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Digital Marketing Strategies and Consumer Purchase Decision of E-Tailing Firms in Port Harcourt, Rivers State

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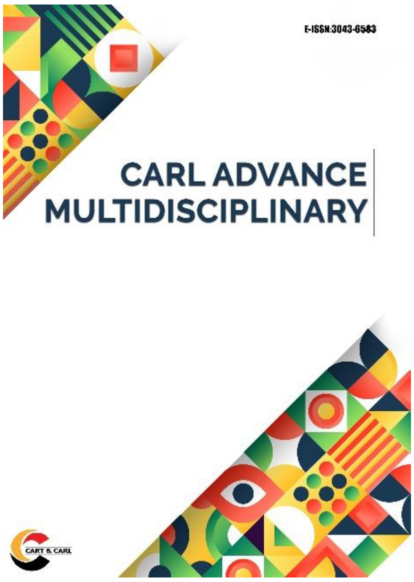

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Abstract

This study investigates the influence of digital marketing strategies on consumer purchasing decisions (CPD) with the objective of identifying the effect of digital marketing dimension such as email marketing and content marketing on consumer engagement. Given the increasing competition for consumer attention, understanding how different marketing approaches affect purchasing behavior is essential for marketers. Using regression analysis, the research examines the relationships between email marketing efforts and CPD, revealing a significant negative relationship. The analysis indicates that as email marketing efforts increase, there is a corresponding decrease in purchasing decisions among consumers. This unexpected outcome suggests that consumers may perceive email marketing as intrusive or irrelevant, leading to disengagement. In contrast, content marketing demonstrates a strong positive influence on CPD. The findings suggest that consumers respond favorably to value-driven, informative content that resonates with their interests and needs, enhancing their likelihood to engage with brands and make purchases. Furthermore, the varying intercept values across marketing indicators highlight the importance of tailoring digital marketing strategies to align with consumer preferences and behaviors. The study concludes that marketers should shift their focus toward content marketing, emphasizing the creation of high-quality, engaging content that provides real value to consumers. Additionally, a reassessment of email marketing tactics is recommended, ensuring that such efforts are more relevant and less intrusive to improve overall effectiveness. This research contributes to the understanding of consumer behavior in the context of consumer marketing, providing valuable insights for practitioners aiming to optimize their digital marketing strategies and enhance consumer engagement and purchasing outcomes. By prioritizing content marketing and refining email strategies, organizations can better connect with consumers, ultimately driving more successful marketing efforts.

Keywords: Consumer Behavior, Consumer Purchasing Decisions, Content Marketing, Digital Marketing Strategies and Email Marketing.

Introduction

Over the past decade, digital marketing has transformed the relationship between businesses and their customers, leading to increasingly complex and multifaceted interactions. Companies now leverages on the digital marketing strategies to expand their reach (Gao, Li & Lou, 2018), enhance brand perception (Naylor, Lamberton & West, 2012) and foster stronger customer relationships (Rapp, Trainor & Agnihotri,2013). At the same time, customers have become more empowered, taking control of marketing communications by creating, collaborating on, and commenting on content. Digital marketing has revolutionized the way brands interact with their audiences, providing a blend of both art and science in crafting strategies that are data-driven, personalized, and highly engaging. Since the advent of the internet and digital technologies, digital marketing has evolved into a vital aspect of business strategy that that has gone beyond a simple marketing tool, becoming a valuable source of marketing intelligence that allows firms to observe, analyze, and predict customer behaviors. As a result, it is essential for marketers to strategically leverage on these strategies to gain a competitive edge and drive performance (Lamberton & Stephen, 2016).

The internet has become widely recognized for its global connectivity; people quickly realized its potential as a tool to reach vast numbers of consumers. This digital evolution paved the way for the emergence of e-commerce platforms such as Jumia, Amazon, eBay, Konga, and Jiji, transforming how businesses and consumers interact online. This has made the buying of goods and services more convenient. The introduction of e-marketing has helped solved the problems associated with long distance buying. E-marketing has reduced the cost of showcasing their products, business owners no longer worry about getting to their stores before they can make sales. For instance, someone in Nigeria can buy a laptop from China through e-marketing.

Businesses are now leveraging on the various digital marketing platforms to influence consumer purchase decisions. Among the prominent platforms are email marketing and content marketing, each offering unique advantages for engaging customers, fostering brand loyalty, and ultimately driving sales. The increasing reliance on these digital strategies is in response to changes in consumer behavior, which is now characterized by a preference for convenient, personalized, and relevant content. According to Chaffey and Smith (2017), digital marketing has become an essential aspect of brand communication as it allows businesses to interact with consumers through multiple channels at various touchpoints, thereby enhancing brand presence and engagement.

Kuester (2012) stated that “consumer purchasing decisions is the study of individuals, groups, or organization and all the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy desires and also the impacts that these processes have on the customer and society.” consumer purchasing decisions has increase the acquisition of products electronically and online shopping as well. The internet web being the easiest way to purchase goods all over the globe, it has made customers comfortable and has helped e- commerce businesses as well.

The rapid proliferation of digital marketing tools presents both opportunities and challenges for businesses as they seek to enhance consumer purchase intentions. Chaffey (2017) posit, while email marketing and content marketing have proven effective in engaging consumers and influencing buying decisions, the specific mechanisms through which they impact purchase behavior are still not fully understood. The problem, therefore, lies in identifying the precise ways through which email and content marketing influence consumer decision-making, particularly in terms of fostering brand loyalty, shaping perceptions, and encouraging purchasing behavior.

Ayo (2011) affirmed, despite the relevance of digital interactions, consumers still access the website of the online firms only to source and compare information and then make purchases from brick-n-mortar stores. Additionally, online stores unavoidably experience hinges when their messages are unable to reach customers, together with the fact that consumers constantly face significant distractions in their purchase decision making process from brick-n-mortar stores; which often deters them from being fully loyal and committed to online shopping (Lee, 2013).

However, the wide exposure of digital tools has resulted in consumers being more selective about purchasing the products of online stores; making it difficult for the firms to attract the customers attention (Noel, 2009). This is the reason firms should build and provide value to their customers as well as the website of their business.

In view of the forgoing, the study aims to examine the nexus between the digital marketing strategies and consumer purchase decision of e tailing firms in Port Harcourt.

Theoretical Framework

Engel Kollat Blackwell Model

The EKB model elaborates on end user ‘choice flow from the time the customer is faced with various options to the time he consumes/ purchase the product. The model put emphasis on theories of consumer psychology like those suggested by Howard (1963) and Nicosia (1966). This model identifies the process of decision undertaking (Madhavan &Chandrasekar, 2015).

Internal factors drive achievement of unfulfilled needs for the customers. However, external sources and available options can have an impact and sway the perception of customer’s present status, prompting feelings of unfulfilled needs. Advertising, new trials by customers, availability of substitute goods, offering of goods whose use is associated with other goods and other extrinsic stimuli can arouse and trigger and the feeling of mismatch that influence the consumption and purchase activities (James, Roger, & David, 1978). The motives, values or beliefs, (Madhavan & Chandrasekar, 2015) attitudes and perception of the people guide in the evaluation process. The feeling acquired from purchase and past utilization affect the assessment of the streamlined options. An irritating event experienced previously while shopping or while in the process of evaluating and choosing and good or service will affect if not quash the option of buying goods or service and vice versa (Underhill, 2009). Extrinsic factors as advice from friends and family, online community boards, mass media, contribute in the evaluation of options. Evaluation and decision making are also influenced by the economy. (Lerner, Small, &Loewenstein, 2003). Customer will be satisfied if the assumption held about goods and service fulfills and exceeds their expectations held while reviewing on the different choices on what to purchase.

Digital marketing

The term 'digital marketing' is used interchangeable with internet marketing, online marketing and e-marketing. Digital Marketing has become the most convenient and effective marketing tool that marketers have come to realize and apply (Atshaya & Sristy, 2016). They defined digital marketing as the term which means marketing through the use of digital technologies. It is all encompassing presently; it involves the application of all the electronic channels or gadgets/media for the marketing or promotion of products, services or brands of a company.

Digital marketing is "the application of digital technologies and platforms to facilitate and accelerate marketing processes and communication between companies and customers" (Kotler, 2017). He emphasizes that digital marketing allows companies to reach a broader audience, personalize engagement, and foster customer loyalty, all of which significantly impact purchase decisions. Chaffey and Ellis-Chadwick (2013) argue that digital channels, such as search engines, social media, and email, directly influence the customer journey, especially during the consideration and evaluation phases of purchasing, by providing convenient access to product information and reviews. Ryan and Jones (2009) describe digital marketing as "a suite of online marketing tactics used to promote products and services on the internet." They point out that digital marketing plays a crucial role in the decision-making process because it provides customers with accessible information and social proof through online reviews, social media, and influencer marketing, which all heavily influence purchase decisions (Ryan & Jones, 2009).

The American Marketing Association defines digital marketing as "the process of using digital tools and technologies to create and communicate value to consumers." The AMA highlights the interactive nature of digital marketing, where customer feedback, preferences, and reviews can shape purchasing decisions in real time, making it an essential element in the modern customer decision-making process (AMA, 2018).

It is a form of marketing that uses the internet to communicate promotional messages to customers through digital channels such as search engines, email, websites, and social media (Forsey, 2018).

Durmaz and Efendioglu (2016) says through digital marketing, customers can quickly access details on product and services and make decision by comparing similar features hence, expedite the buying process. The period utilized while shopping is viewed as time wasting, however, with digital shopping, customers can shop at their convenience. Digital marketing has enabled organizations to cut down on the operational cost and increase on organization profits. Pricing, development, distribution and promotion of goods and services are equally completed online. The digital advantages created can be viewed as a transformation for the marketing sector in the world (Durmaz & Efendioglu, 2016).

Email Marketing

Email marketing remains one of the most cost-effective and direct forms of communication between e-tailing firms and their customers. It has evolved into a strategic tool that can influence customer purchase decisions by delivering personalized content, promotional offers, and product recommendations. As e-tailing firms strive to improve customer engagement and conversion rates, the role of email marketing in influencing purchase decisions has been increasingly recognized (Chaffey & Ellis-Chadwick, 2019). Electronic mail marketing refers to the process of transmitting commercial message, purposely to individuals via email. Email Marketing entails using emails to request for business, solicit sales or donations and send advertisements. Over the years it has enables an organization to build trust, loyalty or brand awareness among its customers. E-marketing has developed quickly mostly because growth of 21st Century information technology.

Email Marketing is still important, in 21st century where there is development of social media for business advertising, A research showed that social media had 61% Internet users, 94% use email, while most adults preferred e-marketing which was at 75%. The "opt-in opt out capability" permits marketing by consent. Email marketing has enabled profiling customers by demographics such as age and income. Email offers more reporting and analytical capability which include open rates, a click through rates, bounce rates. This has given emails an edge over other social media by having a much wider range of formatting possibilities (The balance Small business, 2018).

Content Marketing

Content marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action. Pulizzi (2012) defines content marketing as "the marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action." According to Holliman and Rowley (2014), content marketing has emerged as a vital tool for businesses looking to build strong relationships with their audiences in an increasingly digital world. They emphasize that well-executed content marketing strategies can foster brand loyalty and consumer trust, leading to improved customer retention and overall business growth. Kotler and Armstrong (2015) state that content marketing aligns closely with the evolution of digital marketing, emphasizing personalized, non-intrusive, and valuable content as essential components. Chaffey and Smith (2017) argue that effective content marketing strategies involve clearly defining the audience, setting measurable goals, and selecting appropriate platforms for content distribution. These scholars emphasize that the creation of high-quality, relevant, and engaging content is the foundation for a successful strategy. Content marketing encompasses a range of content types, including blogs, videos, infographics, podcasts, and social media posts. According to Ashley and Tuten (2015), the selection of content types depends largely on the target audience and the platform being used. For example, video content might be more effective for younger audiences, while blog posts and whitepapers might be more appropriate for B2B marketing contexts.

Social media platforms have become vital channels for content marketing due to their widespread usage and ability to reach large, targeted audiences. Kaplan and Haenlein (2010) emphasize the importance of integrating social media into content marketing strategies to amplify reach, encourage engagement, and build a community around a brand. Platforms such as Facebook, Instagram, and LinkedIn allow firms to engage directly with their audience and share content in real-time. Recent trends in content marketing highlight the importance of personalized content. According to Coker (2020), personalized content marketing involves tailoring content to meet the specific needs and preferences of individual customers. With the help of data analytics, marketers can now segment their audiences and provide customized experiences, improving customer satisfaction and conversion rates.

Consumer Purchase Decision

Purchase decision is the selection of an action from one, two or more alternative choices (Aaker et al., 2014). Lee (2013) claims, changes in consumer behavior due to digital platforms are among the most crucial aspects in contemporary marketing. Customers move through different stages in the buying process beginning with awareness, familiarity, consideration, evaluation, and purchase. In the light of this, Edelman & Singer (2015), indicated that in conventional offline environment, the customer journey is fairly extended, especially in the consideration and evaluation stages; whereas in the digital platforms, these stages can be compressed or even eliminated.

Kolter and Armstrong (2015) posit, decision making process is made up of five stages to acquire goods and services. It proceeds from the stage consumer recognizes a need, gathers information, evaluates alternative and makes a decision.

Consumer behavior refers to ways in which individual clients, organization or groups are involved in the purchasing process to ensure they satisfy their needs and wants. It therefore entails the engagements of clients in the market during the buying or selling session. Marketers presume an understanding of what results to the consumers buying a particular commodity on a certain trend which direct —what products are required for market, what products are no longer required, and the best way to package the commodities to the potential clients (Gross & Acquisti, 2006).

Digital Marketing Strategies and Consumer Purchasing Decisions

Digital marketing strategies has become an essential aspect of brand communication as it allows businesses to interact with consumers through multiple channels at various touchpoints, thereby enhancing brand presence and engagement (Chaffey and Smith ,2017). Email marketing is a cornerstone of digital marketing due to its ability to deliver personalized messages directly to consumers, maintaining relevance across different stages of the customer journey. As an example, McCloskey (2018) argues that effective email marketing strategies drive customer engagement and influence purchase decisions by offering targeted, valuable content that resonates with recipient interests. Meanwhile, content marketing, which focuses on creating and distributing valuable content to attract and retain customers, has gained prominence as consumers increasingly look for meaningful, informative interactions with brands. Pulizzi (2012) posits that content marketing builds long-term trust and loyalty, particularly when it emphasizes customer-centric storytelling rather than hard sales.

Consumer buying behavior refers to the combination of consumer's intentions, tastes, attitudes and preferences when procuring goods and service (Baker & Sinkula, 2005). The model of consumer behavior involves a process which include problem recognition, information search, Evaluation, purchase and post purchase evaluation (Grimsley, 2018). E-Marketing is an emerging field for firms especially the international marketing. Changes in information technology industry has contributed to a great role in the growth of e-Marketing. The consumers react differently when buying commodities through E-marketing technique, their purchasing decisions dependents on their religion, culture, values, beliefs, norms, ethics and tradition as well. Through E-marketing channels such as social media sites, customers learn the emerging trends and fads, culture and try to ape them on marrying their personality and their cultural orientations (SamreenLodhi1 &Shoaib, 2017).

A study by Kwak, Fox and Zinkhan, (2002), surveyed internet users and explored their demographics and personal characteristics that influence their online buying patterns. The findings showed that the level of income led to online purchasing. This shows that the amount of income by a customer influences consumer behavior. These findings support social economic shifts being experienced by the consumers which can lead to new needs and felt discrepancies that continue to spur consumption. E-marketing channels such as email and content marketing has influenced consumer purchasing decisions and current marketing method being used.

Email Marketing and Customer purchase decision

Email marketing remains one of the most effective tools for reaching consumers directly. It plays a critical role in nurturing customer relationships and driving purchase decisions for e-tailing firms. According to Ellis-Chadwick and Doherty (2012), email marketing offers businesses the ability to reach customers directly with personalized messages tailored to their preferences and previous shopping behaviors. This direct line of communication allows e-tailers to foster customer engagement, build trust, and encourage repeat purchases.

In e-tailing, email marketing can be used to send targeted offers, product updates, and reminders to customers who have abandoned their shopping carts. A study by Smith and Zook (2016) found that email campaigns designed around customer segmentation are more effective at influencing purchasing decisions. Customers are more likely to make purchases when they receive emails that are relevant to their interests or shopping behavior. One of the most influential aspects of email marketing is personalization. Personalization refers to tailoring the content of the email to suit the preferences and behaviors of individual customers. A study by Sharma and Goyal (2021) found that email personalization leads to a 20% increase in open rates and a 15% increase in click-through rates in e-tailing. Moreover, customers who receive personalized content are more likely to trust the e-tailer and engage in repeat purchases. In this context, email marketing acts as a persuasive tool that subtly influences customer decision-making by delivering timely and relevant content.

Additionally, promotional emails are a common strategy used by e-tailing firms to encourage purchases. These emails often include discounts, special offers, or limited-time promotions, which can create a sense of urgency and prompt immediate purchases. According to Shankar and Malthouse (2009), email promotions can directly drive customer purchases, particularly in situations where time-limited offers or discounts are provided.

Email marketing can also contribute to building customer loyalty, which is a critical factor influencing purchase decisions. According to Iqbal and Sharma (2019), regular email communication that provides valuable information, such as product guides, reviews, and brand stories, fosters a sense of trust between the customer and the e-tailer. In turn, strengthens customer relationships and makes customers more comfortable with making purchases from the e-tailing platform. It is on this premise that we hypothesize that:

H_{01}: There is no significant relationship between email marketing and consumer purchasing decisions.

Content Marketing and Consumer Purchase Decisions

Content marketing's influence on consumer purchase behavior is well-documented, with a focus on its role in building trust and engagement. Pulizzi (2012) defines content marketing as the strategic use of informative and engaging content to attract and retain customers, emphasizing that brands providing valuable information are more likely to earn consumer trust and loyalty. Research by Holliman and Rowley (2014) expands on this, showing that high-quality content drives customer engagement by positioning the brand as an industry expert. This expert positioning helps to reduce consumer hesitation, making them more likely to purchase from a brand they perceive as knowledgeable and reliable.

The interactive nature of B2C in the digital space, such as Facebook and Instagram, makes them effective for distributing content that shapes customer purchase decisions. One of the key ways in which content marketing influences customer purchase decisions is by building trust and credibility. Content that demonstrates expertise and transparency fosters consumer trust, which in turn affects purchasing behavior. Ibe and Ogbonna (2019) revealed in their study, that customers in Port Harcourt are more inclined to purchase from e-tailing firms that provide transparent and accurate content. Trust-enhancing strategies such as product reviews, testimonials, and detailed product descriptions were found to significantly boost customer confidence in their purchasing decisions. According to De Vries and Carlson (2014), content marketing can significantly impact consumers' attitudes toward a brand, especially when it provides educational or entertaining value. Their study found that brands offering informative content on social media experience higher levels of consumer engagement, which in turn increases the likelihood of purchase.

Personalized content is increasingly recognized as a critical factor influencing customer decisions in e-tailing. According to Coker (2020), personalization in content marketing can significantly improve customer satisfaction and conversion rates, as it caters to the specific needs and preferences of individual consumers. In e-tailing, personalized content such as tailored product recommendations, personalized email campaigns, and custom landing pages can directly influence customer purchase decisions.

Nwachukwu and Akpan (2022) found that personalized content has a direct impact on customer loyalty and purchasing behavior in e-tailing firms in Port Harcourt. Their study revealed that customers who received personalized product recommendations were more likely to complete purchases compared to those who received generic marketing content. It is based on the above that we hypothesize that:

H_{02}: There is no significant relationship between content marketing and consumer purchasing decisions

Materials and Methods

This study was carried out to examine the digital marketing strategies and consumer purchase decision of E-tailing Firms in Port Harcourt. The study employed a cross-sectional survey design as a subset of quasi-experimental design. Hence, the population of this study comprises of all customers of E-tailing Firms in Port Harcourt.

Table 1: Population Table

State	Population	Sample
Rivers State	5,185,589	400

Source: National Population Commission, 2006 (via www.vconnect.com)

In order to determine the sample from the entire population of the Rivers State, Taro Yamen was used to arrive at 400 samples. Data was analyzed using Structural Equation Model. This was achieved using Amos version 21.

Results and Discussion

The hypotheses of the study were analysed SEM and the structure path of the outcome was presented in Figure 1.

H_{01}: There is no significant relationship between email marketing and consumer purchasing decisions.

The analysis of the regression table reveals that the relationship between email marketing and consumer purchasing decisions (CPD) is statistically significant (Table 2). The estimate for email marketing is -0.027, with a critical ratio (C.R.) of -3.520 and a p-value of *** ($p < 0.001$).** The significance of the p-value indicates that there is a strong likelihood that this result did not occur by chance. However, the negative estimate suggests that as email marketing efforts increase, there is a slight decrease in consumer purchasing decisions. This could imply that email marketing may not resonate well with consumers or could be perceived as intrusive, resulting in reduced engagement or purchasing action.

The negative relationship highlights the possibility that consumers, who are often bombarded with various marketing emails, might become less responsive to such efforts, especially if the content is irrelevant or overwhelming. This finding suggests that while email marketing is a widely used tool, its effectiveness in influencing consumer behavior may not always be positive. The critical ratio (C.R.) further reinforces this outcome, as the magnitude of the negative impact is large enough to warrant attention from marketers.

The null hypothesis is rejected because a significant relationship exists between email marketing and consumer purchasing decisions. However, this relationship is negative, indicating that email marketing might reduce the likelihood of purchasing decisions among consumer, necessitating a more refined and targeted approach to improve its effectiveness.

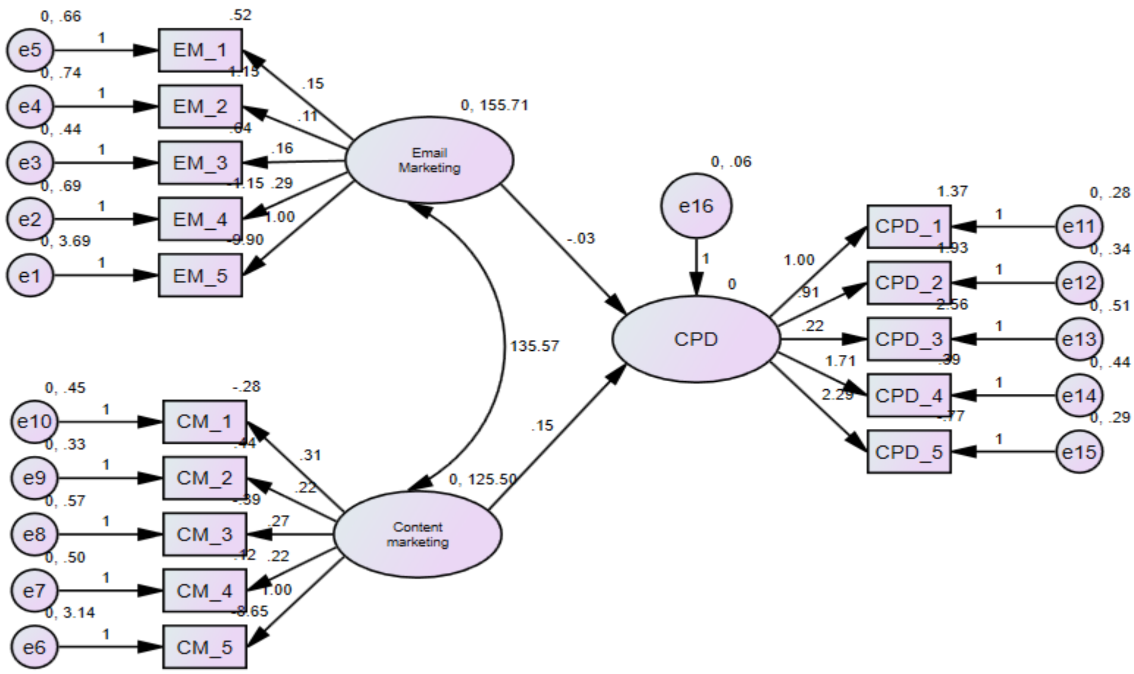

Figure 1: Structural Path
Source: Amos 21
Key: EM = email marketing, CM = content marketing, CPD = consumer purchasing decisions

Table 2: Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CPD	<---	Email_ Marketing	-.027	.008	-3.520	***	W13
CPD	<---	Content_ Marketing	.155	.010	16.215	***	W14
EM_5	<---	Email_ Marketing	1.000				
EM_4	<---	Email_ Marketing	.291	.005	57.541	***	W1
EM_3	<---	Email_ Marketing	.162	.004	40.363	***	W2
EM_2	<---	Email_ Marketing	.108	.005	20.734	***	W3
EM_1	<---	Email_ Marketing	.153	.005	31.029	***	W4
CM_5	<---	Content_ Marketing	1.000				
CM_4	<---	Content_ Marketing	.225	.005	46.832	***	W5
CM_3	<---	Content_ Marketing	.268	.005	52.173	***	W6
CM_2	<---	Content_ Marketing	.222	.004	57.360	***	W7
CM_1	<---	Content_ Marketing	.315	.005	69.509	***	W8
CPD_1	<---	CPD	1.000				
CPD_2	<---	CPD	.908	.040	22.574	***	W9
CPD_3	<---	CPD	.217	.039	5.586	***	W10
CPD_4	<---	CPD	1.715	.060	28.582	***	W11
CPD_5	<---	CPD	2.295	.071	32.328	***	W12

H_{02}: There is no significant relationship between content marketing and consumer purchasing decisions.

The Table 3 shows the intercepts for the five email marketing indicators (EM_5 to EM_1). For EM_5, the estimate is -9.903, with a highly significant C.R. of -68.023 and a p-value of *** (p < 0.001).** This large negative intercept indicates that without other influences, the baseline for EM_5 is significantly below zero, suggesting a low initial value. Similarly, EM_4 has an intercept of -1.152, with a C.R. of -18.278, also showing a significant negative baseline. In contrast, EM_3, EM_2, and EM_1 display positive intercept, with estimates of 0.635, 1.153, and 0.524, respectively. The positive values here suggest that these indicators start at higher baseline levels compared to EM_5 and EM_4. All intercepts in the email marketing group are statistically significant with p-values less than 0.001, except for EM_3, which still holds significant at *** (p < 0.001).

Table 3: Intercepts: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
EM_5	<---	-9.903	.146	-68.023	***	par_34
EM_4	<---	-1.152	.063	-18.278	***	par_35
EM_3	<---	.635	.050	12.693	***	par_36
EM_2	<---	1.153	.065	17.683	***	par_37
EM_1	<---	.524	.062	8.491	***	par_38
CM_5	<---	-8.646	.134	-64.328	***	par_39
CM_4	<---	.123	.054	2.296	.022	par_40
CM_3	<---	-.392	.057	-6.827	***	par_41
CM_2	<---	.439	.043	10.095	***	par_42
CM_1	<---	-.277	.051	-5.456	***	par_43
CPD_1	<---	1.366	.044	30.830	***	par_44
CPD_2	<---	1.932	.047	40.819	***	par_45
CPD_3	<---	2.565	.055	46.922	***	par_46
CPD_4	<---	.392	.060	6.521	***	par_47
CPD_5	<---	-.774	.060	-12.881	***	par_48

The intercepts for content marketing indicators (CM_5 to CM_1) also display a mix of negative and positive values. CM_5 shows a strong negative intercept of -8.646, with a C.R. of -64.328, indicating that this indicator starts at a very low baseline. On the other hand, CM_4 has a small positive intercept of 0.123, and though it is statistically significant (p = 0.022), it shows a minimal baseline level compared to other CM indicators. Other content marketing intercepts, like CM_3 and CM_1, have negative values of -0.392 and -0.277, respectively, indicating a lower starting point. However, CM_2 stands out with a positive intercept of 0.439, showing that this indicator has a slightly higher baseline. All intercepts in the content marketing group are statistically significant, with C.R. values indicating high reliability of these estimates. The intercepts for the consumer purchasing decisions (CPD) indicators are largely positive, with high values that suggest a strong baseline influence even before marketing efforts. For instance, CPD_1 has an intercept of 1.366, with a significant C.R. of 30.830, while CPD_2 shows an even higher intercept of 1.932, suggesting a robust baseline. The highest intercept is observed in CPD_3 at 2.565, further indicating a strong initial position for this indicator. While most CPD indicators show positive intercepts, CPD_5 is an exception, with a negative intercept of -0.774 and a C.R. of -12.881, reflecting a lower starting baseline. All intercepts within the CPD group are statistically significant with p-values below 0.001, confirming the importance of these baseline measures in the overall model.

For content marketing, the regression analysis reveals a positive and statistically significant relationship with consumer purchasing decisions (CPD). The estimate for content marketing is 0.155, with a critical ratio (C.R.) of 16.215 and a p-value of *** (p < 0.001).** These results clearly demonstrate that content marketing significantly influences consumer purchasing decisions in a positive way. The positive estimate suggests that as content marketing efforts increase, the likelihood of consumers making purchases also increases. This could be attributed to the nature of content marketing, which tends to offer value-driven, informative, and engaging content that resonates well with consumers. Unlike email marketing, which might be seen as pushy or irrelevant, content marketing focuses on providing information and engaging consumers in a way that helps them make informed purchasing decisions. Whether through blog posts, videos, or social media content, this form of marketing tends to build trust and credibility, which can lead to higher purchasing behavior. The large critical ratio (C.R.) and high estimate further reinforce the strength of the relationship between content marketing and purchasing decisions.

The null hypothesis is rejected because there is a significant positive relationship between content marketing and consumer purchasing decisions. This suggests that content marketing is a powerful driver of consumer behavior, making it an effective strategy for influencing purchasing decisions.

The analysis of the regression weights in Table 2 reveals critical insights into the impact of email and content marketing on consumer purchasing decisions (CPD). For email marketing, the regression weight is estimated at -0.027, with a critical ratio (C.R.) of -3.520 and a p-value of *** ($p < 0.001$). This negative relationship suggests that as email marketing efforts increase, consumer purchasing decisions experience a slight decrease. The significant p-value indicates a strong likelihood that this finding is not due to chance, yet the negative estimate raises concerns about the effectiveness of email marketing in this demographic. It implies that consumers may find marketing emails intrusive or irrelevant, leading to reduced engagement and purchasing actions. Consequently, the null hypothesis (H_{01}) is rejected, highlighting a significant negative relationship between email marketing and consumer purchasing decisions. This outcome suggests that marketers should consider refining their email strategies to enhance relevance and improve overall effectiveness.

In contrast, the analysis shows a positive and statistically significant relationship between content marketing and consumer purchasing decisions. The regression weight for content marketing is estimated at 0.155, with a critical ratio (C.R.) of 16.215 and a p-value of *** ($p < 0.001$). This indicates that as content marketing efforts increase, the likelihood of consumers making purchases also rises. This positive outcome can be attributed to the nature of content marketing, which focuses on delivering value-driven, informative, and engaging content that resonates well with consumers. Unlike email marketing, which may be perceived as pushy, content marketing builds trust and credibility, leading to increased purchasing behavior. As a result, the null hypothesis (H_{02}) is rejected, confirming a significant positive relationship between content marketing and consumer purchasing decisions. This finding underscores the effectiveness of content marketing as a strategic tool for influencing consumer behavior among consumers.

Table 3 provides further insights through the intercepts for the various marketing indicators. The email marketing indicators exhibit a mix of negative and positive intercepts. For instance, EM_5 shows a significant negative intercept of -9.903, suggesting a low baseline value for this indicator. Conversely, EM_1 to EM_3 display positive intercepts, with EM_1 at 0.524 and EM_3 at 0.635, indicating higher initial values. This variability suggests that different email marketing indicators have distinct starting points, reflecting varying levels of effectiveness or impact. The content marketing indicators also demonstrate a blend of negative and positive values. CM_5 presents a strong negative intercept of -8.646, while CM_4 has a slight positive intercept of 0.123, which is statistically significant ($p = 0.022$). Other content marketing indicators like CM_1 and CM_3 exhibit negative intercepts, suggesting lower starting points, while CM_2 stands out with a positive intercept of 0.439. This mix of intercepts indicates the varying effectiveness of different content marketing strategies.

The consumer purchasing decisions (CPD) indicators largely showcase positive intercepts, emphasizing strong baseline influences. For instance, CPD_1 has an intercept of 1.366, while CPD_3 has the highest intercept at 2.565, indicating robust initial positions for these indicators. However, CPD_5 is an exception with a negative intercept of -0.774, reflecting a lower starting baseline. Overall, the CPD intercepts being predominantly positive reinforce the importance of these baseline measures in understanding consumer behavior.

Conclusion and Recommendations

The analysis of the relationships between email marketing, content marketing, and consumer purchasing decisions (CPD) among consumers reveals critical insights into the effectiveness of different marketing strategies. The study finds that while email marketing efforts are prevalent, they may have a counterproductive effect on consumers engagement, as indicated by the significant negative relationship with CPD. This suggests that consumers may perceive email marketing as intrusive or irrelevant, leading to decreased responsiveness and engagement.

Conversely, content marketing demonstrates a strong positive relationship with CPD, indicating that value-driven and informative content effectively resonates with consumers. As consumers seek engaging and relevant information, content marketing provides a more appealing alternative to traditional email strategies. The varying intercept values across the different marketing channels further emphasize the importance of tailoring approaches to suit the preferences and behaviors of the target demographic. The findings suggest that marketers must carefully consider their strategies when engaging with consumers. A refined focus on content marketing, coupled with a reassessment of email marketing tactics, is essential to enhance consumer engagement and positively influence purchasing decisions.

Based on the findings, the following recommendations are proposed:

1. Refine Email Marketing Strategies: Marketers should reassess their email marketing tactics to make them more relevant and less intrusive. This could involve personalizing content, segmenting audiences, and optimizing frequency to avoid overwhelming consumers with excessive emails.
2. Enhance Content Marketing Efforts: Given the positive impact of content marketing, organizations should invest in creating high-quality, engaging content that provides value to consumers. This may include informative blog posts, educational videos, and interactive social media campaigns that foster engagement.
3. Leverage Data Analytics: Marketers should utilize data analytics to track consumers preferences and behavior, allowing for more targeted and effective marketing campaigns. This approach can help identify which strategies resonate best with consumers and refine future marketing efforts.
4. Conduct Ongoing Research: Continuous research into consumers preferences and behavior regarding marketing will help organizations adapt their strategies in real time. This could involve surveys, focus groups, or A/B testing to evaluate the effectiveness of various marketing approaches.
5. Train Marketing Teams: Organizations should provide training for their marketing teams on the latest trends in digital marketing, particularly in understanding the unique preferences and behaviors of consumers. This knowledge will empower marketers to develop strategies that align with consumer expectations.

Declaration of Competing Interest

The author declares no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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