



The Impact of Digital Marketing on Consumer Purchase Decisions in Kathmandu Valley

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Abstract

This study examines the impact of digital marketing on consumer purchase decisions in Kathmandu valley. Consumer purchase decision is selected as the dependent variable. Similarly, online advertising, email marketing, social media marketing, mobile marketing and brand awareness are selected as independent variables. This study is based on primary data with 120 observations. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different factors influencing impact on consumer purchase decision in Kathmandu valley.

The study showed that online advertising has a positive impact on consumer purchase decisions. It means that better online ads lead to an increase in consumer purchase decisions. Similarly, email marketing has a positive impact on consumer purchase decisions. It indicates that an increase in email marketing leads to an increase in consumer purchase decisions. Moreover, social media marketing has a positive impact on consumer purchase decisions. It means that an increase in social media marketing leads to an increase in consumer purchase decisions. Likewise, mobile marketing has a positive impact on consumer purchase decisions. It shows that the increase in mobile marketing leads to an increase in consumer purchase decisions. Further, brand awareness has a positive impact on consumer purchase decisions. It shows that an increase in brand awareness leads to an increment in consumer purchase decisions.

Keywords: online advertising, email marketing, social media marketing, mobile marketing, brand awareness, consumer purchase decisions

1. Introduction

Digital marketing is a marketing activity, including branding, that uses various media like blogs, websites, e-mails, ad words and various social media networks (Chen & Lin, 2019). Purchasing decision is an integration process that combines knowledge to evaluate two or more alternatives and choose

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one of them (Sitompul and Ferawati, 2021). Similarly, Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market (Yasmin *et al.*, 2015). Likewise, Yang *et al.* (2016) stated that digital advertising is a marketing communication effort made by marketers in promoting products or services agents through digital channels. Similarly, Wan & Topline (2016) defined consumer preferences as consumers' interest in a product with a statement of whether they like it or not on the results of its own evaluation.

Fitrianna & Aurinawati (2020) revealed that marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence the purchasing decision of Mongo Chocolate products in Yogyakarta. Similarly, Pebrianti *et al.* (2020) concluded that digital marketing has an insignificant effect on brand awareness, while e-WOM has a significant influence on brand awareness. Similarly, Lekprayura (2012) analyzed brand equity and factors affecting consumer's purchase intention towards luxury brands in Bangkok metropolitan area. The study concluded that brand equity has a significant relationship with the consumer purchase intention towards luxury brands. Likewise, Enginkayaa and Cinarb (2014) assessed the impact of digital advertising on consumer purchase decisions. The study revealed that the demographic variables (age, income, gender) have significant influence on consumer's attitude toward digital ads. The study also showed that in terms of gender differences female consumers have more positive attitude toward digital ads and purchase much more products after they saw ads. Similarly, Gabriel and Kolapo (2015) examined online marketing and consumer purchase behavior: a study of Nigerian firms. The study revealed that there is a positive relationship between internet security and consumer purchase behavior.

Ghavamilahiji (2016) investigated the effect of email marketing on buyers' behavior. The study concluded that there is a significant correlation between demographic factors and email marketing. Similarly, Tariq *et al.* (2017) examined the impact of electronic word of mouth (eWOM) and brand awareness on consumer purchase intention with the moderating role of brand image. The study found that there is a significant and positive relationship between brand awareness and consumer purchase intention. Likewise, Nawaz and Kaleen (2020) examined the impact of digital marketing on purchase intention. The study concluded that digital marketing has a significant and positive effect on both customer engagement and purchase intention. Similarly,

Erlangga *et al.* (2021) analyzed the effect of digital marketing and social media on purchase intention of Smes (Small and medium enterprise) food products. The study concluded that there is a significant and positive influence of social media marketing and digital marketing on purchase decision of small and medium enterprises (Smes) food products.

Alamsyah *et al.* (2021) examined digital marketing: Implementation of digital advertising preference to support brand awareness. The study showed that implementation of digital advertising preference has a positive impact on consumer brand awareness. Similarly, Kanapathipillai and Kumaran (2022) assessed the mediating effect of relationship marketing strategy between digital marketing strategy and consumer purchase decisions in automotive industry in Malaysia. The study concluded that there is a significant relationship between digital marketing strategy and relationship marketing strategy as well as consumer's purchase decisions. Similarly, Zaidi and Shukri (2022) investigated the effect of digital marketing implementation on online consumers in Selangor during Covid-19 pandemic. The study revealed that there is a significant relationship between brand awareness and the implementation of digital marketing towards online customers. Further, Nugraha *et al.* (2023) examined the role of brand awareness in the influence of Instagram advertising and viral marketing on culinary purchase decisions. The study concluded that Instagram advertising has a negative effect on consumer purchase decisions but has a positive effect through mediation of brand awareness.

Kinanti & Imran (2021) showed that digital marketing has a significant influence on brand awareness. Similarly, Amelfdi & Ardyan (2020) found that the brand awareness has insignificant influence on purchasing decisions whereas brand image and product quality has a significant influence on purchasing decisions. Tsang *et al.* (2004) concluded that perceived informativeness does not have an impact on consumers' attitudes towards mobile advertising in general. Likewise, Basheer *et al.* (2010) found that there is a positive relationship between perceived usefulness of advertisement and purchase intention. Further, Lee & Romaniuk (2009) revealed that switching costs have significant effect on customer intention. Likewise, Emini and Zekjiri (2020) found that most of the youngsters of the present generation have access to digital media, but they lack awareness about its optimum utilization. Similarly, Grewal *et al.* (1998) revealed that brand awareness acts as a critical factor in the consumer purchase intention and certain brands will

accumulate in consumers' minds to influence consumer purchase decisions.

Hui *et al.* (2013) revealed that there is a positive impact of mobile marketing on consumer perception as well as purchasing intention. Similarly, Sheikh and Khan (2021) found that the variables trust, perceived value and positive review are all statistically significant and are positively related to consumers' buying behavior in digital marketing. Likewise, Artanti *et al.* (2019) revealed that there is a high positive relationship between viral marketing dimension and customer purchasing decisions. Priansa & Suryawardani (2020) revealed that social media marketing advertising has a positive and significant effect on consumer purchasing decisions and the promotion strategy implemented through social media marketing influences purchasing decisions. Similarly, Chu & Chen (2019) concluded that there is a significant positive relationship between advertising on social media marketing and consumer purchase intention. Byung *et al.* (2023) revealed that social marketing and e-word of mouth have positive effect on purchasing decisions as well as social media marketing has a positive effect on purchase decisions through mediation of purchase intention. Similarly, Rafae & Nuseir (2022) investigated the role of digital marketing strategies on consumer satisfaction and its ultimate impact on organizational performance: moderating role of entrepreneurial intentions. The study revealed that marketing-sensing capabilities, customer-linking capabilities, and customer-retention capabilities have positive association with customer satisfaction. The study also concluded that customer satisfaction has a positive association with organizational performance.

Mahalaxmi and Ranjith (2016) investigated the implication of digital marketing in consumer purchase decisions. The study concluded that customers are aware of digital marketing and prefer to buy electronic and shopping goods through digital channels in their purchase behavior. Likewise, Yuvaraj and indumathi (2018) assessed the influence of digital marketing on brand building. The study revealed that different digital marketing tools like email marketing, mobile marketing, and blogging etc. influence brand building among the customers. Similarly, Dastane (2020) assessed the impact of digital marketing on online purchase intention of e-commerce consumers in Malaysia and the mediating effect of customer relationship management (CRM). The study showed that an effective layout, quality content information and an exchange of opinion have positive impact on purchase intentions. The study also revealed that the media ting effect of CRM has a negative impact on purchase intention nor digital marketing has positive impact on customer

relationship management (CRM). Likewise, Omar and Atteya (2020) analyzed the effect of the digital marketing channels such as (email marketing, mobile marketing and retargeting) on consumer buying decision process in Egyptian market. The study found that email marketing has a positive influence on consumer buying decision whereas, mobile marketing has negative impact on consumer buying decision process in Egyptian market. Further, Mulyani and Hermina (2023) concluded that digital marketing and brand awareness have significant influence on brand image as well as influence the consumer purchase decision. Similarly, Kurniawati *et al.* (2023) showed that the digital marketing variables and personal selling variables have positive effect on consumer purchase decision on MS Glow beauty products.

In the context of Nepal, Thagunna and Khanal (2013) concluded that price, brand awareness and accurate information influence buying behavior of consumers to a certain extent. Rana (2016) investigated Facebook marketing and its influence on consumer buying behavior in Kathmandu. The study revealed that people are more influenced by word of mouth and opinion given by the people they know on Facebook, and it substantially affects their buying behavior. However, Bahadur *et al.* (2019) analyzed the gold purchasing behavior of consumers in Nepal. The study concluded that female participants mainly preferred the jewelry buying by themselves. Similarly, Sawagvudcharee *et al.* (2018) stated that brand awareness is considered an important tool that can influence the purchase decision because when the customer want to buy a product a brand image or brand name comes his/her mind that shows that company or brand has more loyalty. Likewise, Further, Neupane (2019) revealed that social media has a significant role in the purchasing decision of buyers.

The above discussion shows that the empirical evidence varies greatly across the studies on the impact of digital marketing on the consumer purchase decisions. Though there are above mentioned empirical evidence in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the impact of digital marketing on consumer purchase decisions in Kathmandu valley. Specifically, it examines the impact of online advertising, email marketing, social media marketing, mobile marketing and brand awareness on consumer purchase decisions in Kathmandu valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results, and the final section draws the conclusion.

2. Methodological aspects

The study is based on primary data. The data were gathered from 120 respondents through a questionnaire. The respondents' views were collected on online advertising, email marketing, social media marketing, mobile marketing and brand awareness and consumer purchase decisions. The study used descriptive and casual comparative research design.

The model

The model estimated in this study assumes that digital marketing depends on consumer purchase decisions. The dependent variables selected for the study are consumer purchase decision. Similarly, the selected independent variables are online advertising, email marketing, social media marketing, mobile marketing and brand awareness. Therefore, the model takes the following form:

$$CPD = \beta_0 + \beta_1 OA + \beta_2 EM + \beta_3 SMM + \beta_4 MM + \beta_5 BA + \varepsilon$$

Where,

CPB = Consumer purchase decision

OA= Online advertising

EM= Email marketing

SMM= Social media marketing

MM= Mobile marketing

BA= Brand awareness

Online advertising was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include "Online advertisement influences me to search more about the product information immediately", "Online ads provide relevant information about products or services" and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.779$).

Email marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I frequently open and read promotional emails sent by the companies”, “I like to make a purchase after receiving a promotional email” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.932$).

Social media marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I am more attracted to buy a product when I see it on social media”, “I enjoy purchasing on social media commerce site because of the services it offers”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.753$).

Mobile marketing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “Through advertisement messages via mobile phone, I receive timely and exclusive information about the products”, “Is information from mobile marketing sufficient in leading you to buying intention”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.769$).

Brand awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I typically buy a brand that I can quickly recognize among competing brands”, “I look for a certain brand before I look for other alternatives of the brand.”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.753$).

Consumer purchase decision was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly agree and 5 for strongly disagree. There are 5 items and sample items include “I rely on digital marketing activities for the product and service information”, “Promotional marketing helps me to decide for the products”, and so on. The reliability of the feature was measured by computing the Cronbach’s alpha ($\alpha = 0.598$).

The following section describes the independent variables used in this

study along with hypothesis formulation.

Online advertising

According to Budiman (2021), online advertising marketing is a strategy that utilizes the internet to get website traffic and deliver marketing letters to the right potential consumers. Similarly, Wuisan and Handra (2023) concluded that the use of online advertising has a beneficial impact on purchase intention. The study also revealed that the implementation of advertising can affect the consumer's tendency to buy without the need for mediating or moderating factors. Likewise, Munandar (2022) revealed that digital marketing has a positive effect on online purchase decisions. The study also concluded that the influencer marketing and electronic word of mouth (eWOM) have positive and significant effect on online purchase decisions. Further, Mallia & Windels (2011) concluded that digital advertising has increased collaboration among creative personnel and led to a more positive workplace experience for women. Based on it, the study develops the following hypothesis:

H₁: There is a positive relationship between online advertising and consumer purchase decisions.

Email marketing

Harum *et al.* (2021) defined email marketing as one of the marketing tools that has many advantages, including the ability to reach a wider area and different market share but also the ability to make marketing deals with a small amount of investment. The study revealed that there was a strong influence between email marketing permissions with purchase intention and purchase decisions. Similarly, Sadeq *et al.* (2023) concluded that there is a statistically significant impact of artificial intelligence applications on e-marketing and its competitive advantages. Likewise, Ligaraba *et al.* (2023) showed that informational value, entertainment-based message content, layout, visual appeal, attitude toward email advertising influence intention towards the sender. The study also found that digital marketers with an understanding of email marketing factors could influence the intention towards the email sender. Further, Sekarintias & Kusumawati (2017) found that permission to receive email marketing has a significant influence over purchase intention. The study also revealed that email is considered a potential marketing tool. Based on it, the study develops the following hypothesis:

H₂: There is a positive relationship between email marketing and consumer purchase decisions.

Social media marketing

Baldwin (2020) found that social media has a great impact on the buyers purchase decision. Similarly, Sharma and Rehman (2012) concluded that positive or negative information about a product available on social media has significant overall influence on consumers purchase behavior. Social media has influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors (Mangold & Faulds, 2009). Likewise, social media is a platform for marketers to have conversations with consumers. (Budiman, 2021). Further, Prasath & Yoganathen (2018) concluded that social media marketing has a strong positive linear relationship with consumer purchase decisions. Similarly, Suleman *et al.* (2023) found that brand ambassadors and trust significantly influence consumer purchase decisions. The study also showed that purchase decisions have significant effect on online consumer purchase. Based on it, the study develops the following hypothesis:

H₃: There is a positive relationship between social media marketing and consumer purchase decisions.

Mobile marketing

Persuad & Azhar (2012) stated that mobile marketing is innovative via smartphones that perceived value, shopping style, permission-base and brand trust are significantly considered as predictors of consumers intention to use mobile marketing. Similarly, Tsang *et al.* (2004) stated that fun and informative SMS advertisements from a credible sender have positive impact on consumer attitudes and behavioral. Likewise, mobile marketing has a significant positive effect on consumer's attitudes toward products and services leading to favorable behavioral outcomes (Kushwaha & Agrawal, 2016). Based on it, the study develops the following hypothesis:

H₄: There is a positive relationship between mobile marketing and consumer purchase decisions.

Brand awareness

According to Ekhveh & Darvishi (2015), brand awareness is related to the information node in the memory; customers' capacity to recognize a

brand in a range of circumstances shows their brand awareness. Similarly, Xu *et al.* (2015) examined brand awareness for entrepreneurial hotel chains. The study concluded that brand awareness has a significant positive influence on brand loyalty. Likewise, Ansari *et al.* (2019) found that brand awareness has a positive significant relationship with consumer purchase decisions. Similarly, Alkhawaldeh *et al.* (2017) concluded that brand awareness has a positive relationship with brand loyalty. Based on it, the study develops the following hypothesis:

H₅: There is a positive relationship between brand awareness and consumer purchase decisions.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 120 observations. The dependent variable is CPD (consumer purchase decisions). The independent variables are OA (online advertising), EM (email marketing), SMM (social media marketing), MM (mobile marketing) and BA (brand awareness).

Variables	Mean	S. D.	CPD	OA	EM	SMM	MM	BA
CPD	2.130	0.555	1					
OA	2.166	0.743	0.424**	1				
EM	2.818	1.094	0.122	0.233**	1			
SMM	2.150	0.675	0.559**	0.487**	0.159*	1		
MM	2.108	0.698	0.387**	0.473**	0.207**	0.483**	1	
BA	2.026	0.620	0.376**	0.387**	0.039	0.434**	0.409**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent

and independent variables for customer relations. The study shows that online advertising is positively correlated to the consumer purchase decision. It indicates that positive online ads lead to the increase in consumer purchase decisions. Likewise, email marketing is positively correlated to the consumer purchase decision. This implies that the increase in promotional email leads to the increase in consumer purchase decisions. Similarly, social media marketing is positively correlated to the consumer purchase decision. It indicates that faster the social media commerce sites provide relevant information about the product leads to increase in consumer purchase decision. However, mobile marketing is also positively related to the consumer purchase decision. This implies that mobile advertising leads to an increment of consumer purchase decisions. Moreover, brand awareness is positively correlated to the consumer purchase decision. It indicates that uniqueness in product leads to the increase in consumer purchase decisions.

Regression analysis

Having indicated Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of consumer purchase decisions, online advertising, email marketing, social media marketing, mobile marketing and brand awareness provided by digital marketing in Kathmandu valley.

Table 2

Estimated regression results of online advertising, email marketing, social media marketing, mobile marketing and brand awareness on consumer purchase decisions in digital marketing in Kathmandu valley

The results are based on 120 observations using a linear regression model. The model is $CPD = \beta_0 + \beta_1 OA + \beta_2 EM + \beta_3 SMM + \beta_4 MM + \beta_5 BA + \varepsilon$ where the dependent variable is (CPD) consumer purchase decisions. The independent variables are (OA) online advertising, (EM) email marketing, (SMM) social media marketing, (MM) mobile marketing and (BA) brand awareness.

Model	Intercept	Regression coefficients of					Adj. R_bar ²	SEE	F-value
		OA	EM	SMM	MM	BA			
1	1.156 (9.189) **	0.449 (8.178) **					0.356	0.445	66.879
2	1.854 (13.375) **		0.098 (2.139) *				0.029	0.547	4.576
3	0.936 (7.437)			0.555 (9.942) **			0.451	0.411	98.843
4	1.168 (8.765) **				0.457 (7.608) **		0.323	0.457	57.885
5	1.199 (7.993) **					0.460 (6.493) **	0.257	0.479	42.163
6	1.152 (7.923) **	0.448 (7.712) **	0.003 (0.066)				0.351	0.447	33.159
7	0.769 (5.864) **			0.425 (6.365) **	0.212 (3.281) **		0.493	0.395	58.893
8	0.820 (4.929) **	0.333 (5.203) **	0.020 (0.536)			0.263 (3.603) **	0.411	0.4265	28.696
9	0.697 (4.977) **			0.388 (5.428) **	0.182 (2.681) *	0.107 (1.436) *	0.498	0.393	40.306
10	0.862 (5.928) **	0.344 (5.727) **				0.258 (3.574) **	0.415	0.425	43.164
11	0.708 (4.420) **		0.033 (0.955)	0.451 (6.572) **		0.176 (2.415) *	0.471	0.404	36.284

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer purchase decision is dependent variable.

Table 2 shows that the beta coefficients for online advertising are positive with the consumer buying behavior. It indicates that online advertising has a positive impact on the consumer purchase decision. This finding is consistent with the findings of Wuisan and Handra (2023). Likewise, the beta coefficients for email marketing are positive with consumer purchase decision. It indicates that email marketing has a significant impact on the consumer purchase decision. This finding is consistent with the finding of Bokde & Seshan (2019). In addition, the beta coefficients for social media marketing are positive with the consumer purchase decision. It indicates that social media marketing has a positive impact on consumer purchase decisions. This result is consistent with the findings of Baldwin (2020). Further, the beta coefficients for mobile marketing are positively related with the consumer purchase decision. It indicates that mobile marketing has a positive impact on consumer purchase decisions. This finding is consistent with the findings of Kushwaha & Agrawal (2016). Moreover, the beta coefficient for brand awareness is positive with the consumer buying behavior which indicates that brand awareness has a positive impact on consumer purchase decision. This

result is consistent with the findings of Ambolau (2015).

4. Summary and conclusion

Digital marketing is an act of promoting products and services with the help of digital devices or technology also referred as online marketing, internet marketing or web marketing use internet to reach consumers. Similarly, purchasing decision is an integration process that combines knowledge to evaluate two or more alternatives and choose one of them. Consumer preferences as consumers' interest in a product with a statement of whether they like it or not on the results of its own evaluation. The study showed that there is a significant relationship between online advertising, email marketing, affiliate marketing, search engine optimization (SEO), social media marketing (SMM) and small and medium enterprises (SMEs) as well as consumer behavior.

This study attempts to examine the impact of digital marketing on consumer purchase decisions in Kathmandu valley. The study is based on primary data with 120 observations.

The study also showed that online advertising, email marketing, social media marketing, mobile marketing and brand awareness have a positive relationship with consumer purchase decisions. The study concluded that proper online advertising, email marketing, social media marketing, mobile marketing and brand awareness have significant role in increasing consumer purchase decisions. The study also concluded that the most influencing factor is social media marketing followed by mobile marketing and brand awareness that explains the consumer purchase decisions.

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