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Deciphering Digital Marketing: Unveiling Consumer Purchase Intentions

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Abstract

Digital marketing stands out as a leading strategy adopted by companies, focusing particularly on channels such as social media and email marketing. The simplicity and effectiveness of these platforms contribute significantly to customer engagement, a pivotal factor influencing customers' likelihood to make a purchase. In essence, the use of digital marketing utilities allows for companies to promote their Goods & Services with Ease and cultivate strong customer relationships, all at a reduced cost, ultimately resulting in higher sales. This research delves into the specific context of Pakistani Market as a whole , Aiding in establishing a theoretical foundation for understanding the intricate connections between Social Medias , E-mail Marketing (Both of Which are Mediums of Digital Marketing), Brand Perception , Customer Interaction , and Purchase Intentions. The objective is not only to identify the relationships between these variables but also to derive practical insights for long-term application. To achieve this, an online questionnaire was deployed, garnering responses from 200 Participants, all potential customers of many different Local businesses. SPSS software, was employed to analyze the impact and correlation of each variable. The Findings revealed that Digital Marketing (DM) [SMM & EM] Had a Statistically Significant Impact on Purchase Intention (PI), in Which Brand Perception (BP) Played a Significant Mediating Role, while Customer Interaction (CI) Acted as an Effective Moderator. In Conclusion, the core focus of This Research Project is assessing the influence of Digital Marketing, specifically through E-mail & Social Media Channels on Purchase Intention and, how Brand Perception Mediates this Interaction with Customer Interaction Emerging as a Moderator Variable in this Research which is in the context of The Pakistani Market

Keywords: Digital Marketing Social Media, Email Marketing, Customer Interaction and Purchase Intention

Introduction

In the Variable Environment of Local Businesses in Pakistan, Digital marketing has emerged as an Instrumental strategy, with many Firms strategically Employing Digital Marketing Platforms like Social media & Email marketing. The simplicity & effectiveness of these channels play a pivotal role in Encouraging customer engagement , a key determinant in shaping the Decision of customers towards making a purchase.

At the heart of this digital Revolution is the ability of companies to smoothly promote their products & cultivate a robust & Sturdy base for customer relations, all the while they will be

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maintaining cost-efficiency which in turn contributes towards higher sales. This research embarks on an exploration of the specific dynamics within the Pakistani market, aiming to lay down a theoretical foundation that Aids in unraveling the intricate connections between Social media marketing, Email marketing, Customer engagement, & Customer purchase intention.

The goal of this Study extends beyond just the mere identification of these relationships; this study Aims to uncover all the practical insights with variable applications. To achieve this, a comprehensive online questionnaire was issued to 200 participants, which included potential customers from various local businesses across Pakistan. The analysis of data was done via SPSS software.

In short, this study centered around the Observation of the influence of Digital marketing, particularly through the Variables of Social media & Email, on customer engagement & Customer purchase intention within the context of the Pakistani Market.

Background of the Study

Within the area of Marketing, the increasing Dependence on digital marketing channels has transformed the environment & application of promotional strategies. Specifically, with the integration of social media & email marketing has led to a combination for businesses seeking to engage with their audience. In the context of this study in Marketing, this study delves & the complicated dynamics of digital marketing, aiming to analyze & observe its profound impacts on consumer purchase intentions.

As businesses internationally navigate the shift towards digital platforms, understanding the effectiveness of digital marketing tools along with their influence on consumer behavior becomes necessary. The Main focus of this research Study is to unravel the depth of these impacts within the field of Marketing, Using the Pakistani market for the purpose of this study.

Problem Statement

Despite the already Pre-Existing Researches on the Impact of Digital marketing on Consumer behavior, a there still exists a sizable gap in the understanding of the influence of Social media & Email marketing have on Customer Purchase intentions within the Pakistani market. While existing studies offer a broad overview, a more focused exploration of the relationships between these digital tools & purchase intentions, especially for Pakistan is still required.

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An example of this, Visser (2019) highlighted the global effectiveness of digital marketing but understood the need for context-specific investigations. In a similar study, Habib (2022) all discussed the growing importance of social media in shaping customer decisions but emphasized & highlighted the scarcity of research on the impact it had in regional markets. Following up with , Elkelä (2012) who explored the role of Email marketing in influencing Customer purchase intentions, revealing its significance in the broader digital marketing Environment.

Additionally, the research conducted by Habib (2022) dealt with the intricate link involving consumer engagement & purchasing decisions in digital marketing. Together, these researchers strengthen knowledge in the field & call for further focused research, which is what this study attempts to do.

With building on the findings of these researchers & other specialists in the discipline, this research seeks to bridge this gap. It provides tailored observations for the Pakistani market in addition to making an essential contribution to the broader field of marketing via providing an in-depth study. In accordance with the need for more context-specific research in this area, the goal is to provide a comprehensive knowledge of how digital marketing, particularly through social media & email channels , changes consumer purchase intentions in the local business scene.

Research Questions

Based on the Research, the Following are the Questions that this research aims to address:

1. How Does Digital Marketing (DM)[Email Marketing(EM) & Social Media Marketing(SMM)] Affect Purchase Intention (PI) amongst Pakistani Customers ?
2. Does Brand Perception (BP) Mediate the Relationship Between Social Media Marketing (SMM) & Purchase Intention (PI)?
3. Does Brand Perception (BP) Mediate the Relationship Between Email Marketing (EM) & Purchase Intention (PI)?
4. Does Customer Interaction Moderate the Relationship Between Digital Marketing (DM) [EM & SMM] & Purchase Intention (PI)?

Purpose of the Study

In the unique setting of the Pakistani market, this study thoroughly examines the Influence & Impact of Digital Marketing, primarily through the usage of Social Media & E-Marketing Channels, on Customer Interaction & Customer Purchase Decisions. Through the application

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of advanced statistical methods with SPSS software & the distribution of an online survey to one hundred participants who represent a range of local businesses, the research aims to uncover the complicated relationships that define the significance of digital marketing as it impacts consumer behavior in this constantly shifting & varied market. (Shoaib, M., Lodhi, S., et al. 2017)

Significance of Study

The main objective of this study is to gain a greater insight & the way digital marketing, in particular through email, social media, & e-marketing channels, influences customer interaction, engagement, & purchase decisions in the unique scenario of the Pakistani market.

The primary objectives of the research are to shed light on the complex interactions between these factors & provide useful information for companies that operate in this rapidly changing setting, Laksamana (2018). This study's addition to the theoretical foundation of digital marketing in a regional setting makes it significant academically. It addresses a significant need in the literature by concentrating on the Pakistani market & provides complicated insights that may enhance existing global perspectives. The findings of the research ought to strengthen research-based discussions concerning the effectiveness of digital marketing tools & their varying impacts on consumer behavior, especially In markets with distinctive characteristics.

Essentially, this study has been critical for companies that do business in Pakistan. The results of the study provide helpful insights that could possibly be made use of to enhance digital marketing activities, which subsequently then can result in greater purchase intention & improved customer engagement. Local businesses can use these results to tailor their marketing strategies to the specific needs of the Pakistani market, improving their effectiveness & boosting marketing efficiency across the board.

Through the combination of both theory & application, this study offers significant benefits to the field & businesses. It allows a deeper understanding of the intricate details that comprise digital marketing in the Pakistani context, thus facilitating more informed decision-making in this Volatile field.

Literature Review

With the growing Recognition for its effectiveness, digital marketing has been radically altering the way companies interact with their customers. Devi (2017) highlights because

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digital marketing tools are employed widely & how they aid companies in growing more visible , communicate with a variety of audiences , & Impact consumer choices. The foundation for understanding the numerous impacts that digital marketing has on consumer choices in the global context.

The revolutionary power of digital marketing has been demonstrated by leaders in the field. Amazon's success in e-commerce demonstrates the power of targeted online advertising, while Airbnb uses a user-centric digital strategy to transform travel. Hub-Spot uses content-driven techniques to flourish in IT , Fashion Nova uses social media prowess to excel in fashion, & Starbucks carefully integrates digital tools for a personalized customer experience. Peloton , in fitness, exemplifies how marrying cutting-edge equipment with Digital marketing redefines entire industries. These cases all highlight the global reach & transformative power of digital marketing , Re-shaping businesses across all sectors.

Switching to a Regional perspective, Omkar's (2020) Investigation of Malaysia's E-commerce industry reveals the customized Influence of Social media marketing. Consumer trust developed through social media Interactions appears as a key factor in influencing purchase decisions in the dynamic Malaysian economy. This specialized lens offers crucial insights & the particular market circumstances affecting Malaysian consumers' purchasing decisions.

Local trends & Cultural differences all impact the success of digital marketing. Essential components involve being mindful of cultural variations in campaigning material , using localized languages , adjusting to social media preferences of different regions , managing local regulatory issues , comprehending customer behavior , & implementing efficient trust-building strategies. Companies need to carry out in-depth market research & adjust their plans to the particular dynamics of each area for a successful digital marketing campaign.

Khan (2021) explores the effect of social media on brand loyalty in Pakistan, adding to the specific understanding of digital marketing. Their study reveals the complex connection between long-term customer-brand connections & successful social media initiatives. The growing number of social media meets between consumers & brands have a substantial impact on the development of customer brand preferences & the influencing of Consumer Purchase decisions in the Pakistani market.

A study was conducted on small & medium-sized firms (SMEs) in Pakistan by Jojare (2016)

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which provided a sophisticated exploration of micro-level dynamics. The study clarified the varied effects of digital marketing tactics , which raise brand awareness & have a Significant impact on Consumer Attitudes & Buying Behavior. This micro-level perspective contributes to a deeper understanding of the role of digital marketing in the growth & sustainability of SMEs within the Pakistani market.

Ilyas (2021) highlight the importance of social media further by examining the profound impact of social media marketing on brand-consumer relationships. Their research examines whether social media platforms are interactive , fostering a sense of community & encouraging members to view companies as necessary parts of their daily lives. This shift in perspective , is made possible by digital marketing , becomes a significant determining factor for Customer purchasing decisions.

Consumer's Perceptions can be significantly impacted by brands that are actively interacting with consumers on social media platforms through interactive & community-building activities Good interactions, personalized responses, & unique content all add to a feeling of belonging as well as worth. A more positive impression of the brand is created by this engagement , yet a negative experience may very well lead to a less favorable perception. Building a community identity on social platforms can enhance brand loyalty by making users feel connected & valued , this ultimately shapes their overall perception of the brand.

When these results are combined , a comprehensive overview of the variables impacting consumer decisions in Pakistani digital marketing is presented. A comprehensive framework is revealed by combining the insights in micro-level dynamics & the interaction of social media platforms with Global & Regional viewpoints. Brand visibility, customer Loyalty, & the interactive nature of social media platforms all have complex relationships that provide insight upon the complex setting that firms must strategically negotiate in the world of digital marketing.

Research findings about consumer behavior demonstrate how crucial it is for brands to strike an effective balance between being widely recognized & winning over customer's trust. Studies suggest that it's crucial for brands to have a strong online presence , but just being visible isn't enough – brands also require to build trust. To accomplish this , they should be honest , respond quickly to customer concerns , & create a sense of community . The studies highlight that cultural differences play a big role in how people make choices.

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Brands need to understand & respect these differences to connect with consumers effectively . In short , the key is not just being visible , but also building trust through honest engagement & being aware of different cultures . This combination in turn , helps create positive views of the brand & keeps consumers loyal over time.

Understanding these complexities, has major implications for companies operating within; Pakistan. Digital marketing tools possess a global reach , however , its local impact on consumer trust and brand loyalty render it essential for companies to employ tactics , that are responsive to the specific cultural & economic conditions of Pakistan. The results highlight how digital marketing may Significantly improve brand awareness & purchase decisions for Small and Medium-Sized Enterprises (SMEs) , offering useful information to companies with limited resources.

When considering firms in Pakistan; one important growth path that stands out is the revolutionary power of digital marketing. The strategic application of digital marketing , such as , through social media & online advertising , offers the potential to improve given the growing digital landscape & the increase in internet users. brand visibility , fostering customer engagement , & bolstering international competitiveness. This is particularly pertinent in sectors like E-commerce , education, & technology , where adept digital marketing strategies can catalyze sales , Propel Innovative initiatives, & Establish Industry Prominence. The Importance lies in tailoring these strategies to be aligned with local cultural norms & specific market needs , offering businesses in Pakistan with a strategic Advantage in Navigating the Evolving Digital landscape.

While Existing Literature provides us with valuable insights, many avenues for further research have ended up Emerging. Exploring the Impacts of emerging Technologies , such as Augmented Reality (AR) & Virtual Reality (VR) , on Digital Marketing Effectiveness within the Pakistani market could end up offering new dimensions to the discussions. Investigating the role of Influencer marketing & Its Impact on Consumer behavior could provide further insights & the evolving dynamics of digital marketing in Pakistan.

In Conclusion, a thorough exploration of the impact of digital marketing on purchasing decisions within the distinctive context of Pakistan has been extensively Covered and Referred. Providing insights from International Perspectives , localized studies , micro-level dynamics , & the Interactive nature of social media platforms, a unique framework

emerges. Understanding these factors Enriches the academic discussions on digital marketing & provides actionable insights for businesses aiming to optimize their strategies within the Diverse market conditions of Pakistan. This research , thus , builds upon these insights , Aiming to provide a Comprehensive Examination & Observation of these factors & their implications for businesses navigating the digital market landscape of Pakistan.

Research Framework

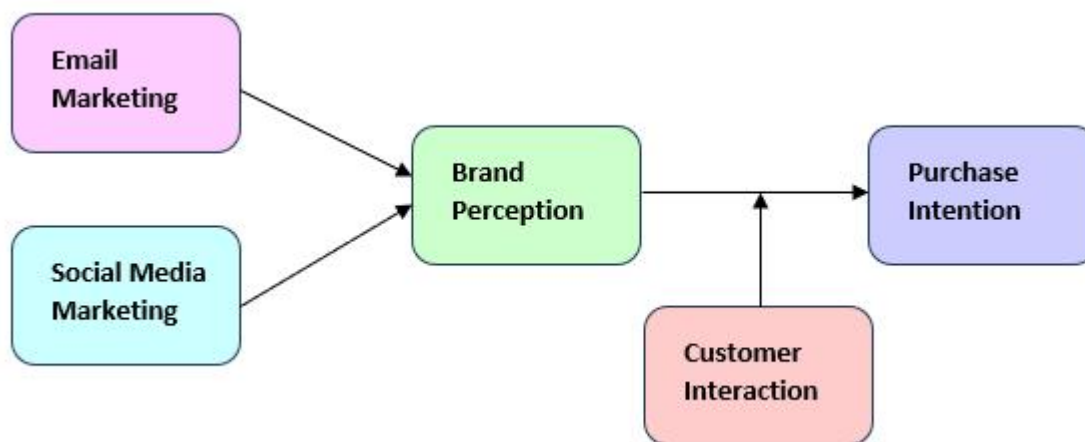


Figure 1: Conceptual Framework

Theoretical Underpinning

The study is grounded in the premise that Digital marketing (DM) split into two Independent Variables in the form of Email Marketing (EM) & Social Media Marketing (SMM), as a multi-faceted strategy, exerting a profound influence on Customer Purchasing Intentions (PI). To Mediate the impact of the two Independent Variables the variable of Brand Perception(BP) was employed , for the purpose of Moderation Customer Interaction (CI) was used.

Theoretical Framework

This conceptual framework shows that the effectiveness of digital marketing strategies in shaping customer purchasing decisions is not uniform. Rather, it is Dependent upon the nuanced inter-relationships amongst the identified variables.

Hypotheses

H1: There is a positive relationship between Digital Marketing (DM) [Social Media Marketing (SMM) & Email Marketing (EM)] and Purchase Intention (PI) among Pakistani consumers.

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H0 There is no significant relationship between Digital Marketing (DM) [Social Media Marketing (SMM) & Email Marketing (EM)] and Purchase Intention (PI) among Pakistani consumers.

H2: Customer Interaction (CI) moderates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

H0: Customer Interaction (CI) does not moderate the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

H3: Brand Perception (BP) mediates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

H0: Brand Perception (BP) does not mediate the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

These hypotheses and null hypotheses serve as the foundation for testing the proposed relationships between digital marketing efforts and customer purchase intention within the context of the Pakistani market.

Research Methodology

Research Approach

Given That the focus is on understanding the Influence & Effects of Digital Marketing (DM) mediums of Social Media Marketing (SMM) & Email Marketing (EM) on Customer Purchasing Intentions (PI), Explanatory Research will be Ideally suited. This approach will help in Identifying how Social Media Marketing (SMM) & Email Marketing(EM) will influence Purchase Intention(PI) , while keeping Brand Perception(BP) as a Mediating Variable , and , Customer Interaction(CI) as a Moderating Variable. (Omkar et al 2020). The research aims to uncover relationships between these factors and customer purchase intentions, providing insights into the dynamics of digital marketing impact.

Research Design

The most suitable Design to employ is a Correlational Study. This will allow for the examining of the Relationships Between multiple Variables Digital Marketing(DM)[SMM & EM], Brand Perception(BP) ,Customer Interaction(CI) , and Purchase Intention(PI) amongst Pakistani Customers.

As such this Design Will allow for Gauging the Strength and Direction of these Relations without manipulating any of these variables. By using a Correlational Approach Significant Associations can be Identified and understand how various aspects of Digital

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Marketing impacts Customer Behavior. (Byun, S. et al 2020)

Sampling Design

Target Population

The target population includes all individuals directly impacted by digital marketing campaigns, have interacted with any form of social media marketing. This includes customers who have engaged with digital marketing campaigns and /or any form of social media marketing campaigns in Pakistan.

Sample Size

Determining an appropriate sample size for this study, we have Decided on a sample size of 200 Personnel. This choice ensures a fair Representation of a diverse pool of Participants within customer segments & digital marketing strategies within our organization ; allowing for a Comprehensive Exploration of the impact.(Omkar et al 2020)

Sampling Technique

Convenience sampling will be used in our investigation of the impact of digital marketing on Pakistani consumer's purchase intentions, due of its practicality. This approach ; allows us to effectively collect data from different sectors of the market , taking into account the dynamic nature of the Pakistani market. Even if there might be drawbacks to this approach , it will be guaranteed that the Research & It's Reporting are rigorous and transparent to minimize any Bias.

Instrument of Data Collection

Surveys will be Employed as the primary tool of Data Collection. These will Mainly include Questions making use of the Likert Scale ; (Scale of 1 to 5). This method allows for Systematic gathering of Responses from participants, providing valuable Data insights & their Perceptions & Preferences regarding how Digital Marketing influences & impacts Customer Buying Decisions. (Khan, M. et al 2015)

Validity of Instrument

The Reliability & Validity of the Surveys is Absolutely Necessary. Pre-testing & piloting will be conducted to refine the survey questions , this will end up ensuring that they effectively Provide the intended Data . This process , as such , aims to enhance the overall Quality & Accuracy of the data collected. This approach aligns with Our goal of obtaining comprehensive & Reliable data through a widely used & structured method such as Surveys.

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Procedure of Data Collection

Customers who actively took part in digital marketing initiatives & the marketing teams that employed these campaigns will be the focus of data collection. Customers who have been touched by digital marketing will make up the group of interest, & they will be systematically compared to people who haven't participated in digital marketing initiatives. The purpose of this comparison analysis; is to highlight differences between the two group's Purchase Intentions.

Information will be collected from a wide range of places or regions throughout Pakistan. This strategy guarantees a thorough portrayal of the effects of digital marketing in Pakistan's various regions. There will be other factors taken into consideration when identifying the group of interest and the comparator group. These factors include demographics and the degree of participation with digital marketing initiatives. (such as age, gender, & location), & Purchase Decisions. These categories will provide insights & the varying responses within distinct market segments.

Survey data will be Primarily utilized.

This comprehensive approach aims to gather diverse & detailed information, enriching the understanding of the impact of digital marketing on customer purchase intentions. (Khan, M. et al 2015)

Statistical Technique

Descriptive Statistics will be utilized to Summarize & present key Features of the data, providing a comprehensive overview of Customer Data & Responses.

Correlation Analyses can be used to Apply & Identify potential relationships & associations between different variables, unveiling the extent to which digital marketing efforts correlate with customer purchase intentions.

Regression Analysis: Regression Analysis is a suitable Fit for this Research as it can effectively Analyze the Relationship Between Digital Marketing (DM) [SMM & EM), Brand Perception (BP), Customer Interaction (CI) and Purchase Intention (PI). As a result, it will Provide a valuable insight on the Strength & Nature of these Relationships. (Syazali M. et al. 2019)

Results & Findings

Descriptive Profile of the Data

In this research the data used consists of responses gathered from a group of 200

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Participants. When looking at the gender breakdown it shows that 59% of participants were male while the remaining 41% were female. When Observing the age distribution most participants were, the age of 25 to 34 years (22%). Other age groups represented include those aged 45 to 54 years (20.5%) and those aged 65 years and above (21.5%). The dataset also included participants under 18 (9%), aged between 18 to 24 (11%), between 35 to 44 (6%), & between 55 to 64 (10%).

Educational Backgrounds amongst the respondents ; with a number holding a Bachelor's degree (45%), followed by those with a Master's degree (25.5%). Moreover , individuals with High school education or lower made up (24%) of the group, while respondents with a Doctorate or higher constituted (5.5%) of the data.

Additionally ; there was a variety in employment statuses among participants within the dataset. A large portion identified themselves as Self-Employed (36%) indicating a presence of entrepreneurship, among them. Furthermore 15.5% of the individuals surveyed mentioned they were retired while 16.5% held full time jobs and 15% were students. Additionally , (8.5%) worked part time and another 8.5% were , Unemployment.

This detailed overview provides information about the makeup of the study group showcasing a range of backgrounds and perspectives among the participants. Examining these details sets the stage, for exploration and understanding of the research results.

Descriptive Statistics and Reliability

Table 1 : Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SMM	200	1.20	4.80	2.7480	.89020
EM	200	1.20	4.80	2.7480	.89020
PI	200	1.40	4.80	2.3760	.55476
BP	200	1.20	4.80	2.3640	.82102
CI	200	1.00	5.00	2.8320	.73872
Valid N (listwise)	200				

Descriptive statistics were computed for the variables of interest in this study, including Digital Marketing (DM) [SMM & EM], Purchase Intention (PI), Brand Perception (BP), & Customer Interaction (CI). The table Above summarizes the key descriptive statistics.

The mean DM [SMM & EM] score is 2.7480 with a standard deviation of 0.89020, indicating

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moderate variability in participants' responses. The mean PI score is 2.3760 with a standard deviation of 0.55476, suggesting relatively consistent responses among participants regarding purchase intentions.

The mean BP score is 2.3640 with a standard deviation of 0.82102, indicating moderate variability in participants' perceptions of brand image. The mean CI score is 2.8320 with a standard deviation of 0.73872, suggesting a relatively wide range of responses in terms of customer interaction experiences.

These statistics provide a summary of the central tendency & variability within each variable. The mean represents the average score for each variable, indicating the typical response level among the participants. The standard deviation reflects the degree of dispersion or variability around the mean, with higher values indicating greater variability in responses.

Validation of Model

Reliability analysis was conducted to assess the internal consistency of the measurement scales used in this study. Cronbach's alpha coefficient was computed for each variable to determine the extent to which items within the scale consistently measure the same underlying construct. The table below presents the results of the reliability analysis:

Table 2 : Reliability Analysis

Var.	Variable Name	N	Cronbach's Alpha
SMM	Social Media Marketing	200	0.786
EM	Email Marketing	200	0.786
PI	Purchase Intention	200	0.653
BP	Brand Perception	200	0.877
CI	Customer Interaction	200	0.674

The results indicate varying levels of internal consistency across the different variables. Digital Marketing (DM)[SMM & EM] and Brand Perception (BP) demonstrate relatively high levels of reliability, with Cronbach's alpha coefficients of 0.786 and 0.877, respectively. Purchase Intention (PI) exhibits an Acceptable reliability, with a Cronbach's alpha of 0.653. Customer Interaction (CI) falls within an Intermediate range of reliability, with a Cronbach's alpha coefficient of 0.674.

Overall, the Reliability was found to be 0.755, We can say that the Reliability analysis

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provides insights into the internal consistency of the measurement scales, highlighting the reliability of the constructs under investigation. While the individual variables were found to be 0.7 indicating that the instruments are individually reliable for the test.

Hypotheses Testing

In order to Properly test the validity of the Hypotheses, we employed Regression Analysis, along with Correlation Analysis. Considering and keeping in mind the Hypotheses , Results:

Table 3 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428 ^a	.183	.179	.50263

a. Predictors: (Constant), DM

b. Dependent Variable: PI

Table 4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.223	1	11.223	44.426	.000 ^b
	Residual	50.021	198	.253		
	Total	61.245	199			

a. Dependent Variable: PI

b. Predictors: (Constant), DM

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B	
		B	Std. Error Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.643	.116	14.213	.000	1.415	1.871
	DM	.267	.040	.428	6.665	.188	.346

a. Dependent Variable: PI

Hypothesis	Regression Weights	Beta Coefficient	R Square	f	T value	P value	Hypothesis Supported
H1	DM→PI	.428	.183	44.26	6.665	.000	YES

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The analysis of **Hypothesis (H1)** Tests whether there is a significant positive relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers. The regression model (Table 3) demonstrates a statistically significant relationship, with an R-squared value of 0.183, indicating that approximately 18.3% of the variance in Purchase Intention can be explained by Digital Marketing. The F-statistic ($F = 44.426$) is also significant ($p < 0.001$), suggesting that the overall regression model is a good fit. In addition, the coefficients table shows that Digital Marketing(DM)[SMM & EM] has a statistically significant positive effect on Purchase Intention(PI), with a standardized coefficient (Beta) of 0.428 and a t-value of 6.665 ($p < 0.001$). Therefore, it can be said that the findings support **Hypothesis (H1)**, suggesting that Digital Marketing(DM)[SMM & EM] positively influences Purchase Intention among Pakistani consumers.

Similarly, we will also Test for **Hypothesis (H2)** Brand Perception (BP) mediates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.408	.402	.42902

a. Predictors: (Constant), BP, DM

b. Dependent Variable: PI

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.986	2	12.493	67.876	.000 ^b
	Residual	36.259	197	.184		
	Total	61.245	199			

a. Dependent Variable: PI

b. Predictors: (Constant), BP, DM

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Table 7 : Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta	t		Lower Bound	Upper Bound
1	(Constant)	1.248	.109		11.480	.000	
	DM	.089	.040	.142	2.226	.027	
	BP	.374	.043	.553	8.647	.000	

a. Dependent Variable: PI

Hypothesis	Regression Weights	Beta Coefficient	R Square	f	T-value	P-value	Hypothesis Supported
H2	DM → PI	.142	.408	67.876	2.226	.027	YES
	BP → PI	.553			8.647	.000	

The analysis of **Hypothesis 2 (H2)** indicates that Brand Perception (BP) mediates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers. The regression model (Model 5) shows a significant relationship, with an R-squared value of **0.408**, indicating that **40.8%** of the variance in Purchase Intention can be explained by Brand Perception (BP) and Digital Marketing(DM)[SMM & EM] with Brand Perception(BP) as a Mediator. The Combined F-statistic ($F = 67.876$) is significant ($p < 0.001$), suggesting that overall , the regression model is a good fit.

Upon Examining the Coefficients (Table 7), both Digital Marketing (DM) [SMM & EM] and Brand Perception (BP) have a significant positive effect on Purchase Intention (PI). Digital Marketing has a standardized coefficient (Beta) of 0.142 with a t-value of 2.226 ($p = 0.027$) which is within Tolerable levels (P is less than 0.05), and Brand Perception has a standardized coefficient of 0.553 with a t-value of 8.647 ($p < 0.001$).

Therefore, the findings suggest that Brand Perception(BP) Mediates the relationship between Digital Marketing(DM)[SMM & EM] and Purchase Intention(PI) among Pakistani consumers.

Finally, we will Test **Hypothesis 3 (H3)** which States that Customer Interaction (CI) moderates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

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Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.511	.38805

a. Predictors: (Constant), CI, DM

b. Dependent Variable: PI

Table 9: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.581	2	15.790	104.864	.000 ^b
	Residual	29.664	197	.151		
	Total	61.245	199			

a. Dependent Variable: PI

b. Predictors: (Constant), CI, DM

Table 10: Coefficients

Model		Unstandardized		Standardized		95.0% Confidence	
		Coefficients		Coefficients		Interval for B	
		B	Std. Error	Beta	t	Lower Bound	Upper Bound
1	(Constant)	.785	.116		6.776	.556	1.013
	DM	.071	.035	.114	2.013	.001	.140
	CI	.493	.042	.657	11.627	.410	.577

a. Dependent Variable: PI

Hypothesis	Regression Weights	Beta Coefficient	R Square	f	T-value	P-value	Hypothesis Supported
H3	DM → PI	.114	.516	104.864	2.013	.045	YES
	CI → PI	.657			11.627	.000	

Analyzing Hypothesis 3 (H3) reveals that Customer Interaction (CI) Moderates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers. The regression model (Table 8) Suggests a Significant relationship, with an R-squared value of 0.516, showing that 51.6% of the variance in

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Purchase Intention(PI) can be explained by Customer Interaction(CI) and Digital Marketing(DM)[SMM & EM] combined. The F-statistic[The higher the value , the better the model fits] ($F = 104.864$) is significant ($p < 0.001$), which suggests that the overall Regression model is a very good fit.

Upon Analyzing the Coefficients (Table 10) , both Digital Marketing(DM)[SMM & EM] and Customer Interaction(CI) a significant positive effect on Purchase Intention(PI). Digital Marketing(DM)[SMM & EM] has a standardized coefficient (Beta) of 0.114 with a t-value of 2.013 ($p = 0.045$) which is within Tolerable levels (P is less than 0.050), and Customer Interaction(CI) has a standardized coefficient of 0.657 with a t-value of 11.627 ($p < 0.001$).

Hypothesis 3 (H3), is Supported by the Findings which Suggest that Customer Interaction (CI) Moderates the relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI) among Pakistani consumers.

Hypotheses Assessment Summary

Throughout this study, the three hypotheses were Analyzed to unravel the complex interactions between Digital Marketing (DM) [SMM & EM], Brand Perception (BP), Customer Interaction (CI), and Purchase Intention (PI) among Pakistani consumers. Employing methodologies such as regression analysis, ANOVA, and coefficient assessment, we delved deep into the significance and direction of these relationships, guided by the data Gathered.

Hypothesis 1 (H1) Demonstrated a Positive relationship between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI). A thorough analysis, anchored by Model Summary statistics revealed an R Square value of 0.183 and an F value of 44.426, Showing a statistically significant and positive impact of Digital Marketing(DM)[SMM & EM] on Purchase Intention(PI) ($\beta = 0.428$, $p < 0.001$), firmly Supporting H1.

Next up, **Hypothesis 2 (H2)**, which Stated that Brand Perception (BP) is a Mediator between Digital Marketing (DM) [SMM & EM] and Purchase Intention (PI), our Analysis Model Summary Provides insights by giving an R Square of 0.408 and an F value of 67.876. Further, Coefficients analysis Highlighted significant Impacts From both Digital Marketing(DM)[SMM & EM] ($\beta = 0.142$, $p = 0.027$) and Brand Perception(BP) ($\beta = 0.553$, $p < 0.001$) on Purchase Intention(PI), thus revealing a Significant Mediation effect of Brand Perception(BP), thereby H2 is Supported.

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Lastly, **Hypothesis 3 (H3)** Proposes that Customer Interaction (CI) Acts as a Moderator in the relationship between Digital Marketing and Purchase Intention. Supported by Model Summary data Providing an R Square of 0.516 Alongside a F value of 104.864, Simultaneously , Coefficient Analysis Highlights Significant Effects of both Digital Marketing(DM)[SMM & EM] ($\beta = 0.114$, $p = 0.045$) and Customer Interaction(CI) ($\beta = 0.657$, $p < 0.001$) on Purchase Intention(PI), This Reveled a Significant Moderating Effect of Customer Interaction(CI), Showing Ample Evidence that H3 is Supported.

To summarize, the Comprehensive Analysis of these Hypotheses offers invaluable insights into the intricate dynamics of digital marketing (DM) [SMM & EM], brand perception (BP), customer interaction (CI), & Purchase Intention (PI) within the context of the Pakistani market. These findings hold profound implications for marketers seeking to Refine their digital strategies, foster brand perception, enhance customer interaction, & ultimately shape purchase intentions in the evolving Environment of Pakistan.

Conclusion, Discussion, Implications, Limitations, and Recommendations Conclusion

This research as initiated with the goal to Investigate the influences Digital Marketing (DM) [SMM & EM] had on Purchase Intention (PI) among consumers within the Pakistani Market, with a particular focus on the mediating role of Brand Perception (BP) & the Moderating role of Customer Interaction (CI). Through Rigorous data collection & Data analysis , which included a survey with 200 Participants , Statistically Significant Relationships between these variables was Confirmed. the Resulting findings suggested that DM[Both Social Media Marketing & Email Marketing] has a positive & a Statistically Significant impact on PI , Brand Perception Mediating this relationship Very Effectively , & Customer Interaction plays a Critical Moderating role. These insights are invaluable for businesses and Academic Researchers alike aiming to enhance their Digital Marketing Knowledge & Strategies in the Pakistani market.

Discussion

The results of this Research align with the Existing Literature on the Effectiveness of Digital marketing in shaping Consumer Purchasing Intentions. This positive relationship between DM[SMM & EM] & PI highlights the importance of digital channels in influencing Customer purchase decisions. This is evident as it can be inferred from the Model Summary statistics ($R = 0.428$, $R^2 = 0.183$) & ANOVA results ($F = 44.426$, $p < 0.001$) , which highlights the Substantial impact that DM has on PI .

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Brand Perception emerged as a significant Mediator, as indicated by the Model Summary ($R = 0.639$, $R^2 = 0.408$) and ANOVA results ($F = 67.876$, $p < 0.001$). The coefficients further reinforce this, showing the significant effect BP has on PI ($\beta = 0.553$, $p < 0.001$). This finding suggests that enhancing brand perception through digital marketing efforts can lead to higher purchase intentions among consumers.

Customer Interaction was found to be a vital moderator in the DM-PI relationship, as demonstrated by the Model Summary ($R = 0.718$, $R^2 = 0.516$) and ANOVA results ($F = 104.864$, $p < 0.001$). The significant effect of CI on PI ($\beta = 0.657$, $p < 0.001$) implies that having an active engagement with customers through digital marketing platforms can significantly boost their purchase intentions.

Implications

The findings of this study have several practical implications for marketers and businesses:

Enhanced Digital Marketing Strategies: Businesses should invest in robust digital marketing strategies to effectively influence purchase intentions.

Focus on Brand Perception: Improving brand perception through consistent and positive digital marketing efforts can significantly mediate the relationship between DM and PI.

Engaging Customer Interaction: Developing interactive digital platforms that foster customer engagement can enhance the impact of digital marketing on purchase intentions.

As for Theoretical Implications, this Research Validates the Proposed Relationships Between Digital Marketing (DM) [SMM & EM] on Purchase Intention (PI), with Brand Perception (BP) as a Mediator, and Customer Interaction (CI) as Moderator This in Turn Provides a Highlight on the importance of Brand Perception and Customer Interaction in Gauging the effectiveness of Digital Marketing on Customer Purchase Decisions.

Limitations

Despite its contributions, this study has several limitations:

Sample Size and Demographics: The sample size of 200 may not fully represent the diverse population of Pakistan. Future studies should consider larger and more varied samples.

Cross-Sectional Design: The study's cross-sectional design limits the ability to infer causality. Longitudinal studies could provide deeper insights into the evolving dynamics of digital marketing and consumer behavior.

Self-Reported Data: The reliance on Self-reported data may end up introducing certain unintentional biases therefore; it is considered a limitation to this Study.

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Recommendations

After an Exhaustive Review of the Resulting Findings & limitations of this study, the following recommendations should be kept in mind for future Reference:

1. Expanding Research Scope : Any Future Research that delves into this topic must consider to expand the scope of the research , and not to limit it to a single country / Region , doing so will help with Generalizing the Findings of the Research.
2. Longitudinal Studies : The use of Longitudinal studies will end up Assisting Future Researchers in Further understanding the long-term impacts of Digital marketing on consumer behavior & Purchase Decisions.
3. Structural Equation Modelling : Utilizing SEM in Future Studies will Provide a more In-Depth Insight into the Interaction Between Digital Marketing , Brand Perception , Customer Interaction , and Purchase Intention .
4. Segmented Marketing Strategies : Developing a segmented marketing strategy that caters to different Market Segments / Demographics is key to maximize the effectiveness of the digital marketing campaigns.
5. Continuous Improvement : With the Environment of Digital Marketing being so Volatile Businesses should also Continuously monitor these Changes & Adapt their digital marketing strategies to keep up with any uncertainties in the Market . this in turn may open up new areas of research.

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