

The Digital Echo: The Influence of Digital Marketing Channels on Brand Awareness and Consumer Purchase Decisions

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This study explore the impact of the digital marketing strategies (Social Media Marketing, Email Marketing, Content Marketing and Online Advertising) on brand awareness while investigating to what extent does this resulting effect subsequent affects consumer purchase decisions. Understanding these relationships can allow businesses to tailor their marketing programs to produce higher brand visibility and an increased flow of consumers. The study employed quantitative research design and data was collected using online survey questionnaire from 265 respondents. Data analysis was performed using SmartPLS software. The results of the study suggest that Social Media Marketing, Email Marketing, Content marketing and Online Advertising all have positive relationship in designed model with brand awareness. Moreover, the research demonstrates that consumers are more likely to purchase based on brand recognition. This study found strong relationships between social media, email, content, online advertising, brand awareness, and purchasing decisions. Brand awareness increases purchasing intention and consumer loyalty. A personalized and integrated digital marketing strategy is needed since different digital marketing channels have different effects on brand awareness and buying decisions. This study adds to the literature by showing how digital marketing methods affect brand awareness and purchasing decisions. This study helps marketers optimize their digital marketing strategies and improve brand performance in the digital age by explaining the complex relationship between digital marketing and customer behavior. It also emphasizes the need for a comprehensive strategy to digital marketing, since digital channels influence consumer perceptions and buying behavior.

1. Introduction

In the modern digital landscape different businesses are relying on different online marketing strategies to increase their brand name and to help in the sales decision-making (Purnomo, 2023). Themes like Social Media Marketing, Email Marketing, Content Marketing, and Online Advertising are foremost methods with these strategies. Some of the key features and characteristics of social media marketing are interactivity and user engagement, this gives the brands the chance to establish a more personal relation with their customers through these platforms which helps to boost their brand-customer relationship (Alalwan, 2018). However, email marketing serves as a more direct channel to consumers that allows for increased customization in marketing which has been proven to affect consumption behavior (Kim & Kim, 2010).

Content marketing is a strategic marketing approach focused on creating and publishing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action (Alwi, Kitchen, & Chinnasamy, 2018). Online advertising, on the other hand, consist in several different digital formats, such as banner ads, video ads, or search engine marketing, that are created to attract consumer notice and to direct user to the online space of the brand (Barbanera et al., 2018). These marketing strategies are said to be powerful in their impact but are generally contingent upon brand awareness being the ultimate aim - a game-changer in terms of the customer decision-making process. Brand awareness is defined as the capacity of the customers to recall and recognize a brand, and it influences customer perceptions and purchase intentions (Keller 1993). The importance of marketing brand, with a high level of brand awareness led to increased consumer trust, and can reduce the perceived level of risk (Aaker, 1991).

In the modern world of digital technology, internet technologies have transformed the marketing scene and have had a very real impact on brand awareness and consumer purchasing decisions. This transformation is done with one of the tactics like Social Media Marketing, Email Marketing, Content Marketing, Online Advertising etc. Each of these marketing strategies taps into the broad reach and interactive abilities of digital platforms to attract consumers, increase brand awareness, and influence purchases (Wilfred, 2023)

Social media marketing uses platforms like Facebook, Instagram, Twitter and LinkedIn to leverage the power of native content that can catapult a brand presence and consumer engagement. Social media is by nature interactive, allowing the brand and the consumer to communicate with each other in real time creating a sense of a community feeling and also reinforcing trust. Recent research has further demonstrated that social media can lead to brands becoming more recognizable and implicate the decision to buy (Smith, 2020).

Email marketing continues to be a powerful strategy in personal communication by literally contacting your customers in their mail box. With this kind of direct communication,

marketing content is shown to the right audience which applies to conversion. A study valid this observation, as personalized email marketing campaigns made up to 85% of US consumers more likely to purchase (Livera et al., 2023). Content marketing; Defined as a type of marketing related to the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to generate interest in its products or services. Brands also get to use informational, engaging content on it so they can position themselves as industry leaders - that increase brand awareness and control buying decisions. Research has documented the impact of content marketing on brand loyalty and sales (Norvadewi et al., 2023).

Online advertising, which includes display ads, search engine marketing (SEM) and video ads displays advertisements to consumers based on their internet behavior and preferences. All these efforts use targeted approaches to bring the ads in front of right eyes and raise brand awareness further, or turn prospects into buyers. It is also seen that Online ads are mostly positioned in place, which has almost double its flow results and well Individualized online ad have great hold to the consumer buying behavior as shown (Kim & Park 2023). The combined heat of these digital marketing strategies will blend together, causing the customers to pay heed and make a purchase decision. That involves brands bringing all of their social media marketing, email marketing, content marketing, and online advertising together into a single approach for digital marketing that boosts brand recognition and prompts consumer buying behavior (Kiani, 2023).

Digital marketing is the act of promoting good and services through different internet platforms. It involves marketing done online and offline on the internet. It has many channels of marketing including social media marketing, email marketing, content marketing and online advertising on various platforms such as apps. In modern times the internet has become a market place for companies to conduct business because of its feasibility and easy access (Taher, 2021). In recent years people around the world have started to use online media platforms for different uses, regardless of their age, social status or geographical location. It has given a new pathway to companies which are looking forward to increasing their presence, return on invest, awareness and attract and keep new and existing customers in sectors of the industries. Slowly yet surely digital marketing has started to replace tradition marketing as a main source of marketing for firms and organizations in all industries around the world. (Velentza & Metaxas, 2023).

Pakistan being a third world country has millions of people entering into digital world and thus digital markets every year, they prefer making purchases online, year after year this percentage is rising and will keep on rising for the good future. There are 76.38 million internet users in Pakistan as of 2020 with 17% increase of additional 11 million users from 2019 to 2020. Social media has a user base of 37 million as of 2020 with an increase of 7% of additional 2.4 million users from 2019 to 2020. (Uddin, 2023). People spend countless hours of their life surfing on the internet regardless of the content they are looking for

whether it's buying or selling stuff or just looking for entertainment. Therefore, to evaluate the effect of digital marketing in consumers purchase decision and how different variables which are brand awareness and different types of good, play their part in influencing the purchase decision of customers for local and international brands (Dini & Abdurrahman, 2023)

This study intends to investigate the combined influence of positive social media marketing, email marketing, content marketing, and online advertising on brand awareness and purchase decisions, supported by the mediating effect of brand awareness. It uses these relationships to provide marketers with nuanced insights that could help them boost their digital stratagems, & enhance their ability to impact the purchase behavior of the consumers.

2. Theoretical Background

The theoretical background of this paper is based on two theories starting with theory of reasoned actions, which observes the relationship of marketing and pre-existing attitudes consumers bring to purchase decision (Ajzen & Fishbein, 1979). That means that consumers will only decide to purchase a product or a service if they feel that the desired outcome will be achieved through their purchase decision. The second theory that plays a part is Engel Kollat Blackwell. This theory says that buyer purchase decision is based off on four levels, input, information processing, decision making, and variables in the decision-making process (Riaz et al., 2021). The first level of input is where the social media marketing variables come into play, the better and higher the variables are able to influence the consumer and create brand awareness the better are the chances for a positive outcome of their purchase decision (Foxall, 1989).

2.1 Hypothesis Development

2.2 Social Media Marketing and Brand Awareness

Social media marketing is one of the most effective tools available for enhancing brand awareness, building brand reputation, and engaging with consumers (Allagui & Breslow, 2016; Kaur, 2018). Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer businesses an opportunity to communicate with the digitally savvy consumer base and promote a brand's products or services effectively (Smith, 2020). According to a study by Al-Raee et al. (2019), social media marketing significantly influences brand awareness, with social networks such as Facebook and Instagram being the most preferred platform for brand marketing. Social media platforms also facilitate the creation of user-generated content and shareability, which can promote recommendations and word-of-mouth referrals, thus amplifying brand awareness and improving brand reputation (Panigyrakis et al., 2021). Therefore, it can be concluded that social media marketing has a strong positive relationship with brand awareness, and its effectiveness can be leveraged to enhance a brand's visibility, reputation, and engagement with its target audience (Haudi et al., 2022).

According to Allagui and Breslow (2016), Kaur (2018), Social media marketing is one of the proven tools for brand awareness as well as reputation building and consumers engagement. Social media platforms such as Facebook, Instagram, Twitter and LinkedIn provide a lucrative way for businesses to connect with their extremely digitally savvy customers in order to promote the products or services of a brand (Smith 2020). The research conducted by Al-Raei et al. According to Pappas (2019), social media plays a huge role in brand awareness as many brands use the platform like Facebook and Instagram for their marketing. In the case, social media platforms can also be seen as a means to user-generated content and sharing that in turn may boost recommendations / word-of-mouth referrals which ultimately contribute to increased brand awareness & better Brand reputation (Panigyrakis et al., 2021). Thus it can be inferred that social media marketing has a statistically significant positive association with brand awareness, and its role for the better visibility of a brand reputation along with more customer engagement focused by specific population (Haudi et al., 2022).

H1: Social Media Marketing has positive impact on brand awareness

2.3 Content Marketing and Brand Awareness

Content marketing is basically a strategic approach to create and distribute valuable, relevant, and consistent content that you as the business owner/content provider can either use in attracting an audience or even buy directly from your company. This has widely been accepted as an efficient marketing technique to gain some brand credibility and strengthen the other online presence of a company (Sheeraz et al. 2023). Content enables businesses to utilize their expertise, sharing useful knowledge with prospective customers and speaking directly to the needs of those looking for the relevant information. High-quality thought leadership (van der Lans et al., 2015) content can create a high level of awareness about the brand. If consumers view content as helpful, information-rich and on-topic then they are increasingly likely to associate it with expertise and trust. As such, content marketing is what enables companies to spread their brand messaging far and wide.

This can help you tell search engines that your site is packed with quality content and should be listed in relevant searches (Casalo et al., 2018). They can be discovered by browsing through the shared content on likes of social media platforms and promoted even more when current users throw a word about your product. Some content can also be very effective in creating story and emotional connection with the audience. Studies have shown that emotional engagement is an important part of establishing brand recognition and loyalty (Möller et al., 2017). It is this content that not only strikes a chord with audience emotions and values, but also resonates emotionally moving forward— thus solidifying emotional connection as well. Also, content marketing promotes SEO (Search Engine Optimization), making the brand featured more in search requests. Search influenced Quality content: High-quality and SEO optimized content can make a brand searchable where potential customers search for information (Jansen et al., 2009) Brand Awareness – which means businesses can

establish authority or expand the reach, engage emotionally with the audience and gain visibility in their search engines (Khanna et al., 2020).

H2: Content Marketing has positive impact on Brand Awareness

2.4 Email Marketing and Brand Awareness

Email marketing is a promotional strategy that involves sending targeted messages to individuals via email. It serves as a valuable tool for businesses to build and maintain relationships with their audience, and it can have a significant impact on brand awareness. Effective email marketing campaigns can help businesses increase their brand visibility, recognition, and recall among their target audience. One of the key benefits of email marketing in relation to brand awareness is its ability to deliver personalized and relevant content directly to the recipient's inbox. Research has shown that personalized email campaigns have higher open and click-through rates compared to generic, mass-sent emails (Li et al., 2016). By tailoring the content to the recipient's interests and preferences, email marketing creates a more engaging and memorable experience, leading to increased brand awareness (Tastsidou, 2023). Moreover, email marketing allows businesses to consistently communicate with their audience over time, reinforcing brand messaging and fostering brand familiarity.

Research by Shukla, Singh, and Barua (2016) suggests that repeated exposure to brand messages through email marketing can positively impact brand recall and recognition. When recipients receive emails regularly, it keeps the brand top of mind, making them more likely to remember and recognize the brand when making purchasing decisions. Furthermore, email marketing provides opportunities for businesses to incorporate visual branding elements such as logos, color schemes, and consistent brand messaging. This visual consistency across email campaigns reinforces brand identity and aids in brand recognition (Parman et al., 2024). Consistent visual branding in emails helps recipients associate the content they receive with a particular brand, thereby increasing brand awareness. In conclusion, email marketing plays a significant role in building and enhancing brand awareness. Through personalization, consistent communication, and visual branding, businesses can leverage email marketing campaigns to increase brand visibility, recognition, and recall among their target audience.

H3: Email Marketing has positive impact on Brand Awareness

2.5 Online Advertising and Brand Awareness

Online advertising is a critical tool for creating brand awareness in today's digital era, where consumers are increasingly connected to the online world (Yu et al., 2023). Social media marketing, digital advertising on search engines and other platforms enables brands to gain exposure by reaching a large audience (Mangold & Faulds, 2009). According to Vidal-Torreira et al. (2019), online advertising has relatively high impacts on brand awareness when combined with other forms of marketing communication. Online

advertising enables organizations to create an image of their brand, adapt the general public's perception towards it and even improve memory for using asked product/service by a customer in future (Mangold & Faulds 2009). In addition, studies demonstrate that using the method of online advertising is more successful in building brand awareness compared to traditional methods (Chung & Poon, 2018).

In both cases, an online promotion are used to bring a highly targeted message about the brand and is an essential tool in building new partnerships and retaining brand awareness. Through online advertising, coupled with other modes of communication, it helps companies in building a strong brand image and put the products or services out there to more reach.

H4: Online Advertising has positive impact on Brand Awareness

2.6 Social Media Marketing & Purchase Decision

Since then, the growing use of social media in marketing has become an integral part and a tool which businesses utilize to sway purchase decisions among consumers through such strategies as content creation, targeted ads promotion or via endorsements by influencers (Choi & Kim, 2020; Suleman et al., 2023). The results from this study supporting by Crystal and Connolly (2018) who found that the many of consumers, especially cline young adults have high Purchase intension which is affected when there influence social marketing for their consumption. Social media platforms also enable businesses to directly engage with their target audience, which fosters a greater sense of trust and brand loyalty amongst customers. A study by Kamboj et al. (2020) found that social media platforms have a significant effect on consumers perceptions of the credibility, value and trust in a brand.

They play a big role in making up consumers' minds and purchasing or not buying, thereby spurring commercial growth. Nonetheless, the efficacy of social media marketing could range according to numerous factors such as product or service type that is being marketed and target audience along with the social platform. According to a research conducted by Lopes and Oliveira (2022) which shows that Instagram, Facebook and Pinterest are considered the preferred means of marketing consumer products on social media platforms; while LinkedIn is found more appropriate for business-to-business (B 2 B). In conclusion, social media marketing is an integral part of influencing consumer decision-making processes and companies should use it in the most resourceful way to see tangible results. Businesses can leverage sales and revenue growth by providing engaging content, working with social media influencers, and understanding the needs of a target audience (Usta 2023).

H5: Social Media Marketing has positive impact on Purchase Decision

2.7 Content Marketing & Purchase Decision

Content marketing has proven to have a significant impact on purchase decisions. As stated by Kalam et al. (2019), content marketing strategies can effectively influence

consumer decision-making behaviors. The use of informative and educational content can improve the credibility of a brand and influence purchase decisions positively (Foster & Kim, 2020). The effectiveness of content marketing is further supported in a study by Alwi et al. (2018), stating that informative and persuasive content can attract customers and lead to increased engagement and sales. Another study by Martin et al. (2015) showed that content marketing significantly impacts consumer attitudes, leading to increased trust and loyalty towards a particular brand. In conclusion, content marketing plays a crucial role in influencing purchase decisions. Through the use of informative and educational content, content marketing can improve brand credibility, attract and retain customers, and influence their attitudes leading to an increase in sales (Jafarova & Tolon 2022).

H6: Content Marketing has positive impact on Purchase Decision

2.8 Email Marketing and Purchase Decision

Email marketing has a significant impact on purchase decision making and can influence consumers to make purchases based on promotional emails and other marketing materials. As reported by Jaworski and Kohli (1993) that the constructs of marketing communications such as email work to endeavors effect on what a product's attitudes when consumer's decision predispose them due for their purchasing behavior. Email marketing can increase brand awareness and loyalty which will not only lead to increased sales (Livera 2023) In addition, personalized email has also proven to have a big impact in purchasing decisions. Cho, Lee and Tharp (2001) reported a study indicating that personalized e-mail messages can improve the perceptions of their senders by consumers and these more favorable attitudes towards an email sender stimulates purchasing behavior. Examples are including the recipient's name, previous purchase history and delivering specific offers/content through email marketing. When these emails are sent also drives purchases frequently.

Kim and Kim (2010) also found that sending promo emails at the right time increased sale likelihood while over mailing decreased purchase behavior. Hence, email marketers must pay attention on when and how frequently the campaigns should be sent for achieving higher purchase outcomes (Adwan et. To summarize, email marketing can add a significant influence on consumer purchase decision making by demonstrating awareness over brand and loyalty towards it; creating favorable attitude toward the product personalizing message s based upon segmenting behaviors of consumers in terms timing & frequency of contact. According to Mail marketer, email marketing is a form of direct mail which can be used as leverage to affect the buying behavior with customers.

H7: Email Marketing has positive impact on Purchase Decision

2.9 Online Advertising & Purchase Decision

Online advertising have a critical influence in consumer purchase decision-making. The results of a study showed that online advertising is effective in influencing the consumer's

intentions towards either buying or changing their attitude to buy for products/ services (Du Plessis & Schultz, 2010; Iqbal et al., 2023) Online advertising formats such as video, banner or pop-up may bring the product to consumers attention and induce desire for purchase (Cho & Cheon 2004). Finally, targeted advertising has been shown to work in persuasion by means of purchases because it allows advertisers to reach directly into the demographics (e.g. aged) or interests / search behavior group addressed. Previous research has suggested that targeted ads perform better than non-targeted ones in terms of CTR and CVR (Sharma & Gill, 2020). There are also online reviews and social media likes to consider.

Consumers in different geographical locations use online reviews or social media influencers as the guiding factors before making a purchase (Liu & Li, 2019). Consumers are likely to purchase a product when they see positive reviews or get recommendations from friends/family members/or influencers on social media (Ermecc, 2022) Online advertising, and the different ways it is delivered with those links to consumer purchasing decisions. The advertisers are supposed to pay more attention towards creating engaging and targeted adverts, influence the purchase decisions of their consumers through social media and online reviews (Mulla & Narhe, 2023; Waris et al., 2023).

H8. Online Advertising affects Purchase Decision positively

2.10 Brand Awareness & Purchase Decision

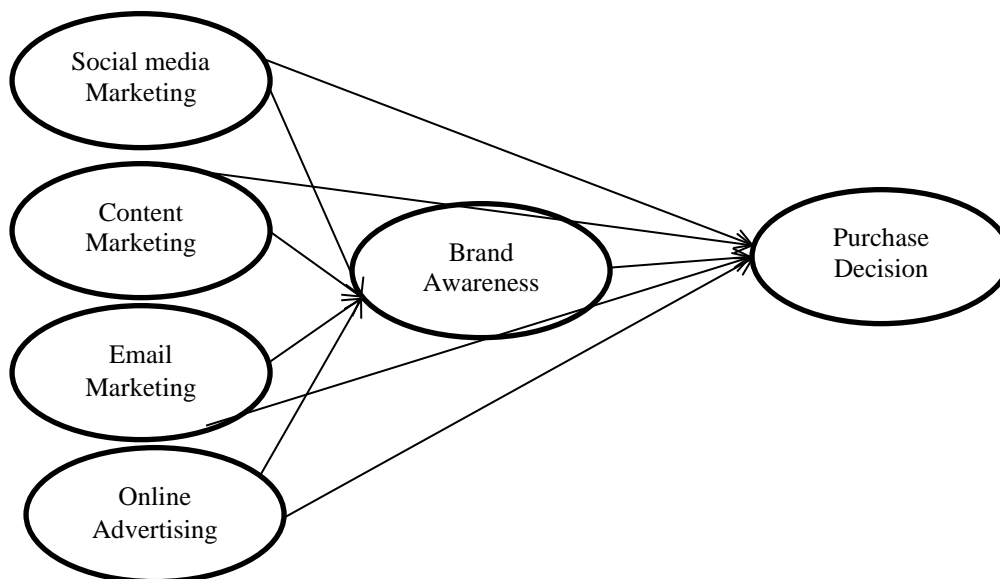
Brand awareness plays a crucial role in shaping consumers' purchase decisions. Previous literatures were used to justify the points made in this document namely brand awareness which actually generally has a general effect on purchase intent of consumer (Chaudhuri & Holbrook, 2001). When the consumers are well acquainted with a brand and its products or services, there is higher probability of them giving it thought during decision making (Buchmuller et al., 2022; Ali et al., 2023). Brand familiarity and comfort reduces consumers perceived level of risk in trying a new brand or product (Roozen & van der Laan, 2012). It can also play a role as part of an audio or shortcut in the minds of consumers going through this decision-making. Faced with a plethora of options, consumers will tend to use their heuristic gut feeling in order to simplify the decision (Anglada et al., 2022). Consumers also prefer more to choose and consider the high-awareness brands for their perceived reputation, authority, and quality (Keller 1993).

In fact, among consumers have an impact on consumer perception of a value proposition derived from brand awareness? Higher brand awareness higher perceived brand value (Pappu, Quester & Cookseyitsch 2006) Increased consciousness of a brand represents consumers more favorable attributes to the values ascribed, what heightens their valuation and can promote acquirements. Additionally, brand awareness can have a lasting effect on consumer behavior. For example, research by Erdem et al (2006) has made the case that a brand awareness is one of most important factors in influencing brand equity which itself covers a wide variety other constituents such as loyalty and associations. Creating stronger brand awareness can cause consumers to become more loyal, make repeat purchases and

foster positive word-of-mouth recommendations that will also influence future decisions by the consumer. So brand awareness is a really big part of what you buy — or, more important, do not buy! It decreases perceived risk, serves as a decision-making heuristic, impacts brand value perception and also leads to long-term brand equity.

H9: Brand Awareness has positive impact on Purchase Decision

Figure No 1: Conceptual framework



3. Methodology

By adopting a deductive research approach, this study investigates the influence of digital marketing strategies variables on purchase decision in Pakistani perspective. Research Strategy includes data collection, interpretation, analysis of the findings and discussion to confirm the theories made. The study employed quantitative research design for the collection and analysis of quantitative data. The research will use survey questionnaires as a tool for data collection. It sets the context for understanding how each of those variables possibly influence purchase decisions. This demographic (male and female 18+ who make up the largest segment of both online purchasers and those that use the internet) is the target population for this study. The research will involve them collecting and analyzing data drawn over a four-month period. Non probability convenience sampling was used, and adequate sample size obtained to achieve unbiased outcomes and representative of the population.

The total sample size of the study is 265 individuals to allow power for the analysis. A structured survey questionnaire was used for data collection which would be sent both online and offline. This two-fold focus will also help to reach and involve a wider range of stakeholders, as some may prefer working online while others may participate in physical

form. The demographic information, purchasing behaviors, and perceptions of the variables under study will be addressed in the survey. The research will be a cross-sectional study, which means data will only be available for a single point in time. This design fits the purpose of uncovering and examining the connections among variables and purchase decisions in a context specified. We will analyze quantitative data using statistical software. The data will be presented using descriptive statistics and inferential statistics will explore the relationships between variables such as gain evaluations, black box evaluations and attribute preferences on purchase intentions, using regression analysis and hypothesis testing.

3.1 Measurement

For this investigation, the work from the preceding experiments has been modified. The specialist's instruction validated all of the evaluation work proof. The three marketing experts each received a questionnaire. They evaluate the questionnaire's layout and specifics. In order to speed up the questionnaire's intended usage, they also advised decreasing the questionnaire's components and making syntactic adjustments. After receiving the experts' approval, the questionnaires were authorized for pilot testing with 50 participants. The outcome of the pilot test was good, which prompted the collecting of the final data. The profile of the respondents, including the ratio of male to female respondents, age group, and educational level, is provided in Table 1 below.

Table No 1: Respondents' Demographic Profile

		Frequency	Percentage
Gender	Male	221	83.2
	Female	45	16.7
Age (years)	18-30	47	17.9
	31-40	105	39.7
	41-50	85	32.1
	Above 50	29	10.3
Education	Bachelors	34	12.9
	Masters	147	55.5
	MPhil	69	26.1
Income (Rs.)	PhD	16	5.5
	40,000-50,000	102	38.49
	50,001-100,000	70	26.41
	10,0001-150,000	52	19.62
	150,001-200,000	34	12.83
	Above 200,000	7	2.641

3.2 Respondent Profile

The survey had 265 complete responses. There were 221 (83.2%) males and 45 (16.7%) females. There happen to be more males willing to fill the survey form than females, and more males than females work in corporate sectors and other sectors of the industry. The ages range from 18 to 30 were 47, from 31 to 40 were 106, from 41 to 50 were 85 and 50 above were 59. The education levels were as follows, bachelors ranged were 181, masters were 72 which were the most, and M. Phil was 9 and PhD was 3 the lowest. Income of 102 respondents fell in between 40,000 to 50,000 while 500,001 to 100,000 earnings were of 70 respondents. 52 were earning in between 100,001-150,000, and 34 were earning 150,001-200,000 and lastly only 7 were earning 200,000 and above.

4. Results and Discussions

Smart PLS software was used in the research to analyze the data. The two portions of the research's findings are included in this section. In contrast to the second part, which discusses direction research and assumption trials (structural model), the first segment addresses factor loading, construct authenticity, and efficacy (measurement model). The data were initially determined and then refined using the SPLS program. Data's mean, median, mode and range were analyzed using descriptive analysis technique are used to analyze the data's mean, median, mode, and range since they provide important information about the data (Glen et al., 2022). Additionally, the measurement model's results for AVE, CR and Cronbach's alpha are displayed.

Figure No 2: SEM Analysis

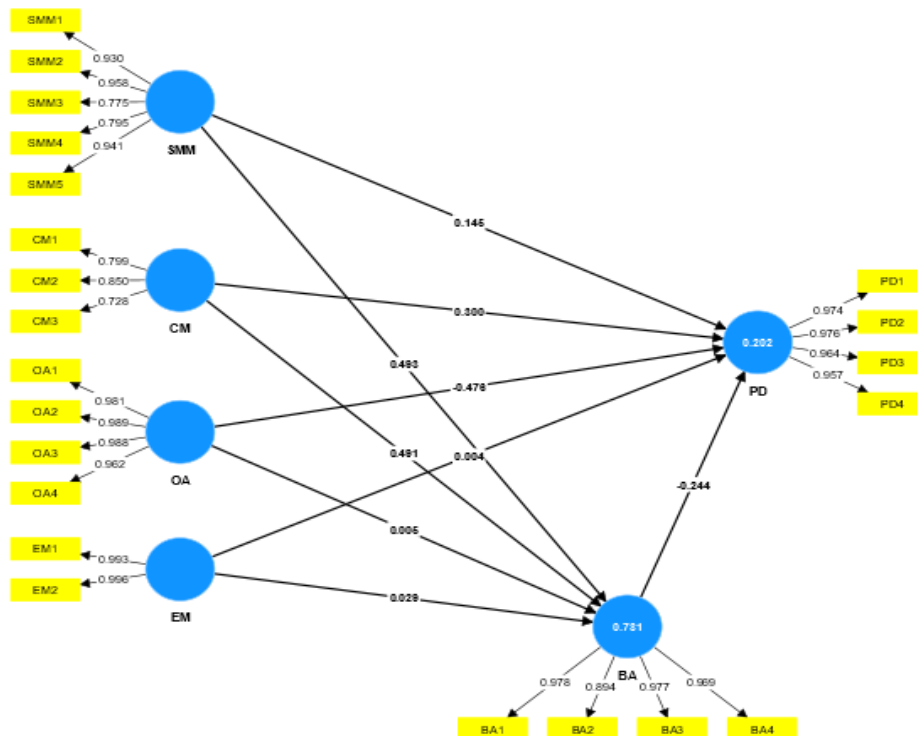


Table No 2: Measurement Model

Constructs	Items	Cronbach's Alpha	CR	AVE
Brand Awareness	BA	0.754	0.803	0.568
Content Marketing	CM	0.804	0.788	0.537
Email Marketing	EM	0.869	0.857	0.75
Online Advertising	OA	0.886	0.974	0.763
Purchase Decision	PD	0.721	0.743	0.552
Social Media Marketing	SMM	0.893	0.921	0.712

4.1 Reliability and Validity Analysis

In the current study, the efficacy and authenticity metrics were assessed. When an element's threshold value is 0.7 or above, it is thought to be sustainable (Hensler et al., 2015). In addition, the element lade must meet the Chin (1998) threshold value of 0.5 in order to be considered sustainable; values lower than 0.5 were removed. The elemental values in the current investigation are within the suggested ranges. A threshold value of 0.7 or 0.6 for Cronbach's Alpha is regarded as sustainable (Van et al., 2015). The criterion for compound dependability is 0.70. The compound reliability values in the current study are greater than 0.70, which is considered to be higher than the threshold values.

Table No 3: Fornell-Larcker Criterion

	BA	CM	EM	OA	PD	SMM
BA	0.754					
CM	0.781	0.754				
EM	0.739	0.741	0.866			
OA	0.732	0.758	0.793	0.858		
PD	0.789	0.742	0.749	0.774	0.763	
SMM	0.844	0.775	0.757	0.734	0.746	0.836

4.2 Analysis of Discriminant Validity

Two methods suggested by the investigators were implemented to establish discriminant validity (Hair et al. 2017). So as to assess the discriminant validity, we first used the Fornell Larcker. The dependency between constructs in this technique must be less than the diagonal values of the constructs. As each of the slanting attributes was more remarkable than the dependency between the constructs as demonstrated, the investigation validates the existence of discriminant validity in this approach. Next, the Heterotrait-Monotrait Ratio (HTMT) approach was used. The constructions' result in this technique should be less than 0.90 or 0.85 (Henseler et al., 2015).

Table No 4: Hypothesis Testing Summary

	Original sample	Sample mean	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMM-> BA	0.525	0.524	0.062	8.512	0.051
CM -> BA	0.277	0.273	0.059	4.709	0.005
EM -> BA	0.14	0.143	0.055	2.532	0.041
OA -> BA	0.139	0.138	0.062	2.619	0.054
SMM -> PD	0.141	0.145	0.074	1.962	0.017
CM -> PD	0.172	0.173	0.069	2.502	0.012
EM -> PD	0.153	0.141	0.067	2.093	0.011
OA -> PD	0.149	0.133	0.071	2.094	0.021
BA -> PD	0.428	0.424	0.071	6.016	0.000

Nine hypotheses were tested in the current research. The above table shows the hypothesis results related to the variables and data for Brand Awareness (BA) and Purchase Decision (PD), including some knowledge of hypothesis testing on whether each of the marketing strategy performs significantly. H: 1 SMM positively affects Brand Awareness (BA, $t = 8.512$, p value = 0.002) suggesting significant at the 0.05 level. H: 2 The effect of Content Marketing (CM) on Brand Awareness (BA) is substantiated statistically significant with a sample value of 0.277 and a t -statistic of 4.709 and p -value at (0.005). H: 3 E.M on B.A Base sample value=0.14, t -statistic=2.532 (p -value< 0.041), positive and significant.

H: 4 Despite this the related relationship of OA with Brand Awareness shows a positive sign (original sample value = 0.139, t -statistic = 2.619) but yet has a p -value of 0.034 indicating significance relationship. H: 5 SMM has a positive impact on PD (original sample value = 0.141, t -statistic = 1.962, p -value = 0.017), indicating significant effect on purchase decision. H: 6 CM also shows significant relationship PD (original sample value = 0.172, t -statistic = 2.502, p -value = 0.012). H: 7 At the same time, it is detected that EM also has a positive and statistically significant effect on PD (original sample value = 0.153, t -statistic = 2.093, p -value = 0.011). H: 8 Online advertising of the sample value = 0.149, t -statistic = 2.094, p -value = 0.021), and thus OA positively affects PD with statistical significance. H: 9 Lastly, Brand Awareness (BA) has a positive influence on Purchase Decision (PD), it gives the highest B value (0.428), t -statistic (6.016), and p value (0.000), meaning that it is highly significant.

5. Conclusion and Discussion

The convergence of digital marketing strategies including social media marketing, email marketing, content marketing, and online advertising has profoundly influenced brand awareness and consumer purchase decisions. This body of work consistently demonstrates that these digital channels, when effectively utilized, can significantly enhance a brand's visibility and consumer engagement. Social media marketing, with its vast reach and

interactive nature, fosters community building and brand loyalty, thereby increasing brand awareness. Similarly, content marketing, by providing valuable and relevant information, not only attracts potential customers but also nurtures their journey through the purchasing funnel, ultimately influencing their decision to buy. Email marketing remains a powerful tool for direct communication with consumers, offering personalized content that can reinforce brand recall and prompt purchase decisions. Online advertising, particularly through programmatic and targeted ads, ensures that brands reach the right audience at the right time, further driving purchase intent. However, while the positive impacts are clear, the discussion must also consider the nuances and challenges associated with these strategies. The effectiveness of digital marketing efforts is highly contingent on understanding consumer behavior and preferences, which are often dynamic and influenced by broader cultural and technological trends. Moreover, the oversaturation of digital spaces can lead to diminishing returns, where consumers become desensitized to marketing messages, necessitating more creative and adaptive strategies. Furthermore, the integration of these digital marketing strategies requires careful coordination to ensure consistency in messaging and branding across all platforms. As consumers increasingly expect personalized and seamless experiences, brands must leverage data analytics and customer insights to tailor their marketing efforts more precisely. While digital marketing strategies undeniably boost brand awareness and purchase decisions, their success hinges on a deep understanding of the target audience, continuous innovation, and the ability to adapt to an ever-changing digital landscape. Brands that master these elements will not only enhance their market presence but also foster long-term customer loyalty and business growth.

5.1 Practical Implications

For businesses aiming to enhance brand awareness and influence purchase decisions, the integration of digital marketing strategies is essential. Practitioners should prioritize a multi-channel approach that leverages the strengths of social media marketing, email marketing, content marketing, and online advertising. Social media platforms can be utilized to engage directly with consumers and build brand communities, while content marketing should focus on delivering valuable, relevant information that addresses consumer needs and interests. Email marketing offers a personalized touch point to reinforce brand messages and drive conversions. Online advertising, with its precise targeting capabilities, ensures that marketing efforts reach the right audience at the optimal time. By effectively combining these strategies, businesses can create a cohesive brand presence across digital platforms, increase consumer engagement, and drive higher purchase intent, ultimately leading to sustained growth and competitive advantage in the market.

5.2 Limitations and Future Research Directions

The growing body of research on the positive impact of digital marketing strategies such as social media marketing, email marketing, content marketing, and online advertising on brand awareness and purchase decision is robust, yet it is not without limitations. One

significant limitation is the reliance on self-reported data in many studies, which can introduce biases, such as social desirability bias and recall bias, potentially skewing the results. Additionally, much of the research has been conducted within specific industries or regions, limiting the generalizability of findings across different markets and cultural contexts. The rapidly evolving nature of digital platforms also poses a challenge, as strategies that are effective today may become obsolete quickly, making longitudinal studies difficult. Another limitation is the relatively narrow focus on short-term metrics, such as immediate increases in brand awareness or purchase intent, often overlooking long-term brand equity and customer loyalty. Moreover, many studies assume a linear relationship between digital marketing efforts and consumer behavior, potentially neglecting the complex, non-linear pathways through which digital marketing influences purchase decisions, including the role of consumer psychology and social influence.

Future research should address these limitations by adopting more diverse methodological approaches, such as longitudinal studies, experiments, and big data analytics, to capture the evolving impact of digital marketing strategies over time. Additionally, there is a need for more cross-cultural studies to explore how digital marketing impacts vary across different demographic groups and regions. Researchers should also investigate the interplay between various digital marketing strategies, such as how content marketing and social media advertising might synergize to enhance brand awareness and purchase intent. Finally, future studies should explore the long-term effects of digital marketing on brand equity, customer retention, and overall business performance, providing a more holistic view of the impact of digital marketing strategies.

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