



The Impact of Digital Marketing Strategies on Consumer Purchase Behaviors: A Critical Literature Review

LCDB 7009- Critical Literature Review

Dr Helen Lee

By Sumaiya Minnat (2506343)

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Abstract:

This critical literature review examines how digital marketing strategies affect consumer purchase behavior. The review aims to bring together existing research on different digital marketing strategies, examine the main factors that influence consumer purchase behavior and identify areas for future research directions. It examines different literature review approaches and selects a Critical Narrative Literature Review to compare and critically discuss existing research. A structured collection of relevant and recent studies was then developed to support the research objectives. The selected studies were analyzed across different digital marketing strategies, consumer groups and research contexts. A Critical Narrative Literature Review approach was used to compare and discuss findings from relevant studies across different strategies, consumer groups and research settings. The findings show that digital marketing strategies, such as social media marketing, influencer marketing, online reviews, personalized marketing and digital content, can influence consumer purchase intentions. However, their effects can differ depending on factors such as trust, perceived value, consumer engagement, risk and content credibility. The review also identifies gaps in research contexts, theoretical perspectives and the limited focus on actual purchase behavior compared with purchase intention. The “Theory of Planned Behavior” highlights how attitudes, subjective norms and perceived behavioral control can help explain consumer responses to digital marketing. The review also provides directions for future research, particularly through broader contexts, stronger theoretical application and greater attention to the relationship between purchase intention and actual purchase behavior.

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PART 1:

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Background:

Digital marketing is currently an important part of business. Organizations can now easily connect with customers through social media, email, websites and online advertising. Digital technologies have changed businesses to promote their products and services in new and effective ways compared to the past. Therefore, digital marketing has become essential for attracting customers and building long-term relationships (Stephen, 2015).

The development of digital technology has changed the way consumers decide what to buy. Before purchasing a product or service, consumers can look for information online, compare different products, read reviews and learn from other customers' experiences. At the same time, organizations use various digital marketing methods to attract consumers and affect their buying decisions. These methods include social media marketing, mobile marketing, online advertising and other digital marketing activities (Lamberton and Stephen, 2016).

Recent studies show that research on digital marketing and consumer behaviors covers many different areas, including digital technologies, marketing activities and consumer responses. For example, Cioppi et al. (2023) reviewed 117 studies on digital transformation and marketing. They found that earlier research has looked at different digital technologies and how they affect marketing activities and customers. Similarly, another research found that research on digital consumer behavior includes topics such as online shopping, internet search habits, mobile applications and the consumption of online content (Efendioğlu, 2024).

Previous studies have also focused on different digital marketing strategies, consumer groups, countries and factors that influence consumer behaviors. As a result, the findings are spread across different research areas. A critical review can help compare these findings and provide a clearer understanding of how digital marketing strategies affect consumer purchase behavior. Therefore, this study reviews existing research on digital marketing strategies, the factors that influence consumer purchase behavior and the areas that need further research.

Literature Review Approaches:

A literature review looks at existing research on a particular topic. It helps to understand what is already known and compares the findings of different studies and find areas that need more research. It should describe previous studies and bring their findings together to give a clear understanding of the research topic (Snyder, 2019). Recent studies also suggest that researchers need a clear method for finding, choosing and combining relevant studies (Barry et al., 2022).

There are several ways to conduct a literature review. The most suitable approach depends on the research question, the purpose of the study and the available evidence. For this study, three approaches are relevant: narrative literature review, systematic literature review and scoping review. These approaches are similar in some ways, but they differ in their purpose and level of structure (Smith and Duncan, 2022).

Narrative Literature Review

A narrative literature review brings together existing research on a particular topic and explains the main ideas and findings in a connected way (Sukhera, 2022; Theile and Beall, 2024). It is generally used when the researcher wants to understand a topic from different studies and perspectives rather than focusing on one very narrow question. Narrative reviews can include different types of research and organize the literature around important themes (Theile and Beall, 2024; Smith and Duncan, 2022). The main purpose is to describe existing knowledge, compare the findings of different studies and identify areas where further research needs.

In this study, a narrative literature review is used to examine how digital marketing strategies influence consumer purchase behaviour. Relevant studies will be identified from academic databases using keywords related to digital marketing and consumer behavior. The selected studies will be organized into main themes, including social media marketing, online advertising, mobile marketing, consumer engagement, online reviews and purchase decisions. The findings will be discussed by comparing the main ideas, similarities and differences across the studies. This approach allows research from different contexts and methods to be considered together while also helping to identify research gaps in the existing literature (Kelley and D'Souza, 2024).

Systematic Literature Review

A systematic literature review uses a planned and organized process to find, select and combine relevant studies to answer a focused research question (Smith and Duncan, 2022). It usually follows clear inclusion and exclusion criteria, systematic database, study screening and synthesis of the selected evidence (Smith and Duncan, 2022; Page et al., 2021). The process is also reported clearly so that readers can understand how the studies were found and selected.

A systematic review can also include grey literature, which means sources that are not usually published through traditional academic publishers, such as reports, dissertations, theses and conference papers (Paez, 2017). Including grey literature can help researchers find additional relevant information and reduce the chance of missing important studies (Lefebvre et al., 2025). However, this study focuses on comparing different digital marketing strategies, understanding the factors that influence consumer purchase behavior and identifying future research areas. Therefore, a Critical Narrative Literature Review is selected as the most suitable approach.

Scoping Review

A scoping review is used to examine the available research on a broad topic and provide an overview of the evidence (Peters et al., 2020). It can help researchers identify important concepts, understand the range of existing research and identify areas where further research may be needed. Unlike a systematic review, which generally addresses a more focused question using PICO (Population, Intervention, Comparison and Outcome), a scoping review can address broader questions and use PCO (Population, Concept and Context) to structure the review (Smith and Duncan, 2022; Peters et al., 2020).

A scoping review can include evidence from different types of research methods and is useful for developing a broad understanding of a research area (Peters et al., 2020). It can be helpful when a topic includes different concepts, populations and contexts. It also helps researchers organize the available evidence and identify areas where research is needed.

Justification and Selection of the Review Approach:

The three approaches considered in this study have different purposes. A systematic review uses a structured process to answer a specific research question, while a scoping review looks at a broader area of available research. A narrative review brings together findings from different studies and

viewpoints and allows the researcher to discuss them in relation to the research topic (Smith and Duncan, 2022; Sukhera, 2022).

For this study, a Critical Narrative Literature Review is selected because it fits the three research objectives. The first objective focuses on different digital marketing strategies and their effect on consumer purchase behavior. The second looks at the factors that influence consumer purchase behavior, while the third identifies areas for future research. These objectives require findings from different strategies, consumer groups and research settings to be compared and discussed. Therefore, a narrative approach is suitable for bringing these findings together and developing a clear understanding of the research area (Sukhera, 2022).

The review will follow a clear process to find and select relevant literature. The search strategy, sources, selection criteria and method used to examine the findings will be clearly explained (Turnbull et al., 2023). This will provide a clear and transparent basis for reviewing and discussing the literature in relation to the research objectives

Research Aim:

The aim of this study is to review existing research on how digital marketing strategies affect consumer purchase behaviors, identify the main influencing factors, and find areas that need further research.

Research Objectives:

1. To examine different types of digital marketing strategies and their relationship with consumer purchase behaviors.
2. To explore the key factors that influence consumer purchase behaviors in the digital marketing environment.
3. To identify future research directions on digital marketing strategies and consumer purchase behaviors.

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Part 2: Annotated Bibliography

Word count: 3509

NO	Authors & year	Title/Key Words	Context/Country	Digital Marketing Strategy/ Types (RO1)	Consumer purchase behavior/ Outcome (RO1)	Key Factors (RO2)	Key Findings/Evidence	Research Gap/Future Research Direction (RO3)
1	Lee, Kim & Lee (2022)	Social media personalization & effects	Social media users; 800 respondents	Personalized social media ads	Purchase intention	Customization, intrusiveness, and product participation	Personalization increased; intrusiveness reduced it	personalization contexts
2	Qiu & Zhang (2024)	Online Reviews	156 studies; 69,006 observations; global	Online Review	Purchase intention	Review usefulness, credibility, trustworthiness	Review factors significantly affected purchase intention	More detailed platform, reviewer and brand moderators
3	Nandi & Subrahmanyam (2024)	Digital Marketing Strategies	India; conceptual study	Social media, email, influencer, SEO	Buying behavior	Trust, credibility, personalization, content quality	Strategies expected to influence buying behavior	More empirical evidence

4	Ren et Al. (2023)	influencer type & focus,	China, South Korea & USA	Influencer marketing	Purchase intention	Authenticity, Influencer types, Consumer Focus	Non-celebrity influencers increased purchase intention.	Different influencer contexts
5	Waworuntu et al. (2022)	Social Media Marketing; Shaping Brand Image	Indonesia; Gen Z; 184 respondents	Social Media marketing	Purchase intention	Brand Image, social media content, consumer engagement	Social media marketing strengthened brand image and purchase intention	Other generations and contexts
6	Qin et al. (2023)	Live Streaming and Online Consumer Reviews	China; 448 respondents	Live streaming and online reviews	Purchase intention	Interactivity, usefulness, trust, engagement	Live streaming and reviews jointly increased purchase intention	Other social-commerce combinations
7	Feng, Feng & Li (2023)	Online reviews, customer Q&As	Amazon; 120 laptops	Online reviews / customer Q&As	Product sales	Review volume, answer valence	Reviews and answers increased sales	Multi-type eWOM research
8	Keyzer et al. (2022)	Social media ad personalization	Facebook users; USA; 595 consumers	Personalized Facebook advertising	ad personalization	Interests, location, age, gender, life events	interests, location and age created stronger perceived personalization	N/A
9	Hu & Zhu (2022)	Social media use; purchase intention	2,058 students from 135 countries	Social media use in social commerce	Purchase intention	Cultural intelligence & distance	Social media use increased cultural intelligence	social commerce behavior
10	Al-Hattami et al. (2023)	Online purchase intention	Yemen; 273 consumers	Online purchasing platforms	Purchase intention	Internet facilities, social influence, self-efficacy	Internet facilities, social influence and self-efficacy increased purchase intention	less developed countries

11	Panggati et al. (2023)	influencer endorsement, advertising during COVID	Indonesia; 461 consumers	Influencer advertising	Purchase intention	rust, fun, information, personalization, brand attitude	Better ads attitude increased purchase intention	Other countries; post-COVID setting
12	Onofrei et al. (2022)	Social media interactions, engagement.	Facebook & Instagram; travel content	Social media interaction	Purchase intention	Trust, similarity, content quality	Social interaction increased purchase intention	Other countries; balanced gender samples
13	Bhattacharya & Dhingra (2023)	YouTube unboxing	India; 705 users	YouTube influencer marketing	Purchase intention	Social appeal, trust, information, fun, connection	Six factors supported PSI and purchase intention	Specific products; qualitative studies
14	Phan et al. (2024)	Social media marketing	282 studies; global	Social media & influencer marketing, advertising	Purchase intention	Influencers, WOM, advertising	Five main research themes identified	Cross-platform studies; brand communities
15	Dangaiso (2024)	Social media marketing, buying intention	Zimbabwe; 321 consumers	WhatsApp marketing	Buying intention	Status, chats, calls, referrals	Four features; catalogues had no effect	Other markets and social platforms
16	Jabeen et al. (2024)	Social media advertising, online buying	Pakistan; 350 consumers	advertising	buying behaviour	time risk, psychological risk	Advertising and trust improved it; risks reduced it	Qualitative and longitudinal studies
17	Long et al. (2024)	Influencer live-stream shopping	China; 385 consumers	Influencer live-streaming	Purchase intention	Attitude, social norms, perceived control, influencers	Four factors increased purchase intention	initial shopping choice
18	Sun et al. (2024)	Product Descriptions on Customer	Japan; Mercari	Product descriptions	Purchase intention	positive or negative wording,	Reviews supported purchase decisions	More factors and product data

						price, likes, reviews		
19	Kwakye et al. (2024)	Influence of Reviewers' Comments	North Cyprus; 384 adults	reviews	Purchase intention	Trust, risk, comments	Review influenced; risk reduced	individual reviewer comments
20	Odoom (2022)	Personalized display ads	4 African countries; 607 users	Personalized display advertising	Purchase intention	usefulness, disturbance, internet use	Personalization increased; disturbances reduced it	More experimental studies
21	Wang et al. (2022)	live streaming marketing	China; 430 consumers	Influencer live-streaming	Purchase intention	Expertise, trust, price deals, service, timing	Trust and impulsiveness increased purchase intention	More stimulus variables; better samples
22	Sheng et al. (2022)	Vlogger's persuasive strategy	China; 511 consumers	Vlogger marketing	Purchase intention	Two-sided messages, emotional appeal, PSI, perceived value	Vlogger persuasion increased it	different age groups; vlogger consumer relationships
23	Liu (2022)	Influencers' Marketing; Fast Fashion Industry	China; 371 consumers	Celebrity marketing	impulse buying; Purchase intention	Trustworthiness, attractiveness, credibility, expertise	Celebrity traits increased purchase and impulse buying	consumer buying behavior
24	Hussain et al. (2022)	Driving Consumer Value Co-creation	Malaysia; 286 users	Social media advertising	Purchase intention	Entertainment, appeal, interactivity, trendiness, value co-creation, e-WOM	Ads value increased value co-creation	social media ads co-creation

25	Jamil et al. (2022)	Marketing Activities	Pakistan; 353 users	Social media marketing	Purchase intention	Entertainment, interaction, trendiness, customization, WOM, social identification, satisfaction	Social media marketing increased satisfaction for purchase	Longitudinal studies; different countries and social platforms
26	Jiang et al. (2022)	Marketing; brand equity; Chinese smartphone	China; 347 consumers	Social media marketing	Purchase intention	Customization, trendiness, e-WOM, interactivity	Brand and relationship equity increased it	N/A
27	Herrando & Martín-De Hoyos (2022)	Influencer endorsement posts	Instagram; 602 users	Influencer advertising	Purchase intention	Credibility, annoyance, entertainment	entertainment and credibility increased purchase intention	Wider age groups; generation and gender comparisons
28	Arief et al. (2023)	advertising attractiveness; influencer marketing	Indonesia	Online advertising & reviews	Purchase decision	Ad attractiveness, influencer marketing, reviews	Advertising attractiveness, influencer marketing and reviews affected purchase decision	N/A
29	Selem et al. (2023)	Digital communication drivers	Pakistan; 490 users	Social commerce advertising	Purchase intention	Interactivity, usefulness, argument quality, enjoyment, privacy concerns, habit	Interactivity and usefulness increased purchase intention; privacy concerns reduced it	Other drivers; platform usability; other industries

30	Zhang et al. (2023)	Live-stream marketing	China; 434 users	Live-stream marketing	Purchase intention	Visibility, interactivity, guidance, trading, feedback, trust	Useful function of technology increased trust and purchase intention	Actual purchase data; cultural differences
31	Malik et al. (2023)	Social commerce constructs	Pakistan; social commerce users	Social commerce	Purchase intention	Ratings, reviews, recommendations, attitude	Social commerce constructs increased purchase intention through attitudes	attitude– behavior relationships
32	Govender et al. (2023)	Social commerce	South Africa; 386 Millennials	Social commerce	Purchase intention	Trust, social support, ratings, reviews, recommendations	Social commerce builds trust and purchase decisions	Other age groups; other social platforms
33	Tran & Uehara (2023)	key opinion leaders; green fashion	Vietnam; 400 consumers	key opinion leaders marketing	Green purchase intention	KOL fit, interactive content, trust	KOL fit and interactive content increased trust and green purchase intention	Different contexts; alternative frameworks
34	Vazquez et al. (2023)	Images and reviews	Instagram; middle-aged women	Social commerce content	Purchase intention	Image quality, review type, imagery vividness, social presence	Image quality and personal reviews increased purchase intention	Other platforms; other products; indirect measures
35	Dincer & Dincer (2023)	Social commerce	71 studies; global	Social commerce	Purchase intention	Trust, social support, information, interaction	Trust and social interaction	More business and psychological research
36	Dlamini et al. (2024)	Mobile marketing	South Africa; 385 BOP consumers	Mobile marketing	Purchase intention	Price sensitivity, service quality, trust, satisfaction	Price sensitivity and service quality important; trust and	Larger samples; other provinces;

							satisfaction had no effect	qualitative studies
37	Teixeira & Nunes (2024)	Mobile marketing tools	Portugal & Spain; 73 consumers	Mobile marketing	Purchase intention	Mobile apps, location services, attitude	Mobile apps and location services improved attitude; attitude increased purchase intention	More tools; larger representative samples; other survey methods
38	Zhang et al. (2024)	Live-streaming e-commerce	China; 457 users	Live-stream marketing	Purchase intention	Functional, social, emotional, conditional, self-gratification value; streamer popularity	Consumption values increased purchase intention; streamer popularity strengthened effects.	Other product types; other perspectives; longitudinal studies
39	Zhang & Hu (2024)	UGC in live streaming	China; 404 users	User-generated content	Purchase intention	UGC quality, emotion, interaction, ownership, presence	UGC quality and emotion increased purchase intention	Other UGC features; other contexts
40	Liu & Zhang (2024)	Interactive elements	China; 326 consumers	Live-stream e-commerce	Purchase intention	Interaction, trust, social presence	Streamer and consumer interactions increased purchase intention	Situational experiments; other traits; cross-cultural studies
41	Wu & Long (2024)	Information usefulness and green trust	Eastern China	Social media marketing	Eco-friendly purchase intention	Information usefulness, green trust	Social media marketing increased eco-friendly purchase	Longitudinal studies; larger samples; other regions; other mediators

42	Shamim & Azam (2024)	Social media influencers	Pakistan; 481 followers	Influencer marketing	Impulse buying	Influencer & message credibility, trust	Credibility increased trust and impulse buying	Advertising literacy; cultural differences; motivations
43	K.S. & Massand (2025)	Social media marketing activities	India; 290 Gen Z	Social media marketing	Purchase intention	Customization, advertisements, interaction, e-WOM	Customization, advertisements and interaction increased purchase intention	Other age groups; cultural diversity; actual behaviour; long-term effects
44	Wan et al. (2025)	Social media involvement	China; 520 responses	Social media involvement	Purchase intention	Making friends, self-exhibition, self-disclosure	Making friends and self-exhibition increased purchase intention; self-disclosure mediated the relationship	boundary conditions and mediators
45	Adaba et al. (2025)	Social media influencers	UK; 232 users	Influencer marketing	Purchase intention; purchase behavior	Influencer impact, trust	Influencers increased purchase intention, but actual purchases remained weak	Contextual and psychological moderators
46	Firdaus & Kusdibyo (2021)	Local Apparel Brand Purchase Intentions	Indonesia; 400 consumers	Social media marketing	Purchase intention	Entertainment, trendiness, e-WOM	Entertainment, trendiness and e-WOM increased purchase intention	Small Local Brand sector
47	Cleo & Sopiah (2021)	Purchase Intention Through Brand Awareness	Indonesia; 315 respondents	marketing activities	Purchase intention	Brand awareness	marketing activities influenced purchase intention through brand awareness	other mediating factors
48	Oktriyanto et al. (2021)	Healthy Food in Indonesia	Indonesia; 151 users	marketing activities	Purchase intention	Brand equity, customer trust	Marketing indirectly influenced purchase	N/A

							intention through brand equity and customer trust	
49	Wu & Santana (2022)	Intrinsic and Extrinsic Gaming Elements	China; 302 respondents	Online gaming features	Purchase intention	Enjoyment, rewards, challenges	Gaming elements increased purchase intention through perceived enjoyment	different gaming elements
50	Wang et al. (2021)	Dark Side of Online Reviews; E-Commerce	China; 88 students	Online reviews and recommendations	Purchase intention	Information consistency, uncertainty, product type	Inconsistent information decreased purchase intention for search products	Other age groups; other inconsistency types
51	Li et al. (2022)	Digital content; mixed reality	Hong Kong; 374 respondents	Interactive digital content	Online purchase intention	Perceived value, customer engagement, brand trust	Digital content increased immediate and long-term purchase intention	N/A
52	Yin & Qiu (2021)	AI Technology; Structural Equation Model	China	AI marketing technology	Purchase intention	Accuracy, interaction, insight	AI technology increased perceived value and purchase intention	AI marketing in online shopping
53	Saleem et al. (2022)	website quality on customer satisfaction	China; 789 online shoppers	Website quality	Online purchase intention	Information, system & service quality	Website quality increased eWOM and online purchase intention	use e-trust as a moderating effect
54	Guo et al. (2021)	Live Streaming Features; Cross-Border E-Commerce	China; 272 respondents	Cross-border live shopping	Purchase intention	Perceived value, uncertainty, saving money	Live streaming increased purchase intention and value	live-streaming e-commerce

55	Jadil et al. (2022)	drivers of online trust	Morocco; 414 online buyers	Website trust factors	Purchase intention	Trust, reputation, perceived risk	Trust and attitude increased purchase intention	emerging markets
56	Al-Adwan et al. (2022)	Boosting Online Purchase; Signaling Theory	Jordan; 560 e-commerce users	Return policies, cash on delivery, social commerce	Purchase intention	Trust, uncertainty	Return policies, cash on delivery and social commerce increased customer trust	e-retailer signals
57	Sun & Li (2022)	Risk-Aware; E-Commerce	China; CB e-commerce users	Cross-border e-commerce platforms	Purchase intention	Information quality, privacy, security, reputation	Trust factors influenced purchase intention	Consumer demographic characteristics
58	Wang et al. (2022)	Trust and Consumers' Purchase Intention	19 studies; 8,235 participants	Social commerce platforms	Purchase intention	Trust, social interaction, reviews	Trust always influences purchase intention	Culture, demographics, social commerce type
59	Doğan-Südaş et al. (2023)	gamified Mobile Apps	351 gamified-app users	Gamified mobile apps	Purchase intention	Perceived value, satisfaction	App experience increased perceived value and satisfaction	Application to sustainable businesses
60	Zhao et al. (2023)	Trust, Perceived Benefit, and Purchase Intention	China; C2C e-commerce consumers	C2C e-commerce platforms	Purchase intention	Trust, perceived benefit	rust and perceived benefit influenced purchase intention	combining trust, perceived benefit
61	Wang et al. (2023)	Consumer perception, purchase intention	China; cross-border e-commerce	Cross-border e-commerce platforms	Purchase intention	Perceived value, convenience, shopping risk, customer service	Perceived value increased intention; shopping risk reduced intention	mechanisms through which trust and attitude
62	Thariq & Efawati (2024)	Website Quality on Buying Interest	Indonesia	Website quality	Purchase intention	Ease of use, interaction,	Website quality influenced purchase behavior	N/A

						information quality		
63	Ngo et al. (2024)	Electronic eWOM on social networking	Vietnam; 337 consumers	eWOM	Online purchase intention	Information credibility, usefulness, adoption	Information credibility and adoption influenced purchase intention	eWOM evaluation processes
64	Erawati & Rahmawati (2024)	e-WOM, brand trust	Indonesia; 121 respondents	e-WOM	Purchase decision	e-WOM, online experience, brand trust	e-WOM, online experience and brand trust affected purchase intention	combined effects of e-WOM, online experience; brand trust
65	Tuan et al. (2024)	eWOM, airline e-tickets	Vietnam; 204 consumers	e-WOM	Airline e-ticket purchase intention	Information quality, credibility, information adoption	eWOM adoption positively influenced airline e-ticket purchase decision	Actual purchase decision-making process
66	Aljabari et al. (2023)	Website quality	Jordan; 303 customers	Website quality	Online purchase intention	Information quality, usability, service interaction	Website quality influenced trust, satisfaction and eWOM	other website-quality factors, visual design, content and security
67	Saxena & Thakur (2024)	trust and privacy concerns; web assurance	India; 342 respondents	Web assurance mechanisms	Purchase intention	Trust, privacy concerns	rust and privacy concerns influenced purchase intention	N/A
68	Shen & Wang (2024)	Short Video Marketing; social commerce	China; 350 short video users	Short video marketing	Purchase intention	Image Creator, shared value, social presence	Persona perception increased shared value and purchase intention	Cross-cultural research and other product factors

69	Handoyo (2024)	Purchasing in the digital age	54 studies; 2018–2023	E-commerce factors	E-commerce purchase decision	Trust, risk, security, e-WOM	Trust, risk, security and e-WOM influenced people	Website usability and design, culture and financial security
70	Pan et al. (2024)	Anthropomorphic Images of Virtual Influencers	China; consumers in livestreaming e-commerce	Virtual influencer marketing	Purchase intention	Image realism, Negative feelings about algorithms, Self-confidence	Cartoon and highly realistic images increased purchase intention	Negative feelings about algorithms
71	Rungruangjit et al. (2024)	Human like virtual influencer	Thailand; 650 customers	Virtual influencer-generated content	Purchase intention	Emotional & rational content, authenticity	Emotional content increased purchase intention	N/A
72	Wang et al. (2024)	AR on Purchase Intentions	603 consumers	AR shopping experience	Purchase intention	Usefulness, User-friendly, flow experience	AR experiences increased purchase intention	AR in cultural heritage retail
73	Wistedt (2024)	POI-retailers in cross-border E-commerce	364 respondents	Country-specific retail websites	Purchase intention	Website usefulness, Simplicity trust, commitment	Trust and commitment helped it	smaller cross-border retailers
74	Tsimonis (2026)	Live Streaming Commerce	UK; 478 consumers	Live streaming commerce	Purchase intention	Trust, perceived value, interactivity	Trust and perceived value increased purchase intention	Limited research on trust and value
75	Ghosh et al. (2025)	Customers' perceived eWOM	Bangladesh	Social media eWOM	Purchase intention	Homophily, customer knowledge, rapport, eWOM credibility & involvement	Homophily, expertise and rapport increased eWOM credibility, involvement and purchase intention.	N/A

76	Ismael et al. (2025)	young customers' purchase intention	Bangladesh	Social media marketing	Purchase intention	Social media content, engagement, brand awareness, influencer marketing	All four social media factors enhanced purchase intention	More variables, qualitative research, longitudinal studies
77	Miah et al. (2022)	impact of social media	Bangladesh	Social media marketing	Online shopping behavior	Celebrity advertisements, promotional tools, reviews, live streaming	Celebrity advertisements, promotions and online reviews increased online shopping behavior	More experimental research, face-to-face studies, mixed methods
78	Eti et al. (2021)	Power and stimulus of social media marketing	Bangladesh	Social media marketing	Purchase intention	Social media, e-payment, delivery cost, discount, brand awareness, loyalty	Discount offers and brand awareness were not enough.	Larger samples, other factors, post-COVID studies
79	Wahed & Adnan (2023)	social media usage & advertising	Pakistan	Social media advertising	Purchase intention	Platform, advertising, usefulness, entertainment, interaction	Advertising engagement improved advertising views	Compare different platforms and types of engagement
80	Bibi et al. (2025)	Social media marketing converts brand equity	Pakistan	Social media marketing	Purchase intention	Brand awareness, brand image, perceived risk	brand awareness and image enhanced purchase	Actual buying, more factors and diverse samples
81	Oliha & Obaika (2024)	factors of social media advertising	Nigeria	Social media advertising	Purchase intention	Informativeness, entertainment, irritability,	Useful and trustworthy ads, perceived value are	other factors and groups

						credibility, perceived value	important for purchase intention	
82	Senali et al. (2024)	Trust, Social commerce, Perceived price	Instagram	Social commerce	Purchase intention	Review quality & quantity, information, seller responsiveness, trust, price fairness	Reviews and seller responsiveness built trust	other trust factors and platforms
83	Liu (2025)	influencer marketing campaigns	Social media	Influencer marketing	Purchase intention	Expertise, trustworthiness, similarity, FOMO, parasocial relationship	Credible influencers increased purchase intention.	Longitudinal studies across social media platforms
84	Wang et al. (2025)	ffective relationship building in influencer	USA	Influencer marketing	Purchase intention	Product visibility, triggered engagement, social presence, Quick response	Social media features built trust and information seeking	More platforms, features and larger samples
85	Khanh et al. (2025)	AI personalization, E-commerce	Vietnam	AI-powered personalization	Purchase intention	Trust, usefulness, experience, information quality, system quality	Trust, usefulness and immersive experience increased it	Larger samples, longer studies and privacy concerns
86	Shi et al. (2025)	driving factors, AI Creative products	China	AI-generated content	Purchase intention	Perceived value, price, enjoyment, product quality, attitude	Value, price, enjoyment and product quality influenced it	International studies and future AI changes

87	Fan et al. (2024)	Product information, digital content	China	Digital content marketing	Purchase intention	Text, images, product type, gender, browsing	text and images increased purchase intention.	Other platforms and short-video contents
88	Romero & Ortega (2025)	Digital Content; Systematic Literature	Multiple contexts	Digital content marketing	Purchase intention, sales	Visual, audio, language, social, message content	Different content types affected sales and engagement	content types, contexts and consumer outcomes
89	Ma et al. (2023)	Live streaming, language appeals	China	Live-streaming e-commerce	Purchase intention	Product information, emotions, self-reference, brand fit	Language appeals increased purchase intention.	other live-streaming contexts
90	Taub et al. (2025)	Augmented reality, product value	General consumers	Augmented reality	Purchase intention	Product value, age, personality, presentation mode	AR increased product value	Different products, formats and consumer groups
91	Li & Liang (2022)	Identity Cues in Online Product Reviews	China	Online product reviews	Purchase intention	Identity cues, social support, review credibility, reference	Identity cues strengthened the effect of online reviews	Improve experimental design, examine personality factors
92	Lavoye & Kumar (2025)	Augmented reality, immersive experience, privacy	AR virtual try-on apps	Augmented Reality	Purchase intention	Immersion, mental involvement, product attitude, privacy concerns	AR immersion improved product attitudes	Privacy concerns and responses in AR shopping.

93	Wang, Huam & Abdul Hamid (2025)	Virtual influencers, Gen Z	China; Gen-Z	Virtual influencer marketing	Purchase intention	Control, interaction, relationship, product fitness, credibility	All five factors positively influenced purchase intention	different consumer groups and virtual influencer characteristics
94	Fu et al. (2026)	rivalry for human influencers	China; virtual influencer	Virtual influencer marketing	Purchase intention	Browsing, openness to change, relationship, human-like appearance	Social media browsing increased openness to change and parasocial relationships	More countries, age groups and product categories
95	Luo et al. (2025)	Short video content, trust	China	Short video marketing	Purchase intention	Usefulness, easy, entertainment, trust	Useful, easy and entertaining videos increased trust	factors like authenticity, credibility and risk
96	Lim Jia Ying et al. (2025)	TikTok in shaping Generation Z's	Malaysia; Gen Z TikTok users	TikTok	Purchase intention	Brand awareness, reviews, risk, usefulness, peer influence	e-WOM and usefulness strongly influenced it	other age groups, platforms and factors
97	Tiwari et al. (2025)	Advertising; sustainable purchase intentions	India; young female consumers	Social media advertising	purchase intention	eWOM, entertainment, information, credibility, emotional appeal, incentives	eWOM, entertainment and information influenced advertising attitudes	N/A
98	Liu et al. (2025)	AI virtual streamers, social presence	China	AI-generated virtual streamer marketing	Purchase intention	Interaction, social presence,	Product and social interactions affected	different types and product categories

						perceived value, type	purchase intention differently	
99	Xing et al. (2025)	key Factors Affecting Consumers'	China	Live streaming e-commerce	Purchase intention	Credibility, product quality, platform design, price, value, interaction, service	Seven factors influenced purchase intention in live streaming e-commerce	More different contexts
100	Li, Spence & Wu (2025)	livestream shopping	China; Sustainable clothing	Livestream shopping	Purchase intention	Vividness, attractiveness, enjoyment, sensory cues, sharing, presence	Social sharing increased positive emotions and engagement	sustainable products in livestream shopping
101	Zhou & Li (2025)	Virtual AI Streaming	China	Virtual AI streaming	Impulsive purchase intention	Responsiveness, likeability, expertise, human- like features, trust, flow	Trust and flow increased impulsive purchase intention	More factors, different samples and countries
102	Ma, Jin & Liu (2023)	interpersonal interaction; live broadcasting mode	China	E-commerce live broadcasting	Purchase intention	Interaction, perceived value, presence	Interaction increased perceived value	interpersonal interaction

Remarks:

- N/A = Not clearly Stated
- e-WOM = electronic word-of-mouth (Online reviews and recommendations)
- SEO = Search Engine Optimization (improving online visibility in search results) (ref: 3)
- C2C = consumer-to-consumer interaction (ref: 10)
- PSI = Parasocial Interaction (ref: 11)
- 6 supported factors = social attractiveness, trustworthiness, information seeking, entertainment, interpersonal utility and pass time. (ref: 11)
- WOM = Word of Mouth (ref: 12)
5 themes included social media marketing, online brand communities, purchase factors, influencer marketing and social media advertising/marketing strategies. (Ref: 12)
- Four features: status updates, real-time chats, direct calls, group referrals (Ref: 13)
- Four factors are attitude, social norms, perceived control, influencer impacts. (Ref: 15)
- PSI = Para-social interaction (ref: 25)
- KOL = Key Opinion Leader (ref: 34)
- BOP = Bottom of the Pyramid (Ref: 36)
- UGC = User-Generated Content. (ref: 39)
- CB = Cross-Border (ref: 57)
- AR = Augmented reality (Digital objects added to the real-world view) (Ref: 72, 90, 92)
- Rapport = a good and comfortable connection between people. In this study, it shows the good connection between the customer and the person providing the information (ref: 75)
- Homophily = when people feel that another person is similar to them like similar interests, age, lifestyle etc. (Ref: 75)

- Social media Four factors means social media content, engagement, brand awareness, influencer marketing. (Ref: 76)
- FOMO = Fear of missing out (The fear of missing a good product, offer, trend or opportunity) (Ref: 83)
- Five factors = controllability, interactivity, parasocial relationship, influencer-product congruence, and source credibility (Ref: 93)
- Seven factors = Streamer's credibility, Product evaluation, Platform design, Price promotion, Perceived value, Live interactivity, Service integrity (REF: 99)

Part 3

Word count: 2870

Introduction

Digital marketing has changed the way organizations communicate with consumers and how consumers interact with brands during the purchasing process. Digital and social media marketing research has focused on areas such as digital advertising, mobile marketing, online word of mouth (eWOM) and consumer responses to digital platforms (Stephen, 2015) (part 1).

Consumer behaviors in digital environments also includes activities such as online shopping, searching for information on the internet, using mobile applications and consuming online content (Efendioğlu, 2024) (part 1). In addition, research has looked at different digital marketing strategies, including social media marketing, influencer marketing, online reviews and personalized marketing activities and how these strategies can affect consumer responses (Cioppi et al., 2023) (part 1).

The literature gathered in Part 2 shows that consumer purchase responses are influenced by different factors across these digital marketing activities. These include trust, perceived value, consumer engagement, online reviews and other characteristics of digital marketing content (Jabeen et al., 2024; Qiu and Zhang, 2024; Wang et al., 2022). However, the findings can depend on the different digital marketing strategy, consumer group and research context. Therefore, this review focuses on examining existing research on how digital marketing strategies affect consumer purchase behavior. It also considers the main factors that influence consumer responses and areas where more research is needed.

Literature Review

Theoretical Foundations

The **Theory of Planned Behavior (TPB)** was developed by Icek Ajzen to explain how different factors can influence a person's intention and behavior. It was developed from the earlier **Theory of Reasoned Action** by adding **perceived behavioral control**, which considers situations where a person may not have complete control over their behavior (Ajzen, 1991). According to TPB, a person's **intention** is an important factor in determining whether they perform a behavior. Intention is influenced by three main factors: **attitude, subjective norm and perceived behavioral control** (Ajzen, 1991)

Attitude refers to whether a person has a positive or negative view of performing a particular behavior. **Subjective norms** refer to the social influence that a person feels from important people or groups, such as family and friends or from others whose opinions are important to them. **Perceived behavioral control** means how much a person feels they have the ability and resources to perform the behavior. Together, these three factors influence a person's intention to act, while perceived behavioral control can also affect whether the intended behavior is performed (Ajzen, 2020). He also explains the difference between intention and actual behavior. This is important for this review because many studies on digital marketing focus on consumers' purchase intention rather than their actual purchase behavior (Ajzen, 2020).

Ajzen (2020) also explains that TPB has been used in different areas, including consumer behavior and technology-related behavior. The theory makes a clear difference between behavioral intention and actual behavior, which is important for this review because many digital marketing studies focus on consumers' purchase intentions rather than actual purchases. This distinction is important when reviewing existing research, as purchase intention and actual purchase behavior should not be treated as the same outcome.

The relationship between TPB and digital marketing can also be seen in recent research. For example, many studies in part 2 used TPB to study live-streaming shopping and examined attitude, subjective norm and perceived behavioral control, together with the influence

of social media influencer streamers (Long et al., 2024). Their findings showed that these three TPB factors were significantly related to consumers' intention to choose live-streaming shopping. They also found that influencer streamers influenced the three TPB factors. This suggests that digital marketing activities may influence consumer intentions both directly and through consumers' attitudes, social influences and perceived control.

However, TPB should not be seen as an explanation for all aspects of digital consumer behavior. Digital marketing also includes other factors. Such as trust, online reviews, perceived value, consumer engagement and the type of digital content which may influence consumer responses. This can also be seen in the studies reviewed in Part 2 (Wang et al., 2022), where different researchers examine these factors across different digital marketing strategies. This review uses TPB as a theoretical lens for understanding consumer purchase behavior, rather than as the only explanation of how digital marketing affects consumers.

Overall, TPB provides a useful theoretical foundation for linking digital marketing strategies with consumer purchase behavior. It helps this review consider how consumers' attitudes, social influences and perceived control may affect their purchase intentions. At the same time, literature allows these relationships to be considered alongside other factors identified in digital marketing research (Ajzen, 1991; Ajzen, 2020).

Digital Marketing and Consumer Purchase behavior

Social media marketing is one of the main digital marketing strategies discussed in the selected literature. Studies suggest that social media activities can influence consumers' purchase intentions by increasing interaction, engagement and access to product information. For example, Onofrei et al. (2022) found that social media interaction was linked to purchase intention through consumer engagement. Similarly, Jamil et al. (2022) found a relationship between social media marketing activities and customer intentions. These findings suggest that social media can influence consumers during the purchasing process.

However, the effect of social media marketing is not the same across all consumer groups and contexts. Hu and Zhu (2022) found differences in social media use and purchase intention across cultural settings, while Phan et al. (2024) showed that research in this area covers different concepts and contexts. This suggests that social media marketing does not influence all consumers in the same way. Therefore, the literature suggests that social media can influence consumer purchase behavior, but the effect may depend on how consumers engage with the content and the context in which the marketing takes place.

Influencer Marketing, Personalization and Digital Content

Another important theme is the role of influencers, personalized marketing and digital content in influencing consumer behavior. Influencer marketing can provide product information through people who consumers may see as relatable or trustworthy. Herrando and Martín-De Hoyos (2022) found that influencer endorsement posts can affect advertising attitudes and purchase intentions. While Ren et al. (2023) found that influencer type and perceived authenticity can influence purchase intention. These findings suggest that the effect of influencer marketing may depend on how consumers view the influencer and the message, rather than simply on the use of an influencer.

However, personalization may not always have a positive effect. Lee, Kim and Lee (2022) found a relationship between personalization, how intrusive the marketing feels and purchase intentions. This suggests that personalized marketing may attract consumers when the content is relevant to their needs, but consumers may react differently when they feel that marketing is too personal or annoying. Therefore, personalization should not always be seen as having a positive effect on purchase behavior.

Similar differences can be found in digital advertising and content. Hussain et al. (2022) examined advertising value and consumer responses. While Arief et al. (2023) considered advertising attractiveness, influencer marketing and online reviews together. These studies explain that consumer responses may be influenced by several factors at the same time, including the quality of the message, perceived value and other digital information. Therefore, influencer credibility, authenticity, personal relevance and advertising value

may influence consumer responses, but their effects can vary across different situations. This highlights the importance of considering factors such as trust, perceived value and perceived risk when examining how digital marketing affects consumer purchase behavior.

Online Reviews, Trust, Risk and Consumer Decision-Making

Literature focuses on the role of online information and trust in consumers' purchase decisions. Online reviews give information from other users and can help them feel more confident when comparing products. Qiu and Zhang (2024) found a relationship between online reviews and purchase intentions. Similarly, Vazquez et al. (2023) examined product images, reviews and social presence and found that different types of online information can influence consumer responses.

However, online information does not always reduce uncertainty. Consumers may also have concerns about whether reviews are genuine, or sellers can be trusted or online transactions are safe. Jabeen et al. (2024) examined trust and risk in social media advertising, while Wang et al. (2022) found that trust is an important factor related to purchase intention in social commerce. These findings suggest that consumers' responses depend not only on the information available but also on how much they trust that information.

Digital platforms provide consumers with more reviews, recommendations and product information, but having more information does not always lead to a purchase. Consumers may still question the reliability of reviews, sellers and online transactions. Handoyo (2024) also examined trust, risk, security and electronic word of mouth in relation to e-commerce. Therefore, consumer responses may depend on how they judge the information and how much they trust the digital environment.

Overall, all those themes show that digital marketing can influence consumer purchase responses in different ways. Social media can increase interaction and engagement, while influencers, personalization and digital content can shape consumers' views of marketing messages. Online reviews, trust and risk can also affect how consumers judge information before making a purchase. However, literature often focuses on purchase intention rather than actual purchase behavior. This is important because an intention to buy does not always result in a completed purchase. Therefore, the findings need to be considered carefully when discussing consumer purchase behavior.

Methodology

This study uses a Critical Narrative Literature Review to examine existing research on digital marketing strategies and consumer purchase behavior. A narrative approach is chosen because it allows findings from different studies, strategies and research settings to be brought together and discussed in relation to each other (Sukhera, 2022) (part 1). It also helps to compare findings, identify common themes and differences and find areas that need further research.

The literature was collected from several academic databases and research platforms, including Google scholar, ScienceDirect, JSTOR, ResearchGate etc. Different keywords were used in searches, such as digital marketing, digital marketing strategies, consumer purchase behavior, purchase intention, social media marketing, online advertising, influencer marketing, eWOM and so many. Using different keywords helped to find studies related to the main areas of research. Gusenbauer and Gauster (2025) highlight the importance of a planned search process, appropriate search sources and clear reporting when identifying literature.

The search results were then checked to identify studies that were relevant to the research objectives. Studies were selected based on their connection to digital marketing strategies, consumer purchase behavior and factors that influence consumer intention. The relevant studies were shown in Part 2, which provided the main evidence for this review. Keeping a record of the selection process provides a clear basis for understanding how the literature included in the review was identified (Chigbu et al., 2023).

After selecting the studies, the literature was organized into main themes instead of discussing each study separately. The themes included digital marketing strategies and purchase behavior, as well as factors such as trust, perceived value, consumer engagement, online reviews, risk and digital content. Findings from different studies were compared to identify similarities, differences and differences between research settings. This thematic approach supports the critical purpose of the review and connects the literature with

the three research objectives (Sukhera, 2022; Turnbull et al., 2023) (part 1). Overall, this approach provides a clear and organized way to review the selected literature while keeping the critical and interpretive nature of a narrative review.

Analysis and Discussion

The findings from Part 2 show that different digital marketing strategies can affect consumer purchase behavior, but the relationship is not the same across all strategies and contexts. This addresses Objective 1, which focuses on different digital marketing strategies and their relationship with consumer purchase behavior. Research on social media marketing found connections between marketing activities, consumer engagement and purchase intention (Jamil et al., 2022; Onofrei et al., 2022). Influencer marketing can also affect consumer responses through characteristics such as credibility, trustworthiness and expertise (Herrando and Martín-De-Hoyos, 2022; Ren et al., 2023). Lim and Rasul (2022) also found that social media engagement research covers different factors, outcomes, theories and research settings. This supports the overall findings that social media interaction and engagement can be connected to purchase intention, but the relationship can depend on the digital platform and the consumer. Studies also found that influencer credibility, trustworthiness and expertise were related to consumer responses, including purchase intention, but the effects differed across platforms, countries, products and types of influencers (Han and Balabanis, 2024). This suggests that digital marketing strategies may not have the same effect in every situation.

Other findings also address Objective 2 by exploring that consumer intentions depend on more than just the type of marketing strategy. Factors such as trust, risk and the reliability of online information are important in digital purchasing decisions (Jabeen et al., 2024; Handoyo, 2024). Online reviews and eWOM are also important because consumers use information from other users when making decisions. Ismagilova et al. (2020), in a meta-analysis of 69 studies, found that factors such as information quality, eWOM usefulness, trust and credibility were related to consumers' purchase intention. This supports Part 2 findings that providing online information is not enough, consumers also consider whether the information is useful and reliable.

Another important finding is the difference between purchase intention and actual purchase behavior. Several studies in Part 2 focus on purchase intention rather than complete process of purchases (Hu and Zhu, 2022; Selem et al., 2023; Shen and Wang, 2024). Therefore, the existing evidence provides stronger insight into consumers' intentions than into their actual purchasing behavior. This also relates to Objective 3, as future research could examine actual purchasing behavior across different platforms, consumer groups and contexts. Overall, the findings show that digital marketing can influence consumer responses through different strategies and factors such as trust, engagement, credibility, perceived value and risk, but the effects can vary depending on the situation. And these findings can also help identify areas where further research is needed.

Research Gap and Contribution

The literature shows that digital marketing and consumer purchase behavior have been studied through different strategies, such as social media marketing, influencer marketing, online reviews, digital advertising and mobile marketing (Lamberton and Stephen, 2016; Cioppi et al., 2023) (part 1). Research also covers different areas of digital consumer behavior, including online shopping, internet searches, mobile apps and online content (Efendioğlu, 2024) (part 1). This shows that the literature covers many digital marketing activities and consumer responses across different contexts. Singh and Basu (2023) reviewed many studies focused on developed countries and specific product categories, and need for research in different contexts and with wider theoretical perspectives.

Based on these findings, there are both methodological and theoretical gaps in literature. Singh and Basu (2023) show that studies use different methods and research contexts, which can make the findings difficult to compare. This represents a methodological gap because the differences in research methods and contexts limit the consistency with which findings can be examined and compared across studies. And found limited use of theoretical frameworks, suggest for more research that uses theory to explain consumer behaviors. This can be considered a theoretical gap because existing studies do not consistently use a common theoretical framework to explain how digital marketing activities may influence consumer behaviors.

This review contributes by bringing together findings from different digital marketing strategies rather than focusing on only one strategy. It also considers factors such as trust, perceived risk, consumer engagement and online reviews, which are discussed in different areas of the literature (Jabeen et al., 2024; Qiu and Zhang, 2024; Wang et al., 2022). In addition, the uses the **Theory of Planned Behavior (TPB)** to consider how attitudes, subjective norms and perceived behavioral control may influence consumers' purchase intentions and behavior (Ajzen, 1991; Ajzen, 2020). This provides a common theoretical perspective for understanding findings across different digital marketing strategies.

Conclusion and Limitations

Overall, the literature shows that digital marketing strategies can influence consumer purchase responses, but these relationships vary across strategies, consumer groups and research contexts (Lamberton and Stephen, 2016; Cioppi et al., 2023) (part 1). Studies have examined social media marketing, influencer marketing, online reviews and personalization, while consumer responses are also associated with factors such as trust, perceived risk, engagement and perceived value (Qiu and Zhang, 2024; Wang et al., 2022). However, many studies focus on purchase intention rather than actual completed purchases. This is important because having an intention to buy does not always lead to actual behavior (Ajzen, 2020). Therefore, findings based on purchase intention should not automatically be treated as evidence of completed purchasing behavior.

As a Critical Narrative Literature Review, this study also has some limitations. The selected studies differ in their contexts, consumer groups, research methods and measures, making direct comparison difficult. The selection and interpretation of studies also involve researcher judgement, which is a common feature of narrative reviews (Snyder, 2019; Sukhera, 2022) (part 1). This may not always ensure the same level of reproducibility and transparency as more structured review approaches because other researchers may make different decisions about which studies to select and how to interpret their findings. However, explaining clearly why the studies were selected and how they were interpreted can make the review more transparent. Future research could look at actual purchases as well as purchase intention and include different consumer groups, contexts and research methods.

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