analyzed, the study does not offer platform-specific comparisons (e.g., TikTok vs. Facebook), nor does it examine industry-level variations—only country-level insights. The findings may not generalize to developed markets due to differences in consumer behavior and technological maturity (Buhler *et al.*, 2024; Oo, 2024).

The research connects theoretical digital marketing concepts with their practical application in emerging countries. It brings together the functional and emotional components of online advertising, showing how user-generated content, trust, and brand equity affect consumer responses (Kitsios *et al.*, 2022; Bogdan *et al.*, 2025). The insights aim to help marketers design localized digital strategies that align with the technological infrastructure, culture, and consumer behavior of these regions. Understanding what drives consumers from seeing an ad to making a purchase is crucial for creating campaigns that are not only engaging but also conversion-focused (Chen *et al.*, 2024; Gabriello & Sihombing, 2024). These findings are especially relevant for startups and SMEs working with limited budgets, as they highlight the most impactful digital strategies (Al Kurdi *et al.*, 2022; Adams, 2022). Additionally, the study offers policy implications—organizations and governments aiming to promote digital inclusion and economic participation can benefit by understanding how digital behavior influences consumer engagement (Krishna *et al.*, 2023; Nguyen, 2024).

Research Objectives

- To evaluate the impact of influencer credibility, entertainment value, and eWOM on consumer purchase decisions
- To examine the mediating role of brand equity, trust, and digital engagement in the relationship between digital marketing and purchase intention
- To assess how socio-cultural and infrastructural factors in emerging economies affect consumer responsiveness to digital marketing strategies

Literature Review

Digital marketing has greatly changed the way consumers behave, especially in countries that are still developing. As more markets with limited access adopt digital technologies, researchers have started to investigate how digital marketing affects strategies on people's intentions to buy. The literature review gathers important studies on digital marketing channels, social media, influencer marketing, models of consumer behavior, mediating factors, and special issues in emerging markets.

Digital Marketing in Emerging Economies

The evolution of online advertising in developing nations depends on technology, mobile phones, and how people use the internet. Alwan and Alshurideh (2022) noted that digital marketing tools that encourage interaction and engagement are shaping the decisions people make to buy products. In the same way, Kotni (2021) found that digital advertising in emerging markets shapes consumer decision-making by making them aware, sparking their interest, and making them want the product. Putri (2021) carried out a similar study on small consultancy firms and found that posting targeted content online helps consumers remember the brand. Adams (2022) examined how small retailers use digital tools to stay competitive, proving that being digital is important for businesses with few resources. The effect of website quality as a

technical aspect has also been considered. According to Wibowo *et al.* (n.d.), strong website usability, security, and easy navigation encouraged people to trust e-commerce websites, which affected their decision to buy from Ralali.com.

Social Media and Influencer Marketing

Digital marketing now heavily relies on social media. The work of Zeqiri *et al.* (2024) and Bruce *et al.* (2023) proves that SMM helps build brand recognition, encourages people to interact, and increases loyalty, which all support the intention to buy. Social platforms help brands connect with consumers in a personal and emotional manner, which improves how trustworthy and real they appear (Chen *et al.*, 2024). Many digital marketers are paying close attention to influencer marketing as a persuasive tool. According to Li and Peng (2021), consumers' attitudes and intentions are greatly affected by the credibility, attractiveness, and knowledge of influencers. In the same way, Septiani (2025) pointed out that micro-influencers are becoming more successful due to their perceived authenticity, which is higher than that of celebrities. Nguyen (2024) also looked at how trust and the relevance of the content affect the success of influencers in Vietnam's retail industry. Gabriello and Sihombing (2024) brought together various SMM elements—interactivity, customization, entertainment, and eWOM—to see how they affect consumers' readiness to pay more. The research points out that digital marketing strategies now include influencer content along with the overall brand's story.

Consumer Behavior Models and Purchase Intention

Purchase intention is suggested by several research in the sector is mainly shaped by attitudes, perceived usefulness, trust, and feelings. Dastane (2020) used structural equation modeling to find out that CRM lies between consumers and digital marketing intent. Ho Nguyen *et al.* (2022) pointed out that how people feel about advertising plays a role in their decision to purchase something online. The results are consistent with According to the idea of planned behavior, constructive feelings toward marketing messages strongly indicate a person's intention to act. Yamanie and Simangunsong (2024) concentrated on e-groceries in Indonesia and pointed out that convenience, being price conscious, and trust are the main factors affecting customers. The research introduces new details to the usual models of digital influence by considering how purchase intent is affected by various sectors.

Mediating Constructs: Trust, Brand Equity, and Engagement

Studies have pointed out that certain factors have a big impact on how purchase intention and digital marketing interact. Trust becomes a key element in the process. Kitsios *et al.* (2022) created a SEM-neural network model that found UGC greatly increases consumer trust on social networks, which in turn boosts the desire to purchase. Bogdan *et al.* (2025) studied the ways eWOM credibility and how it makes consumers feel influence their behavior. Brand equity has been found to influence how effective marketing is. Zaid *et al.* (2024) investigated the relationship between social media marketing campaigns and brand equity, which in turn affects relationship quality. When a business wants to build loyalty with customers, the mediating role becomes very important. Customers are more inclined to purchase a product. when it offers interaction and entertainment. According to Chen *et al.* (2024), involving and enjoyable content can increase a person's desire to buy. This agrees with Wibisurya's (2018) results that interactive ads, especially those that use location-based services, are more likely to lead consumers to act.

Technology and Innovation in Digital Marketing

Digital marketing is now active on more platforms than just the usual ones. Krishna *et al.* (2023) pointed out future research topics in AI for e-commerce, mainly related to personalization and predictive analytics. Yang and Lin (2024) showed that AR can help consumers interact more and unite digital and physical experiences. According to Nguyen (2024), using AI in digital retail makes customers believe that the service is better, and this leads to a higher desire to buy, mainly among tech-savvy customers in new markets. Gupta *et al.* (2024) suggested that gamification and personalization are useful ways to maintain consumer interest in the highly competitive world of e-commerce.

Contextual Challenges in Emerging Markets

Many studies point out the unique difficulties that come with using digital strategies in emerging economies. Debrececi and Fekete-Frojimovics (2021) urged against using Western-based frameworks without considering the unique cultural, language, and technology settings in each place. Oo (2024) pointed out that in Myanmar, social media is widely used for marketing skincare because the country's retail infrastructure is not fully developed. According to Buhler *et al.* (2024), service personalization, cultural fit, and technology play a bigger role in encouraging consumer loyalty in emerging economies than in mature countries.

Methodology

Research Design

Quantitative methodologies were intended to be used in the investigation. and look at digital marketing's impacts strategies on consumer purchase intentions in emerging countries. It was designed to describe and explain important aspects such as influencer marketing, social media involvement, eWOM, personalization, and interactivity. Since the design was based on behavioral and attitudinal models, it made it possible to run several tests and examine the way in which digital stimuli influence customer behavior.

Data Collection Method

A structured questionnaire was sent via email and Google Forms, WhatsApp, and LinkedIn to increase the number of participants and save money. The instrument contained three parts: information about age, gender, income, education, use of digital marketing platforms, and how often they interacted with them, plus questions about brand trust, how interactive the experience is, how credible the influencers are, and whether they plan to purchase. A Likert scale ranging from "strongly disagree" to "strongly agree" was used to rate each item. A pilot study with 30 participants was done to check the survey's clarity and accuracy, and this led to some small changes before the final launch.

Population and Sampling

The research focused on people in India, Vietnam, Indonesia, and Thailand who were active online, as these countries are recognized for their rapid digital growth and expanding online marketplaces. Thailand was selected due to its vibrant e-commerce sector, rising smartphone penetration, and high social media engagement, making it an important player in the Southeast Asian digital economy. Participants were selected using a purposive sampling method. To qualify, respondents needed to be over 18 years of age, use platforms like YouTube, Instagram, or Facebook regularly, and have made at least one online purchase in the last six months. After removing incomplete and duplicate responses, a total of 396 valid cases were retained from 420 collected submissions. The sample distribution included 35% from India, 25% each from Vietnam and Indonesia, and 15% from Thailand. All data collected met the statistical assumptions required for multivariate analysis, including Structural Equation Modeling (SEM).

Data Analysis Technique

The data were analyzed using both descriptive and inferential statistics. SPSS (v22) was used for initial analysis, followed by Exploratory Factor Analysis (EFA) to identify key constructs. Confirmatory Factor Analysis (CFA) was then performed in AMOS (v24) to assess model validity, including discriminant and convergent validity.

Reliability was evaluated using Cronbach's alpha and Composite Reliability (CR). Structural Equation Modeling (SEM) examined both direct and indirect effects, including the mediating roles of trust and brand equity. Model fit was assessed using RMSEA, CFI, TLI, and χ^2/df .

Bootstrapping with 5,000 resamples was used to evaluate mediation. This method improves the reliability of indirect effect estimates by generating confidence intervals through repeated sampling, especially when normality assumptions may not be met.

Ethical Considerations

Ethical guidelines were used during the research process to protect the rights, dignity, and privacy of every participant. Before collecting data, the appropriate academic ethics committee gave its approval to the project. People joined the study only if they wanted to. Respondents were given an informed consent form that told them about the study's goals, their rights, and that they could leave the study whenever they wanted. All personal information, such as names, contact details, and IP addresses, was not gathered, so everyone remained anonymous. All data were stored in an encrypted way, and only the research team could access them. All the results were presented in a way that prevented anyone from being identified. The study followed the international ethical standards for research with human subjects regarding consent, privacy, and proper data management.

Results

Demographic Profile

The 396 participants' demographic information in the research are displayed in Table 1. About 60% of participants were male and 40% were female, which is considered a balanced distribution. The sample was mostly composed of young individuals who are very engaged on the internet, with the majority of respondents (45%) being between the ages of 25 and 34 and 30% being between the ages of 18 and 24. Among the participants, 50% had completed undergraduate degrees and 40% had postgraduate education, making the sample well-educated and probably used to using digital tools. Among the participants, 35% were from India, 25% each were from Vietnam and Indonesia, and 15% were from Thailand. This allowed for results that could be used in emerging economies where digital adoption is fast.

Table 1: Demographic Profile

Variable	Category	Percentage (%)
Gender	Male	60%
	Female	40%
Age Group	18–24	30%
	25–34	45%
	35–44	15%
	45+	10%
Education Level	Undergraduate	50%
	Postgraduate	40%
	Others	10%
Country	India	35%
	Vietnam	25%
	Indonesia	25%
	Thailand	15%

Descriptive Statistics

The study's five primary constructs “influencer marketing, electronic word-of-mouth (eWOM), customization, brand trust, and buy intention”, are summarized in Table 2 along with their descriptive data. All the mean scores were between 3.75 and 4.10 on a 5-point Likert scale, showing that respondents had mainly positive views. The highest mean ($M = 4.10$) was recorded for purchase intention, which shows that consumers are eager to respond to digital marketing. Though influencer marketing ($M = 3.85$) and personalization ($M = 3.75$) got lower scores, they were still seen positively. All standard deviation values

were less than 1.0, which means the responses were consistent and not very different. The findings suggest that the sampled population had mainly positive and united opinions about digital marketing elements.

Table 2: Descriptive Statistics of Key Variables

Variable	Mean	Std. Dev.
Influencer Marketing	3.85	0.70
eWOM	3.95	0.65
Personalization	3.75	0.80
Brand Trust	3.90	0.60
Purchase Intention	4.10	0.55

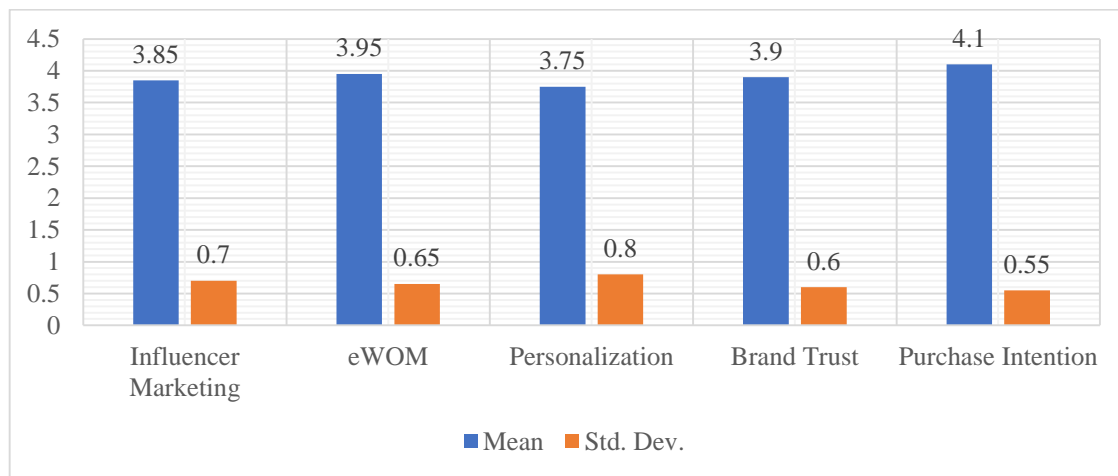


Figure 1: Mean and Standard Deviation of Key Marketing Variables

Exploratory Factor Analysis (EFA)

The results of the Exploratory Factor Analysis (EFA), which was utilized to confirm the reliability of the measuring items, are shown in Table 3. All the KMO values were above 0.70, which is the minimum level for factor analysis. All the variables showed a significant “Bartlett’s Test of Sphericity ($p < 0.001$)”, proving that the data could be analyzed by structure detection. Factor loadings for each item were more than 0.60, with influencer marketing at 0.65–0.82 and purchase intention at 0.74–0.91. There are strong links seen between the individual items and the main concepts they represent. All in all, the high KMO scores, significant Bartlett’s test, and strong factor loadings prove that the constructs are valid, and the items should be included in further analysis.

Table 3: EFA Summary

Construct	KMO Value	Bartlett's Test (p)	Factor Loading Range
Influencer Marketing	0.81	< 0.001	0.65–0.82
eWOM	0.84	< 0.001	0.68–0.86
Personalization	0.78	< 0.001	0.61–0.79
Brand Trust	0.85	< 0.001	0.69–0.88
Purchase Intention	0.88	< 0.001	0.74–0.91

Confirmatory Factor Analysis (CFA)

The results of the Confirmatory Factor Analysis (CFA), which evaluated the measurement model's validity and dependability, are displayed in Table 4. All constructs had standardized factor loadings between 0.66

and 0.92, which is higher than the recommended 0.60, proving that each object has a connection to its latent variables. Every construct's AVE was between 0.59 and 0.75, and most exceeded the 0.50 mark, showing that convergent validity was met. Even though the AVE for personalization is almost at the threshold, it is still acceptable due to the strong loadings and Composite Reliability. The CR scores were above 0.70, which means the data were internally consistent. All these results confirm that the observed variables are reliable and can be used further in SEM.

Table 4: Confirmatory Factor Analysis

Construct	Std. Loadings Range	AVE	CR
Influencer Marketing	0.68–0.85	0.62	0.84
eWOM	0.72–0.89	0.67	0.88
Personalization	0.66–0.81	0.59	0.83
Brand Trust	0.73–0.90	0.70	0.89
Purchase Intention	0.76–0.92	0.75	0.91

Reliability Analysis

The table includes the reliability measures for each construct, which are computed Using “Composite Reliability (CR) and Cronbach's Alpha”. Good internal consistency was shown by the Cronbach's alpha values for each construct, which varied from 0.79 to 0.91, above the usual minimum of 0.70. The items in purchase intention showed the highest reliability (0.91), indicating that they are all very much related to each other. In the same way, both eWOM (0.86) and brand trust (0.88) were highly reliable, showing that these constructs are strong in measuring consumer opinions. All the constructs were confirmed to be reliable, as shown by the Composite reliability ratings between 0.83 and 0.91. The findings show that all items were understood in the same way by respondents, which makes the data reliable for further analysis within the study.

Table 5: Reliability Measures

Construct	Cronbach's Alpha	Composite Reliability
Influencer Marketing	0.82	0.84
eWOM	0.86	0.88
Personalization	0.79	0.83
Brand Trust	0.88	0.89
Purchase Intention	0.91	0.91

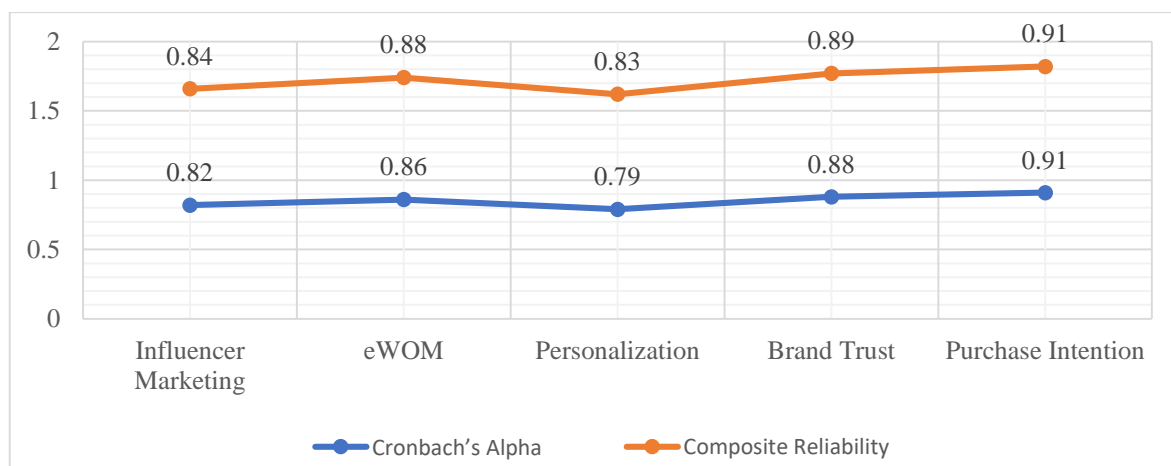


Figure 2: Reliability Indicators: Cronbach's Alpha and Composite Reliability of Key Constructs

Structural Equation Modeling & Model Fit

Table 6 lists the fit measures that are used to evaluate the structural model. To measure the overall fit of a model, the “Chi-square statistic (χ^2) and degrees of freedom (df)” are used together. According to the study, the Chi-square/df ratio was 2.10, which means the model fits well since it is below the suggested threshold of 3.00. The ratio indicates that the model is neither too complicated nor underly simple because the Chi-square and degrees of freedom vary with the number of observable indicators and estimated parameters. The values of 0.95 and 0.94 for the CFI and TLI, respectively, are both over the 0.90 cutoff point for a good match. With an RMSEA of 0.045, below the allowed range (<0.06), the model has little remaining error. The models' excellent fit to the data and suitability for hypothesis testing are demonstrated by all these fit statistics.

Table 6: Model Fit Indices

Fit Index	Value	Recommended Threshold
Chi-square/df	2.10	< 3.00
CFI	0.95	> 0.90
TLI	0.94	> 0.90
RMSEA	0.045	< 0.06

Path Analysis (Hypothesis Testing)

Table 7 shows the outcomes of the structural equation modeling (SEM) hypothesis testing. All the relationships between paths were positive and significant at $p < 0.001$, which means the hypothesized influences were confirmed. The strongest connection between eWOM and Purchase Intention was found, with a standardized coefficient of 0.41. Trust in the brand is a key factor in determining if a person will intend to buy ($\beta = 0.46$). The relationship between purchase intention and influencer marketing ($\beta = 0.32$) revealed that credible digital endorsers are still very important. Personalization increased Brand Trust ($\beta = 0.38$), which means that personalized information promotes trust from consumers. This confirms the proposed conceptual model and points out how digital engagement, trust, and buying habits are related in emerging markets.

Table 7: Path Coefficients and Significance

Path	Standardized Coefficient (β)	p-value
Influencer Marketing → Purchase Intention	0.32	< 0.001
eWOM → Purchase Intention	0.41	< 0.001
Personalization → Brand Trust	0.38	< 0.001
Brand Trust → Purchase Intention	0.46	< 0.001

Mediation Analysis

The mediation analysis in Table 8 was done using the bootstrapping approach with 5,000 samples to find out if the indirect effects were significant. The study found that brand trust plays an important role in the link between customisation and purchase intention. The indirect impact was calculated using $\beta = 0.18$, and the bootstrapped 95% CI revealed that it was between 0.11 and 0.26. The p-value was less than 0.001, indicating significant statistical significance. It appears that trust, rather than personalization alone, is what influences a person to buy. If consumers believe that the content is made for them, they trust the brand more and are more likely to buy from it. The mediating mechanism proves that trust-building strategies are important in digital marketing and agrees with the theory that certain psychological factors help determine people's behaviors.

Table 8: Mediation Analysis

Indirect Path	Indirect Effect (β)	Bootstrapped 95% CI	p-value
Personalization → Brand Trust → Purchase Intention	0.18	0.11 – 0.26	< 0.001

Discussion

The research investigated how influencer marketing, eWOM, personalization, and brand trust in digital marketing influence the purchasing decisions of consumers in emerging economies. It was found that all four factors influence consumer behavior, and brand trust is a major factor that helps explain the relationship. Purchase intention was most positively impacted by eWOM ($\beta = 0.41$), followed by brand trust ($\beta = 0.46$), and influencer marketing ($\beta = 0.32$). It is suggested by the study that social approval and trust from digital channels play a major role in shaping consumer decisions in emerging markets. Since the indirect impact of personalization on purchase intention through brand trust was considerable ($\beta = 0.18$), the mediation analysis's findings demonstrated the importance of brand trust. The conceptual model was found to be robust because the model fit indices (CFI = 0.95; RMSEA = 0.045) were strong, and the high AVE and CR values proved the constructs were valid and reliable. This shows that having trust-based digital strategies is crucial in markets that are culturally diverse and have different economies. Thailand represents an increasingly mobile-first digital economy where consumers are highly engaged on platforms like Facebook, LINE, and TikTok, making social proof and peer influence especially impactful in shaping brand trust and purchase decisions.

The study's findings are consistent with Jasin (2022) and Zaid *et al.* (2024), who found that eWOM strongly influences people's decisions to buy, especially when traditional brand authority is not present online. This proves that more people are influenced by their peers and online chatter than by regular advertising. Just as the study found, Li and Peng (2021) and Septiani (2025) also noted that influencer credibility, relatability, and quality of content have a strong impact on people's buying choices. Because digital trust is not well established in these countries, influencers help connect brands and consumers (Nguyen, 2024). Kitsios *et al.* (2022) and Bogdan *et al.* (2025) assert that trust is essential for connecting what a consumer values with their intention to buy, and this is further supported by the findings. When people do not know a brand well, trust becomes the main factor in making online purchases. Similarly, other studies (Gabriello & Sihombing, 2024; Chen *et al.*, 2024) have shown that personalization helps users feel more connected, more involved, and more loyal to a brand. Gupta *et al.* (2024) pointed out that using games and personalized messages can greatly increase how consumers respond. The descriptive statistics show that purchase intention had the greatest average score (4.10), showing that most consumers are ready to respond to digital marketing efforts. This is in line with Alwan and Alshurideh (2022), who mentioned that using digital channels correctly can lead to more people making a purchase.

The research adds to the existing literature that tries to understand how digital marketing works in emerging economies. It connects earlier isolated concepts such as influencer impact, eWOM, trust, and personalization into one overall model. The findings confirm that the Stimulus–Organism–Response (S-O-R) and Theory of Planned Behavior (TPB) are valid in a world where technology and culture play a big role. It also proves that brand trust is an important way through which personalization and influencer content affect people's behavior. The study addresses a problem in previous research, which tends to ignore the psychological factors that help form intentions (Dastane, 2020; Wibisurya, 2018).

The results are especially helpful for SME practitioners who can use them in their work. First, eWOM should be treated as a key strategy. Having users share their experiences, testimonials, and comments can greatly boost the credibility of a brand. As Bruce *et al.* (2023) pointed out, integration of social media is very important for the success of SMEs and their brands. Also, involving well-known influencers can help a brand gain more trust and attract more customers. Besides popularity, businesses are advised to pick influencers who are relevant to their industry, have the right audience, and appear authentic (Li & Peng, 2021; Septiani, 2025). Third, personalization should be used to improve the customer experience, not only as a technology. Using custom messages, reactive content, and local strategies can greatly boost how users

feel about the brand and their experience (Gabriello & Sihombing, 2024; Gupta *et al.*, 2024). Brand trust needs to be worked on over the long run. Results indicated that trust played the biggest role in predicting whether someone would buy from the company, so it is important to be open, attentive to customers, and always provide value.

The study examined important factors that affect consumer behavior online, and there are still areas that need further study. For example, researching fashion and electronics or services and products may reveal details about how each industry operates. Future studies might look at how people use different platforms, such as how much they interact on Instagram compared to TikTok, or how they browse on their phones versus their computers. Distinguishing among these types of media can help marketers improve their strategies at several points of contact (Wibowo *et al.*, 2024; Krishna *et al.*, 2023). Third, examining customer trust and purchase intents over time might be beneficial, particularly to see how they alter in response to platform guidelines, economic shifts, or updates in digital information (Oo, 2024; Adams, 2022). The study was centered on consumer perceptions; future studies could use both qualitative and quantitative techniques to determine more about what influences people's choices and beliefs. AI and AR are among the emerging technologies that have not been studied much in this area. Nguyen (2024) and Yang & Lin (2024) pointed out that using AI and immersive technology can further affect how consumers interact and make decisions.

Conclusion

The study looked at the function of digital marketing strategies this including “influencer marketing, eWOM, personalization, and brand trust” on the intention of consumers in emerging economies to make a purchase. The results showed that all four constructs are important for shaping purchasing behavior, and eWOM and brand trust are the biggest influencers. It was also found that trust in a brand helps to explain the link between personalization and purchase intention, proving that psychological factors are key in digital marketing success. The study, from a theoretical point of view, confirms that trust-based digital marketing models are important in developing markets. To sum up, the findings recommend that marketers in SMEs should build trust by offering personalized messages, working with influencers, and using community-based electronic word-of-mouth campaigns. This will boost interaction with customers and raise conversion rates in markets where people are active online and watch their spending. According to the research, it is advised that companies in emerging economies focus on providing personalized digital experiences and use reliable social media strategies. Partnering with influencers should focus on honesty, not only on their number of followers, and the brand's messages should always be clear and attentive to maintain lasting trust. In the future, it would be helpful to study how people use different platforms, how various sectors respond online, and the effects of new technologies like AI and augmented reality. Studies that use both types of methods would help us better understand how digital trust and consumer actions develop as the digital world changes.

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