

ANALYSING THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES ON PURCHASING INTENSIONS OF SMARTPHONE

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Abstract:

In the digital era, consumer purchasing behavior is heavily influenced by online marketing efforts, particularly in the fast-paced smartphone industry. This study examines the effectiveness of various digital marketing strategies such as social media advertising, affiliating strategies, influencer endorsements, email outreach, and mobile marketing in shaping consumers' intentions to purchase smartphones. The research aims to identify which strategies are most impactful in capturing consumer interest and driving buying decisions. With the rise in digital media consumption, businesses are compelled to adapt their promotional approaches to align with the changing preferences of tech-savvy consumers. This research fills an essential gap by linking digital marketing efficiency with behavioral purchase patterns in the smartphone segment. Quantitative data is gathered through surveys, capturing consumer behaviours opinions preferences and engagement with various digital marketing channels. Statistical techniques such as confirmatory factor analysis and structure equation modelling are applied to identify relationships between the dependent variable of consumer purchase intensions and independent variables of social media marketing, affiliate marketing, influence marketing, Email marketing and mobile marketing. Secondary data including market reports and digital analytics, complements the primary research. This comprehensive methodology ensures a robust understanding of how consumer preferences shape digital marketing success. The study highlights the importance of aligning marketing efforts with evolving consumer expectations, demonstrating that data-driven and consumer-centric approaches lead to higher conversion rates and stronger brand loyalty. The findings are particularly relevant for marketers looking to optimize digital campaigns in the highly competitive electronics market.

Keywords: Social media marketing, Affiliate marketing, Influencer marketing, Email marketing, Mobile Marketing, Purchase intensions.

Introduction

In recent years, the digital transformation has revolutionized how businesses communicate with consumers, particularly in the smartphone industry. Digital marketing strategies such as social media marketing, influencer marketing, email marketing, affiliate marketing, and mobile marketing have become essential tools for influencing consumer behavior (Tiago & Veríssimo, 2014). These strategies offer interactive, targeted, and cost-effective ways to reach tech-savvy consumers, especially in markets where smartphones are both a product and a medium of digital engagement. Consumer purchasing behavior, however, is not solely driven by marketing exposure; it is significantly influenced by demographic variables like age, gender, and income (Kotler & Keller, 2016). For example, younger audiences tend to be more responsive to social media and influencer marketing (De Veirman, Cauberghe, & Hudders, 2017), while older consumers may prefer traditional email or mobile-based promotions. Thus, demographic factors serve as critical mediators in determining how effectively digital strategies shape purchasing intentions.

Social media marketing especially among millennials directly affects purchase intentions by leveraging platforms where consumers are highly active (Iriandy et al., 2024). It does not directly influence purchase decisions but, when mediated by purchase intention, social media marketing positively impacts consumer decisions. Consumer behavior mediates the relationship between digital marketing and purchasing decisions, highlighting the importance of understanding consumer dynamics (Alamsyah & Fikri, 2024). Influencer marketing, one of the digital strategies, also plays a role in shaping online purchasing decisions by building trust and influencing consumer perceptions (Qibtiyana & Ali, 2023). Mobile marketing under which digital advertisements delivered via smartphones have a direct influence on purchase intentions. The effectiveness of digital ads can be enhanced by mobile app advertisements which serve as a mediator, by aligning with consumer motivations (Alghizzawi et al., 2023). The study highlights the importance of tailoring mobile advertising campaigns to resonate with consumer motives, thereby stimulating purchase intent. Alghizzawi et al., 2023.

This study aims to analyze & assess the effectiveness of various digital marketing strategies on the purchasing intentions of smartphones. The findings will offer practical insights for marketers to tailor their campaigns more precisely, thereby improving conversion rates and brand loyalty.

IMPORTANCE OF THE STUDY

The most competitive and fast-evolving sectors in the global economy is the smartphone market and it is essential for companies to adopt innovative and effective marketing approaches. In the post-digital revolution era, it is important to explore how digital marketing strategies influence consumer purchasing intentions, an area that has become increasingly relevant. Understanding the impact of strategies like social media marketing, influencer campaigns, and mobile promotions provides actionable insights for businesses seeking to optimize their marketing investments. The study helps marketers to understand how digital marketing influences consumers' decision-making processes and buying intentions in the smartphone segment. The current research provides insights into the digital strategies that yield better returns and allocating the budgets to various digital platforms more effectively. Even analysing the digital marketing tools that are more effective in engaging smartphone buyers, marketers can tailor their content and communication to drive higher conversion rates. Post-COVID-19 with increased digital adoption, companies need data-driven insights to adapt and innovate with their digital outreach strategies.

SCOPE OF THE STUDY

This study focuses on evaluating how digital marketing strategies influence consumers' purchasing intentions specifically in the context of smartphones. It aims to explore key digital marketing components such as social media advertising, influencer marketing, and online promotions, and how they shape consumer behaviour. The research is limited to smartphone consumers, providing insights into their digital engagement and decision-making processes. The geographical scope may be restricted to a specific region or country (to be specified by the researcher), and the sample represents consumers who are active on digital platforms. The findings are intended to guide marketers in designing more targeted and effective digital campaigns based on demographic responsiveness. This study is relevant for businesses in the smartphone industry, marketing professionals, and academics seeking to understand evolving consumer patterns in the digital era.

OBJECTIVES OF THE STUDY

1. Analyze the impact of social media marketing on the purchasing intentions of consumers
2. Assess the relationship between affiliate marketing and consumers buying intentions of smartphones
3. Examine the influence of influencer marketing on purchasing behaviours of consumers
4. Evaluate the power of email marketing in influencing the buying decisions of smartphones
5. Correlate the mobile marketing strategies with purchase intentions of smartphones.

REVIEW OF LITERATURE & HYPOTHESIS FORMULATION

Digital marketing strategies, such as social media campaigns and online advertisements, have become vital in influencing consumer decision-making. Chaffey and Ellis-Chadwick (2019) emphasized that these strategies enhance consumer engagement and drive brand visibility. Purchase intention refers to a consumer's willingness or plan to buy a product and is often influenced by their exposure to marketing content. Ajzen's (1991) Theory of Planned Behavior posits that attitudes and external influences determine behavioral intentions. Digital platforms significantly shape purchase decisions through persuasive, targeted content (Buffett, 2017). Smartphone buyers, particularly, are responsive to digital strategies due to their digital literacy and frequent online activity. However, consumer demographic characteristics such as age, gender, income, and education can moderate how marketing messages are perceived. Kotler and Keller (2016) noted that these demographic differences influence the effectiveness of marketing efforts. Younger consumers may respond more positively to social media marketing, while older groups may prefer email or review-based promotions. Therefore, demographic factors are likely to mediate the relationship between digital marketing strategies and purchase intention for smartphones.

Radhika Aggarwal & Sanjiv mittal(2024), the growing interest and usage of social networking sites, smartphones, and internet availability makes it important to study the impact of social media marketing activities on the purchase intentions. The study aimed at explaining customer purchase intentions of the customer via customer equity drivers- relationship equity, value equity and, brand equity in the context of the smartphone industry. An online survey with 343 respondents who were active users of social media is involved in data collection and the data was analyzed using structural equation modeling. The findings of the study revealed that interactivity was the most important dimension of social media marketing activities (SMMAs) and personalization and e-WOM being the second one. SMMAs were found to have a significant impact on customer equity drivers and value equity and brand equity were positively related to the purchase intentions of the customers.

H₁: The strategies of social media marketing positively influence the purchasing intentions of consumers

Nurul Afqah Azmi et al. (2025) aimed to examine the influence of TikTok affiliate digital marketing strategies on the purchase intentions of Generation Z in Jakarta. The variables such as perceived usefulness, trust, promotion, consumer feedback, and social impact were utilized to examine purchase intentions through TikTok affiliate marketing among Generation Z in Jakarta. Quantitative method of multiple linear regression analysis was employed by distributing questionnaires. The results indicate that social impact and consumer feedback have a positive and significant influence

on purchase intentions. To enhance the purchase intentions of Gen Z in Jakarta, businesses and affiliate partners need to focus on consumer feedback or positive reviews from previous customers. Its even observed that Gen Z tends to place greater trust in recommendations from close connections such as friends, family, and relatives. To boost the purchase intentions, affiliate partners can create content highlighting positive customer reviews or businesses can collaborate with micro-influencers to build closer connections with the target audience.

H₂: There is a significant positive relationship between affiliate marketing and buying intensions of customers

Omaima Kakkar et al. (2024) In the empire of digital marketing, influencer marketing has risen to prominence, particularly on platforms like TikTok, which wield considerable influence among younger demographics. This study focused on the faculty and students from four different public and private universities in KPK. Employing a non-probability simple random sampling technique for sample selection, the study utilized an adopted questionnaire to measure responses, confirming the reliability of the measurement scales with an impressive Cronbach's Alpha score of 0.967. Results of the study revealed that influencer marketing significantly and positively impacts consumer attitudes toward brands and their purchase intentions. Further influencer credibility has significantly mediated the effect of influencer marketing on attitude towards brand and purchase intention. This underscores the critical need for culturally tailored influencer marketing strategies to maximize relevance and effectiveness in the Pakistani market. Moreover, it highlights the untapped potential of TikTok as a powerful platform for influencer marketing. These results offer invaluable, actionable insights for marketers and significantly advance our theoretical understanding of influencer marketing's profound impact on consumer behavior, laying the groundwork for future research on emerging social media platforms

H₃: The influencer marketing activities positively impact purchasing behaviour of consumers.

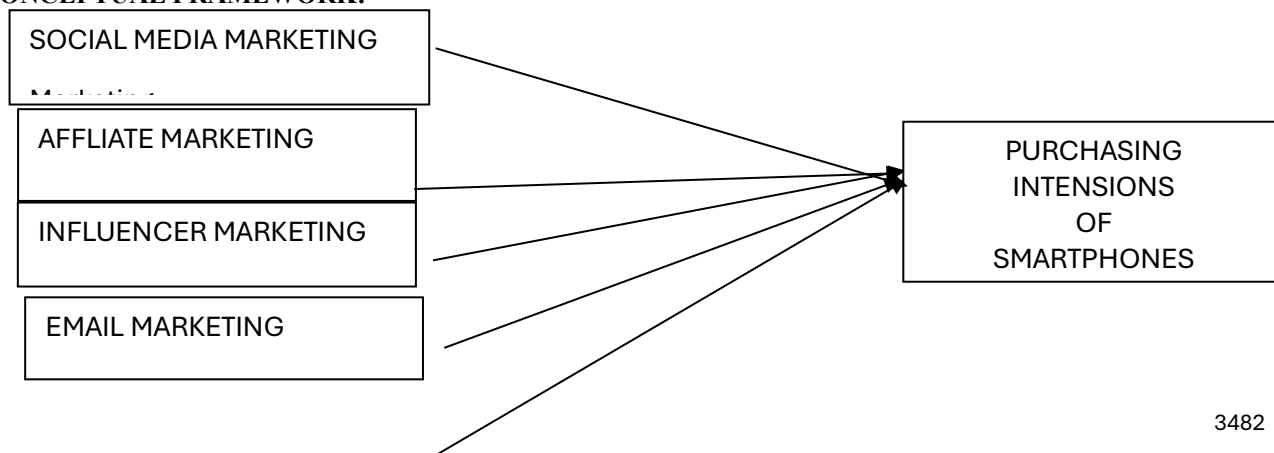
Litinthong Kimixay et al. (2019) Firms persistently attempt to achieve the premier consumer's attention by means of sophisticated technologies. Simultaneously, consumer's buying behavior is also transforming toward virtual shopping owing to widespread dispersion and implementation of technological tools like the Internet. Although email is a leading element of the Internet where a range of individuals are connected with emails and repeatedly use it for various aims. The extensive use of emails may build new promotional opportunities for businesses to communicate the product information widely and promptly in the present epoch. In order to ensure the signification of email marketing, the questionnaires were distributed to 800 online users in Laos. Structural equation modeling (SEM) was employed to test the assumed hypotheses. The findings declared the positive connection of email promotion toward online consumer buying behavior within the contextualization of Laos. The comprehensive results stated the significant outcomes of each factor of e-mail marketing on consumer online buying behavior. Moreover, this study provides several understandings regarding emails and consumer behavior together with future research opportunities for professional and academicians

H₄: The Email marketing strategies of the company positively influences the buying decisions of smartphones

Junhong He et al. (2021) The rapid popularity of mobile shopping makes people's lives more convenient, but it also makes it easier for customers to change providers. How to use marketing stimulus to retain customers has become an urgent concern for mobile sales companies. However, the theoretical researches in this field are not enough. For this reason, this study used the methods of literature review and structural equation to explore the effects of mobile marketing design factors on the continual intention of consumers in mobile shopping by using the S-O-R model and its extended theories. The conclusions of the research showed that interface quality of mobile sales terminal and integrity of mobile sales terminal had significant positive impacts on consumption emotion; sales promotion in mobile sales terminal had a significant positive impacts on continual intention of mobile shopping; consumption emotion had a significant positive effect on continual intention of consumers in mobile shopping; consumption emotion played a significant mediating role in the relationship between interface quality of mobile sales terminal and continual intention of mobile shopping and between integrity of mobile sales terminal and continual intention of mobile shopping. The conclusions could not only enrich the theories of mobile shopping behavior but also provide guidance for companies to carry out mobile marketing activities and allocate marketing resources rationally

H₅: The Mobile marketing strategies positively impacts purchasing intensions of consumers towards smart mobiles.

CONCEPTUAL FRAMEWORK:



MOBILE MARKETING

Variables	No of Items	Cronbach Alpha value
Social Media Marketing	4	0.888
Affiliate Marketing	3	0.883
Email Marketing	3	0.900
Mobile Marketing	5	0.915
Purchase Intention	5	0.915

LIMITATIONS OF THE STUDY

- The study's results may not be universally applicable, as the sample is limited to a specific group as well as region of consumers.
- Responses were self-reported which might be bias or inaccuracies due to subjective perceptions.
- Even the researcher's interpretation may be biased based on experience & understanding.
- The research assumes all participants possess basic digital literacy, potentially excluding less tech-savvy consumers who also purchase smartphones.

RESEARCH METHODS

Research Design

This study employs a descriptive and exploratory research design to investigate the impact of digital marketing strategies such as social media marketing, influence marketing, affiliate, email and mobile marketing on consumers' purchasing intentions toward smartphones. The research also examines the relationship of the dependent and independent variables in the study. A quantitative approach was adopted to ensure measurable and statistically valid insights.

Population and Sampling

The population includes consumers who have purchased or intend to purchase smartphones and are exposed to digital marketing platforms. Since the survey was conducted online, respondents were not limited to a specific geographical area.

Instruments

The questionnaire was structured with items from previous validated scales and also self-developed items to address study specific objectives. A five-point Likert scale was used to capture respondents' opinions, perceptions and attitudes toward digital marketing strategies and purchasing intention.

Sampling Technique

The sampling method used was convenience sampling, targeting individuals who are active on digital platforms. The participants represented a skewed pattern of students leaving behind diverse demographic backgrounds and are well-educated who reflect the online nature of data collection.

Sample Size

A total of 200 valid responses were collected, ensuring the sample size was sufficient for statistical analysis as per the guidelines of Krejci and Morgan (1970).

Data Analysis Techniques

Descriptive statistics, including mean and standard deviation, were used to summarize demographic characteristics. Reliability of the scales was tested using Cronbach's alpha. Confirmatory Factor Analysis is used that evaluates whether a theoretically constructed model adequately explains the covariances among observable variables and to evaluate the feasibility of one or more theoretical models that depict the links between conceptually defined latent variables and their associated manifest variables, as assessed against sample data. Issues pertaining to goodness of fit are analyzed, with the interpretation of the CFA solution. Structural equation modeling, a multivariate analysis technique is used to investigate intricate interactions between constructs and indicators.

RESULTS AND DISCUSSION

Table-1 Reliability Analysis

The Cronbach's Alpha values for all the variables examined ranged from 0.883 to 0.915. The high reliability scores across all variables confirm that the instruments used for data collection are statistically sound. These values confirm that the items used within each scale are consistently measuring the intended concept. This ensures that the interpretations and inferences made from the study are based on reliable measurements, thereby strengthening the validity of the study's conclusions regarding the impact of digital marketing strategies on smartphone purchase intentions.

Confirmatory Factor Analysis

Confirmatory Factor Analysis is generally utilized as a deductive approach to evaluate whether a theoretically constructed model adequately explains the covariances among observable variables. The authors present an application of the CFA model using LISREL to evaluate the feasibility of one or more theoretical models that depict the links between conceptually defined latent variables and their associated manifest variables, as assessed against sample data. Issues pertaining to goodness of fit are analyzed, with the interpretation of the CFA solution. The following section examines further uses of CFA and different parameterizations of the CFA model (Lance & Vandenberg, 2002).

Fit Indices	Recommended	Observed	Result
CMIN/df (minimum discrepancy as indexed chi-square)	>5 Terrible, >3 Acceptable, >1 Excellent	2.164	Excellent Fit
GFI	>0.80	0.854	Acceptable Fit
CFI (Comparative Fit Index)	<0.90 Terrible, <0.95 Acceptable, >0.95 Excellent	0.943	Acceptable Fit
TLI (Tucker–Lewis index)	> 0.9	0.932	Good Fit
PNFI (Parsimony-Adjusted Measures)	> 0.5	0.758	Good Fit
RMSEA (Root mean square error of approximation)	>0.08 Terrible, >0.06 Acceptable, <0.06Excellent	0.056	Excellent Fit

(Table – 2 Fit Indices of Confirmatory Factor Analysis)

The results indicate that the model demonstrates a generally good fit with the data, thereby supporting the validity of the proposed relationships between latent variables and their associated manifest variables.

The CMIN/df, or the minimum discrepancy per degree of freedom was found to be 2.164, which falls well within the range of an excellent fit (between 1 and 3) suggesting that the model does not significantly deviate from the observed data. The Goodness-of-Fit Index (GFI) value was 0.854, exceeding the recommended threshold of 0.80, indicating an acceptable fit but not excellent.

The Comparative Fit Index (CFI) was recorded at 0.943, which is considered an acceptable fit according to established benchmarks as values above 0.95 are excellent. Similarly, the Tucker–Lewis Index (TLI) scored 0.932, which represents a good fit, indicating that the model is performing better than a baseline model when adjusted for complexity.

In terms of model parsimony, the Parsimony-Adjusted Normed Fit Index (PNFI) was 0.758, which surpasses the recommended threshold of 0.50, thereby suggesting a good balance between model complexity and fit. Finally, the Root Mean Square Error of Approximation (RMSEA), a critical measure of model misfit, was 0.056. Since values below 0.06 indicate an excellent fit, this strongly supports the model's adequacy in representing the data with minimal error.

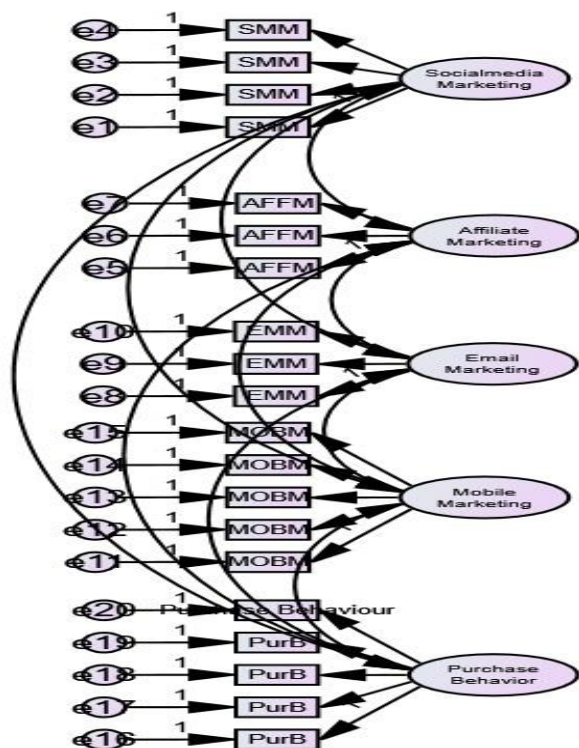


Figure -2 Confirmatory Factor Analysis

Structure Equation Model and Hypothesis Testing

Structural equation modeling is a technique for multivariate data analysis that investigates intricate interactions between constructs and indicators. Researchers generally employ two approaches to estimate structural equation models: covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM). CB-SEM is mostly employed for theory validation, whereas PLS utilizes a causal-predictive methodology in SEM, emphasizing prediction during model estimate, with frameworks designed to offer causal elucidations. PLS-SEM is proficient in validating measurement models. This chapter offers a comprehensive overview of the fundamental attributes of PLS-SEM and analyses the key differences between it and CB-SEM. This chapter delineates the factors for utilizing PLS-SEM and specifies conditions that favor its use over CB-SEM (Hair et al., 2021).

Fit Indices	Recommended	Observed	Result
CMIN/df (minimum discrepancy as indexed chi-square)	>5 Terrible, >3 Acceptable, >1 Excellent	3.459	Acceptable Fit
GFI	>0.80	0.860	Acceptable Fit
CFI (Comparative Fit Index)	<0.90 Terrible, <0.95 Acceptable, >0.95 Excellent	0.972	Excellent Fit
TLI (Tucker–Lewis index)	> 0.9	0.940	Good Fit
PNFI (Parsimony-Adjusted Measures)	> 0.5	0.647	Good Fit
RMSEA (Root mean square error of approximation)	>0.08 Terrible, >0.06 Acceptable, <0.06Excellent	0.049	Excellent Fit

(Table – 3 Fit Indices of Structure Equation Modelling)

Interpretation

The results of the Structural Equation Modelling (SEM) analysis reveal that the proposed structural model demonstrates an overall good fit to the sample data. The findings indicate that the structural model is statistically robust and appropriate for further interpretation and hypothesis testing.

The CMIN/df ratio was found to be 3.459, which is within the range of an acceptable fit as values between 3 and 5 are considered acceptable. Though the value is not ideal, it still indicates that the model does not deviate excessively from

the observed data. The Goodness-of-Fit Index (GFI) scored 0.860, suggesting that the model adequately accounts for the variances and covariances observed in the data and is considered an acceptable fit.

The Comparative Fit Index (CFI) achieved a value of 0.972, indicating an excellent fit that suggests the proposed model fits the data significantly better than a null model. The Tucker–Lewis Index (TLI) value of 0.940 further confirms the good fit of the model, as it reflects strong performance even after adjusting for model complexity.

In terms of model parsimony, the Parsimony-Adjusted Normed Fit Index (PNFI) was 0.647, that indicates a good balance between model complexity and fit, affirming that the model is both efficient and statistically sound. And, the Root Mean Square Error of Approximation (RMSEA) was 0.049, which is well below the 0.06 threshold, suggesting an excellent fit. This value indicates that the model approximates the true population model with minimal error.

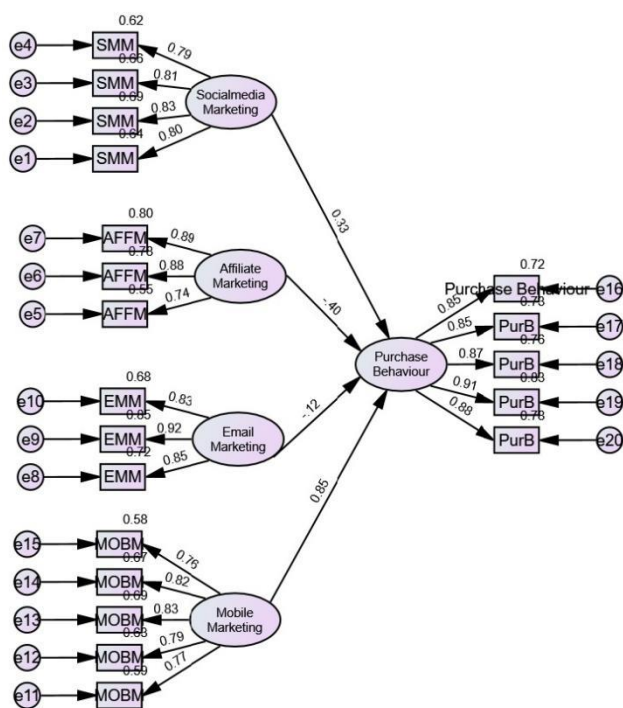


Figure -3 Structure Equation Modelling

Table -3 Hypothesis Testing

Hypothesis	P-Value	Result
H1: Social Media Marketing & Purchasing Intentions of Consumers	0.000	Significant
H2: Affiliate Marketing & Purchasing Intentions of Consumers	0.000	Significant
H3: Email Marketing & Purchasing Intentions of Consumers	0.000	Significant
H4: Mobile Marketing & Purchasing Intentions of Consumers	0.000	Significant

Interpretation

The hypothesis testing results indicate that all four proposed hypotheses in the study are statistically significant at the 0.05 level, as each of the associated p-values is 0.000. A p-value less than 0.05 indicates the existence of a meaningful relationship between the variables under consideration.

H1, examined the relationship between Social Media Marketing, H2, tested the relationship between Affiliate Marketing, H3, exploring the impact of Email Marketing and H4, assessed the relationship between Mobile Marketing on Purchasing Intentions of consumers towards smartphones. The Purchasing Intentions are found to be statistically significant that implies social media marketing efforts have a substantial and positive influence, affiliate marketing strategies effectively drive, a well-structured and targeted email campaigns can positively affect and mobile-based marketing efforts play a crucial role in shaping consumer buying behavior.

Descriptive Statistics

Variable	Mean	Standard Deviation
Age	1.37	0.797
Gender	1.48	0.521
Education	3.32	0.781

Occupation	1.58	1.022
Income	1.72	1.163
Social Media Marketing (Average of Items)	3.59	1.25
Affiliate Marketing (Average of Items)	3.13	1.26
Email Marketing (Average of Items)	3.20	1.34
Mobile Marketing (Average of Items)	3.57	1.19
Purchasing Behaviour / Online Shopping	3.95	1.06

The descriptive statistics indicate that the majority of respondents were young (Mean Age = 1.37, likely coded as the youngest category) and predominantly male (Mean Gender = 1.48). Participants reported moderate to high education levels (Mean = 3.32) but lower income and occupational levels. Among marketing strategies, social media and mobile marketing showed higher average agreement (around 3.6), suggesting strong visibility and influence. Affiliate and email marketing had moderate effectiveness (means ~3.1–3.2). Purchasing behaviours showed the highest mean values (around 3.95), indicating that respondents found online shopping convenient, time-saving, and rewarding, reflecting a strong preference for e-commerce. Overall, digital marketing tools appear to positively influence consumer attitudes and behaviours toward smartphone purchases.

DISCUSSION

The study provides valuable insights into how various digital marketing strategies affect consumers' purchasing intentions toward smartphones. The reliability of the measurement instruments was confirmed through high internal consistency, indicating that the items within each scale consistently measure the intended constructs. This reliability ensures that the data collected is dependable and suitable for advanced statistical analysis. The results of the Confirmatory Factor Analysis demonstrate a strong alignment between the theoretical constructs and the observed data. The model displayed a satisfactory fit, supporting the validity of the conceptual framework. This indicates that the underlying latent variables were effectively represented by the associated observed indicators, thereby affirming the appropriateness of the model structure. And validation through Structural Equation Modelling shows that the proposed relationships among the variables are statistically sound and that the model fits the overall data structure well. This reinforces the strength and credibility of the research framework and supports further exploration of the hypothesized relationships. The hypothesis testing confirms that all four digital marketing strategies have a statistically significant influence on consumers' purchasing intentions. This underscores the critical role that digital marketing plays in influencing consumer behavior within the smartphone sector. Each strategy offers distinct advantages in shaping engagement and intention, indicating that an integrated approach to digital marketing is essential for maximizing impact.

FUTURE SCOPE OF STUDY

The current study lays a strong foundation by linking digital marketing strategies to consumers' purchasing intentions, but there's plenty of room to build on these insights. Future research can expand by exploring diverse geographic regions and demographic groups with its mediating and moderation to better understand how these strategies perform across different populations. Adding the constructs like brand trust, digital literacy or product involvement could reveal deeper dynamics by showing how these factors influence the relationship between marketing efforts and consumer decisions. A longitudinal approach would also be valuable, helping to track how consumers respond to digital marketing over time as platforms and strategies evolve. There's also great potential in looking beyond smartphones examining how digital marketing performs in other sectors like fashion, electronics, or even services could yield broader insights. Lastly, future studies could enrich their findings by integrating behavioural data such as click-through rates and engagement metrics, offering a more complete picture of how consumers interact with digital marketing in real time.

CONCLUSION

This study confirms that digital marketing strategies significantly influence consumers' purchasing intentions toward smartphones. The research model, validated through CFA and SEM, demonstrates strong reliability and fit, lending credibility to the conclusions drawn. Social media, affiliate, email, and mobile marketing each play a crucial role in shaping consumer perceptions and motivating purchase decisions.

The findings emphasize the strategic importance for marketers to optimize and tailor their digital marketing approaches to effectively engage target audiences. By understanding the unique contribution of each channel, businesses can allocate resources more efficiently and enhance customer acquisition and retention.

In conclusion, this research not only reinforces the value of digital marketing in the smartphone sector but also lays a foundation for further academic and practical exploration in the evolving digital landscape

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