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An Examination of the Effects of Online Marketing Strategies on Consumer Purchase Intentions

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Abstract: The internet has become a necessary component of daily life in our digital age, especially for those in the business sector. This has prompted the development of numerous internet marketing techniques that businesses employ to connect with customers. This study aims to investigate how online marketing tactics affect customer purchase decisions. Quantitative research methodologies are used in this work. Customers that make online purchases of goods or services make up the study population. Using a random sampling technique, 200 consumers made up the research sample. The SPSS software is then used to examine the data that has been gathered. The findings demonstrated the influence of internet marketing tactics on customer purchase decisions. Consequently, businesses must be aware of the internet marketing techniques employed to consumers and increase sales.

Keyword: Online Marketing, Purchase Decision, Strategy, Consumer

INTRODUCTION

The advancement of technology and the internet has significantly changed how people communicate. The emergence of this technology has changed the traditional paradigm of trading in physical markets to more dynamic, digitally connected trading (Setiawan, 2018). The internet provides easy access to product information, enabling consumers to make informed decisions before deciding to purchase anything. Online shopping made easier with the help of e-commerce platforms like Shopee has brought about a level of comfort that was previously unheard of (Lesmana, 2022). Today's consumer may browse a variety of products, compare prices, read product reviews, and conduct silent transactions from the comfort of their home (Astuti et al., 2024). This has led to the emergence of several online marketing strategies that businesses use to attract customers.

Online marketing is a strategy that uses a digital platform to communicate information about a company's offerings, goods, or services to potential customers (Indrapura & Fadli, 2023). Techniques and tools that are used include email, social media, research, and other things. The goal of internet marketing is to attract customers through online platforms that they use for reading, searching for information, or having social media conversations (Santi, 2020). There are various online marketing techniques and strategies used by Shopee sellers, such as

banner ads, discounts, affiliate programs, influencer endorsements, product placement, and more. Every strategy in this list has advantages and disadvantages, as well as varying degrees of effectiveness in influencing consumers' purchase decisions. However, as of right now, there isn't any research that clearly outlines how each of these strategies affects customer purchase decisions. The challenge for business owners is to understand customer behavior and adjust their marketing strategies to maximize the impact of each campaign that is launched.

Nurdin's (2023) research concludes that online marketing strategies can negatively impact consumers' purchase intentions of Aicha products in Padang . Aicha uses price-fixing strategies for online sales and price-fixing strategies for secondary markets. They also use social media to promote their products. The results of another study by Alhamid (2021) indicate that Islamic marketing strategies are significant and have a positive impact on consumers' decisions to buy in an economical manner. The coefficient of determination (R2) is 0.765, indicating that the Islamic marketing strategy variable has a 76.5% effect on the Bekasi population's inclination to purchase thrifting stores on Instagram.

The study's base is a subset of the research population, which consists of active consumers who conduct online sales of goods or services through the Lazada e-commerce platform. However, it is important to note that the consumers in this subset have never before been the subject of research, especially when it comes to the indirect effects of internet marketing strategies on their purchasing behavior. This study offers new insights that were not available previously regarding the marketing strategies used by Lazada, such as promotions, digital ads, targeted marketing, and consumer interaction through social media platforms, which affect consumers' willingness to make purchases (Aman, 2023).

The implications of this study are quite relevant to the business world, especially for companies that want to compete in the vibrant and ever-expanding e-commerce market. The study's findings indicate how crucial it is for businesses to consistently monitor and analyze changes in customer behavior. By increasing the consumer's access to information and a wide range of product options on the internet, their preferences and expectations can change quickly, and effective marketing strategies that were not successful earlier are unlikely to succeed now. Due to this, businesses must actively adhere to their digital marketing strategy in order to remain relevant and interesting to customers (Aman, 2023).

Businesses that can adjust to these changes, such as optimizing their pay-per-click campaigns, utilizing social media, leveraging influencer marketing, and effectively utilizing customer feedback, will have more time to increase the effectiveness of their online marketing strategies. By doing this, they not only attract more customers but also strengthen existing customer loyalty, which will eventually help them take a more competitive position in the market (Aman, 2023).

This study's primary goal is to evaluate the impact of various online marketing strategies on consumers' behavior on Lazada. The focus is on understanding some of the major effects of current digital marketing techniques on consumer behavior. By examining more factors that affect consumer behavior, this study aims to provide useful insights for market participants to develop more effective and relevant strategies going forward, both on Lazada and other e-commerce platforms. In addition, it is anticipated that the study's results would provide practical guidance to businesses in helping them better align their marketing strategies with changing consumer preferences and market dynamics (Aman, 2023).

METHOD

The research methodology used in this study is quantitative. (Nurdin & Hartati, 2019), kuantitatif research is a type of research methodology that is based on positivism and is considered a scientific or scientific method since it examines the scientific methods in a rigorous, empirical, obyektif, rasional, and systematic manner. This method's goal is to test a hypothesis that has already been established and applied to study the current population and

sample. It does this by collecting data using a research instrument and performing a statistical or kuantitatif analysis of the data.

The majority of the study participants are consumers who use Lazada to make online purchases of goods or services. 200 consumers are used in the study sample, which is selected using the random sampling technique. According to (Indrawati, 2015), simple random sampling is a robust technique that allows for the accurate selection of sample participants from the population without compromising any existing stratification or Similarities within the population. This technique is applied when the population is homogeneous or shares similar characteristics. Following the collection of data, an analysis was conducted using the SPSS software.

RESULTS AND DISCUSSION

Validity Test

Validity Test is a statistical analysis technique used to determine the extent to which a certain instrument for data collection can accurately determine what needs to be collected. The purpose of the validity assessment is to determine whether the use of ukur as a tool actually changes what is being assessed (Aman, 2023).

Correlations

		Digital Marketing	Keputusan Pembelian	Total
Digital Marketing	Pearson Correlation	1	.465**	.891**
	Sig. (2-tailed)		<.001	<.001
	N	200	200	200
Keputusan Pembelian	Pearson Correlation	.465**	1	.817**
	Sig. (2-tailed)	<.001		<.001
	N	200	200	200
Total	Pearson Correlation	.891**	.817**	1
	Sig. (2-tailed)	<.001	<.001	
	N	200	200	200

Table 1: Validity Test

Based on the data in Table 1, all instruments show a Pearson correlation coefficient that is higher than the table's r value of 0.1161 (N = 200), and a Sig. (2-tailed) coefficient for each correlated item of .000, which is higher than 0.05. In this way, it may be inferred that every single item of information is valid, meaning that the user can use it.

Reliability Test

Reliability Test is a statistical analysis technique used to determine some consistent parameters of a sample instrument in order to get similar results when the sample is shifted to a similar condition. The purpose of reliability analysis is to determine whether the unit of measurement can be accurately measured and yield consistent results (Aman, 2023).

Reliability Statistics

Cronbach's Alpha	N of Items
.623	2

Table 2: Reliability Test

The reliability assessment results in Table 2 show a Cronbach Alpha coefficient of around 0.623, which is less than 0.600. Due to this, the kuesioner can be expected to have a good and reliable consistency threshold for use in subsequent research.

Regression Test

Regression Test is a statistical analysis technique used to determine the relationship between two or more variables. The purpose of regression analysis is to determine whether there is a functional relationship between independent and dependent variables.

Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.935	1.349		5.141	<.001
	Digital Marketing	.367	.050	.465	7.398	<.001

Table 3: Regression Test

Table 3, presents the regression analysis results with a significance level of 0.001 < 0.05, indicating that the digital marketing strategy program has a positive impact and a significant effect on the purchase decision.

Coefficient of Determination Test

Coefficient of Determination Test is a statistical analysis technique used to evaluate some good regression models that reveal data by reducing some significant variabilities in dependent variables that can be explained by independent variables (Aman, 2023).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465[a]	.217	.213	1.69238

Table 4: Coefficient of Determination Test

In Table 4, the determined coefficient of determination (R Square) is 0.217, or approximately 21.7%. This indicates that the affiliate program has an impact of about 21.7% on the growth in sales volume, whereas external factors—which are not discussed in this study—have an impact of 78.3%.

The findings of the study suggest that online marketing tactics influence the decisions made by consumers while making purchases. Online marketing techniques are very important in influencing what customers decide to buy. Internet users typically look up product or service information online prior to making a purchase in the always changing digital world (Aguspriyani et al., 2023). Marketers may contact and sway potential customers by employing effective tactics, such as relevant and interesting content, SEO optimization to increase visibility in search engines, and an active presence on social media platforms.

Online marketing also enables users to customize their experience by using customer data to provide more relevant recommendations and tailor marketing strategies to individual preferences. Through direct email marketing and the use of analytical tools, merchants can establish a stronger relationship with customers, bolster their confidence, and eventually lead to the desired level of purchase (Aman, 2023).

The study's findings, as reported by Khoziyah (2022), indicate that influencer marketing and digital marketing strategies have a significant impact on online shoppers' decisions. Other research by Putri (2021) indicates that the coefficient of determination is Y =

6,037 + 0,840 X, with a significance level of 0.0005, which is less than α = 0.05. The t-hitung nilai is higher than that of the t-table, at 30,867 > 1,966, indicating that the hypothesis is that Ha is hypothesized and Ho is discarded. Additionally, there is statistical evidence ascertained by the model summary nilai Rsquare at 0.706 and nilai R at 0.840, indicating that digital marketing simultaneously has a statistically significant impact on purchase intent.

The study conducted by Elbahar & Syahputra (2019) was supported by positive coefficients of regression, indicating that the impact of the E-Commerce variable on the positive pembelian variable is significant. According to Mewoh's (2021) research, digital marketing has a significant impact on the willingness to buy, as seen by its t hitung value of 17.067, which is higher than the t table value of 1,968, and its Sig value of 0,000 < 0,05.

The study's findings regarding the influence of digital marketing on purchase intent were 45.6%. Conversely, Nahda (2019) examines social media marketing, pay per click, and email marketing concurrently and finds that they all have a positive and significant impact on consumers' willingness to purchase.

Online marketing strategies implemented by e-commerce platforms such as Lazada have a significant impact on consumer behavior. Through several innovative and structured marketing strategies, Lazada can draw in customers and encourage them to make purchases online. Among these are large-scale sales, loyalty programs for customers, free shipping offers, and flash sales (flash sales). Wide spread networks encourage consumers to buy products at prices that are lower than they would otherwise be, while loyalty programs create a bond between the platform and the customer. Through free shipping, Lazada overcomes psychological barriers that frequently make it difficult for customers to complete purchases. All of these strategies are intended to create a pleasant and profitable working relationship, making it possible to develop potential customers more effectively.

The features of this product not only encourage consumers to make purchases, but they also successfully produce strong urges. Flash Sale, for example, is one of the most effective strategies for achieving quick purchase decisions. Customers feel that they must act quickly to avoid losing out on products at a steep discount that only lasts for a limited period of time. This particular urge frequently causes consumers to behave more quickly and impulsively, increasing the rate of conversion of sales in a meaningful way. Due to these features, Lazada not only attracts new customers but also fosters customer loyalty from existing customers who will eventually return for special offers and discounts.

In addition to general marketing strategies like discounts and promotions, Lazada also employs a more subtle approach by customizing the loyalty experience for each customer. Lazada uses a data-driven algorithm to recommend products to customers based on their individual preferences and past purchase history. This helps to develop a more intimate relationship between the platform and its customers in addition to increasing the relevancy of the products that are offered. Product recommendations with personalization like this one enable Lazada to display goods that customers are likely to find appealing, increasing their likelihood to make a purchase. As an example, well-crafted content can also help reduce customer churn by providing relevant and interesting information.

CONCLUSION

The research results indicate that online marketing strategies have a significant impact on consumers' purchasing decisions. This study highlights how businesses can influence consumers' willingness to make a purchase by implementing effective internet marketing strategies. With the help of this study, businesses can better understand the importance of emphasizing and optimizing their online marketing strategies in order to meet their goals of increasing customer satisfaction and sales. In addition to that, the study also suggests that effective online marketing strategies can increase customer loyalty to brands, improve a

company's reputation in the public eye, and increase market share through the increasingly popular use of digital platforms.

In the increasingly digital age, internet marketing strategies have become essential tools for building relationships with customers and influencing their purchasing decisions. This is caused by consumers being more and more dependent on the information and recommendations that are readily available, whether through social media, websites, or e-commerce platforms. Because of this, businesses need to continuously engage in technological advancements and train personnel in internet marketing strategies in order to improve their business's success and day-to-day operations. In addition, it is crucial for businesses to implement consumer-focused marketing strategies that emphasize the needs, preferences, and ongoing engagement of customers in engaging digital environments. In this way, businesses may continuously innovate their marketing strategies to ensure their continued relevance and competitiveness in an increasingly complex and integrated global market.

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