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Unveiling the Synergy: How Entrepreneurial Marketing and Product Quality Drive Purchase Decisions through the Lens of Digital Marketing

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This study delves into the complex interactions between entrepreneurial marketing, product quality, and digital marketing within Indonesia's dynamic digital marketplace, aiming to decipher their combined impact on purchase decisions. Employing a quantitative causal approach alongside Structural Equation Modeling (SEM) and Smart PLS software, the research endeavors to uncover the underlying mechanisms driving consumer behavior in this context. Findings indicate that while Entrepreneurial Marketing may not exert a direct influence on purchase decisions, both Product Quality and Digital Marketing play significant roles in shaping consumer choices. Notably, Digital Marketing emerges as a crucial moderating factor, enhancing the effects of Entrepreneurial Marketing and Product Quality on purchase decisions. These results underscore the pivotal role of digital platforms in influencing consumer behavior and preferences. The study provides actionable insights for businesses, advocating for the integration of digital marketing strategies and the promotion of high-quality products to effectively engage online consumers and drive purchasing behavior. While acknowledging limitations such as sample size and generalizability, this research lays the groundwork for future investigations into the nuanced dynamics of digital marketing's impact on marketing strategies and product quality enhancement. Overall, this study contributes to advancing the understanding of digital consumer behavior, emphasizing the transformative potential of digital marketing in today's evolving digital marketplace.

Keywords: Digital Marketing, Entrepreneurial Marketing, Product Quality, Purchase Decisions

Introduction

In the vibrant landscape of the current digital era, Indonesian society is at the forefront of embracing global trends, demonstrating an exceptional capacity for swift adaptation. This dynamism is underpinned by an impressive internet penetration rate that reached 66% in 2022, a testament to the country's rapid digitalization. Notably, millennials and Generation Z, who collectively form 52% of Indonesia's 270 million-strong population, are not just passive participants but active shapers of digital culture, showcasing unparalleled proficiency in leveraging digital technologies for social interaction, entertainment, and consumption (Pulina et al., 2023). This demographic shift towards a more technologically savvy populace opens up vast opportunities

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for entrepreneurs to innovate and respond agilely to market dynamics that are increasingly being influenced by digital platforms.

However, despite the apparent receptivity to digital innovations and trends among the Indonesian population, the academic world lags in comprehensively understanding how entrepreneurial efforts in marketing and product quality enhancements, when intertwined with digital marketing strategies, influence consumer purchase decisions. Existing literature, including works by (Kurnia & Wijaksana, 2020; Sari & Hidayat, 2021), has begun to explore the impact of specific digital marketing strategies, such as viral and influencer marketing, on consumer behavior. These studies illuminate the potent role of digital narratives and online influencers in shaping consumer preferences and decisions. Yet, they stop short of investigating the collective impact of entrepreneurial marketing, product quality, and digital marketing - particularly the nuanced role digital marketing plays in moderating this relationship. This oversight signifies a critical gap in our understanding, especially as digital platforms continue to gain prominence, fundamentally altering how consumers discover, evaluate, and choose products in an increasingly interconnected world.

The novelty of this research resides in its exploration of digital marketing not just as a channel of communication or a platform for engagement, but as a pivotal moderating factor that could potentially amplify the effects of entrepreneurial marketing and product quality on consumer purchasing decisions. This approach introduces a fresh perspective on the interplay between traditional marketing strategies and digital innovations, positing that the integration of these elements can create a more compelling proposition for consumers in the digital age.

The primary aim of this study is to dissect the intricate dynamics between entrepreneurial marketing, product quality, and digital marketing, to reveal how their synergistic interaction influences consumer purchasing decisions. By examining this interplay, the research seeks to unearth actionable insights that can guide producers in refining their marketing strategies and product offerings, leveraging digital marketing to not only reach but significantly engage and influence the modern consumer.

The cornerstone of this research is the grand theory of purchase decision, posited by (Kotler & Armstrong, 2019), which argues that consumer decisions are primarily influenced by their preference for certain brands. This decision-making process is not straightforward; it is shaped by two significant intermediary factors: the opinions of others and unforeseen situational factors. As delineated by (Wulandari & Sholihin, 2019), the decision to purchase reflects an individual's inclination to buy or use a product or service, motivated by the belief that it will satisfy personal desires and justify any associated risks. This complex process involves a sequential evaluation, from listing potential purchases to evaluating their necessity, investigating availability and price, and considering discounts before making a final decision. (Kim et al., 2008) underscore this notion, highlighting the transactional nature of purchasing as a selection from multiple alternatives.

Building on this foundation, (Asy'ari, 2021) expands our understanding by illustrating that purchase decisions involve choosing from two or more alternatives, underscoring the importance of having multiple options during the decision-making process. This complexity is further compounded by a variety of factors that influence decision-making, which include both marketing and non-marketing stimuli. (Irawan, 2020) emphasizes the multifaceted nature of consumer behavior, suggesting that these influences come from a broad spectrum of sources.

Transitioning from the theoretical underpinnings of consumer decision-making, we delve into the domain of business activities where marketing and entrepreneurship are closely intertwined. (Osuagwu, 2022) provides insight into entrepreneurial marketing, which is conceptualized through a diversity of perspectives. Entrepreneurial Marketing involves the creation and refinement of new ideas, goods, services, processes, or technologies, all aimed at addressing market demands innovatively for targeted segments. This marketing approach is predicated on the development of innovative and creative product strategies, recognizing that consumer willingness to purchase innovative products is often swayed by recommendations, whether from close contacts or online

reviews. Moreover, the multifactorial nature of the decision to purchase, encompassing considerations like price, uniqueness, necessity, and particularly product quality, becomes apparent. (Cesariana et al., 2022) point out that quality not only influences pricing strategies but also significantly affects customer satisfaction and trust in the brand or seller, highlighting its pivotal role in online purchasing decisions.

The digital revolution has profoundly reshaped consumer purchasing behaviors, enabling online transactions without the need to visit physical stores. Beyond mere purchasing, digital technology permeates various aspects of marketing, including customer acquisition, brand promotion, consumer retention, and sales enhancement. (Zahara et al., 2023) emphasize the strategic significance of digital resources in marketing, facilitating real-time interaction with consumers and ultimately leading to customer satisfaction. The ease of digital shopping, characterized by transactions completed with just a few clicks, underscores the considerable influence of digital marketing on shaping consumer preferences and purchasing decisions, laying the groundwork for further investigation into its effects in this study.

This investigation aims to bridge a critical knowledge gap by providing a comprehensive understanding of how digital marketing can augment the impact of entrepreneurial marketing efforts and product quality on purchasing decisions. The anticipated findings are expected to offer strategic guidance for producers seeking to enhance online purchasing decisions through the effective integration of entrepreneurial marketing and product quality improvements, all supported by innovative digital marketing strategies.

In summary, this research aspires to contribute significantly to the existing body of knowledge on digital marketing and consumer behavior, by elucidating previously unexplored dimensions of how digital marketing can serve as a powerful moderator in the marketing mix. Through its findings, the study aims to pave the way for future research in this domain, setting a new precedent for understanding the digital consumer marketplace.

Hypotheses Overview

In an era dominated by digital transformation influencing consumer behavior, this research endeavors to intricately analyze the interplay between entrepreneurial marketing, product quality, and digital marketing. By unveiling their combined influence on purchase decisions, the study seeks to address a critical void identified in existing literature. Rooted in established theories and previous empirical findings, the hypotheses outlined in Figure 1 are formulated to explore both direct and moderated relationships within the unique context of the Indonesian digital.

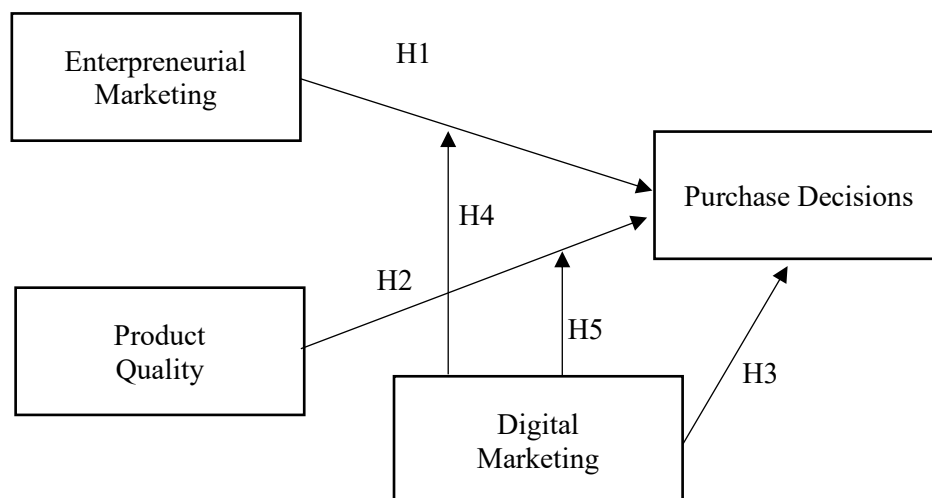


Figure 1. Framework

H1: Entrepreneurial marketing positively influences purchase decisions. Entrepreneurial marketing significantly impacts consumer purchase decisions, harnessing innovation and distinction to appeal to a trend-seeking audience. It merges marketing and entrepreneurship to create, communicate, and deliver value innovatively and proactively (Collinson, n.d.; Ripah & Bisnis, 2022). This approach influences consumers to make deliberate choices towards innovative products, highlighting the role of entrepreneurial marketing in encouraging the adoption of new goods (Agustinus & Marbun, 2020). Thus, H1 suggests that entrepreneurial marketing plays a crucial role in shaping purchasing behavior.

H2: Product quality is a decisive factor in consumer purchase decisions, rooted in the value placed on functionality, durability, and aesthetic appeal. (Bongsu Saragih, 2018) highlights that attributes such as reliability and exclusive design significantly contribute to product valuation by consumers. This focus on quality not only drives market share growth but also fulfills and exceeds consumer expectations. Studies by (Cesariana et al., 2022; Oktafiani et al., 2021) corroborate the direct correlation between high-quality products and increased purchasing behavior, reinforcing the critical role of quality in the decision-making process. Thus, H2 posits that superior product quality markedly influences consumer choices.

H3: Digital marketing significantly influences purchase decisions, serving as a key driver in today's consumer journey across various sectors. Studies have consistently shown how digital marketing strategies, from social media to broader digital campaigns, enhance consumer engagement and lead to more informed purchasing decisions by (Sudjatmika, 2017).

Moderating Role of Digital Marketing

Building on the direct relationships, the study further probes into the moderating effect of digital marketing in the dynamics between entrepreneurial marketing, product quality, and purchase decisions.

H4: Digital marketing moderates the relationship between entrepreneurial marketing and purchase decisions. Digital marketing acts as a pivotal moderator between entrepreneurial marketing and consumer purchase decisions, leveraging the power of digital platforms to magnify or transform the impact of entrepreneurial efforts on consumer behavior. Research by (Ripah & Bisnis, 2022)

H5: Digital marketing plays a crucial moderating role between product quality and consumer purchase decisions. It examines if showcasing product quality through digital marketing strategies can enhance consumer perceptions and influence their decisions. Studies by (Agustinus & Marbun, 2020; Pramuki & Kusumawati, 2021; Ripah & Bisnis, 2022; Santoso et al., 2020) highlight digital marketing's capacity to bolster the effects of product quality on consumer behavior. These findings demonstrate that digital marketing not only effectively presents product quality but also strengthens its impact on purchase decisions, indicating that strategic digital marketing can significantly enhance the persuasive power of product quality. Thus, H5 asserts the integral role of digital marketing in enhancing the influence of product quality on consumer choices

Connecting the Dots

These hypotheses aim to comprehensively understand the layered influences on consumer purchase decisions in the digital age. By examining both the direct effects and the moderating role of digital marketing, the research endeavors to offer insights into strategic directions for leveraging digital platforms to enhance entrepreneurial marketing and product quality impacts, ultimately driving purchase decisions.

Methods

This research adopts a quantitative causal approach, leveraging both deductive and inductive methods to explore phenomena and test hypotheses derived from a sample study. Aimed at hypothesis testing, the study seeks to generalize findings into broader truths, with verified hypotheses addressing specific research phenomena. The focus areas include Entrepreneurial Marketing, Product Quality, Purchase Decisions, and Digital Marketing, targeting online shoppers familiar with these concepts as subjects.

In this study, the Lemeshow formula is employed to ascertain the appropriate sample size. The rationale behind choosing the Lemeshow formula lies in its suitability for estimating sample size when the total population is unknown or challenging to determine beforehand. This characteristic makes it particularly advantageous for research scenarios where precise population figures are unavailable.

Moreover, the Lemeshow formula offers flexibility by allowing researchers to specify the desired level of precision (P), the margin of error (d), and the confidence level (expressed as the z-score at the 95% confidence level). These parameters provide researchers with control over the sampling process, ensuring that the sample size aligns with the study's objectives and the level of confidence desired in the results.

The Lemeshow formula for sample size calculation is as follows:

$$n = \frac{Z^2 x P x (1-P)}{d^2} \quad (1)$$

Where:

n = sample size

z = z-score at 95% confidence level (approximately 1.96)

P = maximum estimated proportion (chosen as 10%)

d = margin of error (chosen as 5% or 0.05)

In this specific study, a maximum estimated proportion (P) of 10% is chosen, indicating the highest expected prevalence of the phenomenon under investigation. This choice reflects the researchers' anticipation of a relatively common occurrence of the studied variables within the population. Additionally, a margin of error (d) of 5% (or 0.05) is selected, signifying the acceptable deviation from the true population parameter that researchers are willing to tolerate.

Substituting the given values into the formula:

$$n = \frac{1.96^2 x 0.1 x (1-0.1)}{0.05^2} \quad (2)$$

Substituting these values into the Lemeshow formula yields a calculated sample size of approximately 139 participants. This number represents the minimum sample size required to achieve the desired level of precision and confidence in the study results. However, to ensure robustness and reliability, the sample size is rounded up to the nearest whole number, resulting in a final sample size of 139 participants.

Therefore, based on the Lemeshow calculation, it is determined minimum that a sample size of 139 participants is appropriate for this research endeavor. This sample size enables comprehensive analysis of the relationships between entrepreneurial marketing, product quality, digital marketing, and purchase decisions within the Indonesian digital marketplace, while maintaining the desired level of precision and confidence in the study findings.

Data collection is conducted through questionnaires based on each variable's indicators, utilizing a Likert scale ranging from strongly disagree (1) to strongly agree (5) to quantify variable qualities for statistical testing. The research models these variables using Structural Equation Modeling (SEM). Below is a Table 1 outlining the variables and their respective indicators used in this study, along with citations for each indicator:

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Table 1. Variable and Indicator

Variable	Indicators
Entrepreneurial Marketing	1. 1. Creativity - Generating novel marketing ideas. (Nijssen, 2021)
	2. Innovation - New products/services or marketing strategies. (Collinson, n.d.)
	3. Risk-taking - Engaging in bold marketing efforts (Ripah & Bisnis, 2022)
Product Quality	1. Form - Size, shape, or structure. (Kotler & Armstrong, 2019)
	2. Features - Complementary functions. (Cesariana et al., 2022)
	3. Performance - Main features' functionality. (Cesariana et al., 2022)
	4. Durability - Lifespan. (Kotler & Armstrong, 2019)
	5. Reliability - Performance consistency. (Kotler & Armstrong, 2019)
	6. Ease of Repair - Repairability. (Kotler & Armstrong, 2019)
	7. Style - Appearance and design. (Kotler & Armstrong, 2019)
	8. Design - Aesthetics and functionality. (Kotler & Armstrong, 2019)
Purchase Decisions	1. Problem Recognition - Identifying a need. (Kotler & Armstrong, 2019)
	2. Information Search - Gathering product info. (Asy'ari, 2021)
	3. Evaluation of Alternatives - Comparing products. (Irawan, 2020)
	4. Purchase Decision - Buying a product. (Kotler & Armstrong, 2019)
	5. Post-purchase Behavior - Reaction after use. (Kotler & Armstrong, 2019)
Digital Marketing	1. Website - Company websites for marketing. (Aji, 2021)
	2. Search Engine Marketing - Visibility through search engines. (Bahadur, 2022)
	3. Web Banner - Banner ads. (Bahadur, 2022)
	4. Social Network - Social media platforms. (Zahara et al., 2023)
	5. E-mail Marketing - Email for marketing. (Bahadur, 2022)
	6. Affiliate Marketing - Affiliate networks for sales. (Bahadur, 2022)

The analysis utilizes quantitative methods to test hypotheses within the SEM research model, employing software like Smart PLS for data analysis (Sitorus & Tambun, 2023). This comprehensive process includes gathering demographic statistics of respondents to capture respondent identities. Descriptive statistics of research variables are then analyzed to determine minimum, maximum, mean values, and standard deviations. Further, the study employs tests for data validity and reliability to assess the quality of questionnaire items and the consistency of respondent answers. The determination coefficient (R Square) is analyzed to evaluate the predictive power of independent variables and the mediating effects within the model, alongside hypothesis testing based on T statistic and P value thresholds, where hypotheses are accepted if the T statistic is greater than 1.96 and the P value is less than 0.05. Regression equations are utilized to quantify the impact and moderation effects of independent variables on dependent ones (Sitorus & Tambun, 2023). This methodological framework aims to elucidate the interplay between Entrepreneurial Marketing, Product Quality, Digital Marketing, and their collective impact on Purchase Decisions, significantly contributing to the scholarly understanding of these dynamics within the digital consumer marketplace.

Results

Descriptive statistics were utilized to analyze the data, providing insights into the distribution without making generalizations applicable to the broader population (Martini et al., 2021). The descriptive statistics for the research variables included measurements of minimum, maximum, mean values, and Standard Deviation. The demographic data of respondents are detailed as follows: The study comprised 165 participants, with a gender distribution of 69 males and 96 females. Education levels among respondents varied, including 22 with high school or equivalent, 134 with bachelor's degrees or equivalent, and 9 with master's degrees or equivalent. Below, Table 2 presents the descriptive statistics for each research variable:

Table 2. Descriptive Statistics of Research Data

No	Research Variable	Minimum	Maximum	Mean
1	Entrepreneurial Marketing	1	5	3.78
2	Product Quality	1	5	3.60
3	Purchase Decision	1	5	3.69
4	Digital Marketing	1	5	3.78

The implementation levels of the variables were analyzed as follows: Entrepreneurial Marketing showed a mean score of 3.78, translating to an implementation level of 75.6%, indicating a need for a 24.4% increase. Product Quality had a mean score of 3.60, corresponding to a 72% implementation level, suggesting a 28% improvement is required. Purchase Decision recorded a mean of 3.69, equivalent to a 73.8% implementation level, necessitating a 26.2% enhancement. Similarly, Digital Marketing achieved a mean score of 3.78, matching a 75.6% implementation level, with a recommended increase of 24.4%.

The research hypotheses were tested using Partial Least Squares (PLS), a variance-based alternative to traditional Structural Equation Modeling (SEM) analysis. The objective of PLS is to uncover latent variables for predictive purposes. This method is advantageous due to its estimation accuracy with relatively small sample sizes and no requirement for distributional assumptions. Smart PLS Version 3 software facilitated the estimation of structural equation models on a variance basis.

1) Outer Model Testing

The primary goal of outer model testing, as depicted in Figure 2, is to ascertain the validity and reliability of the model under examination, utilizing Average Variance Extracted (AVE) as the main analytical tool for this purpose (Martini et al., 2021).

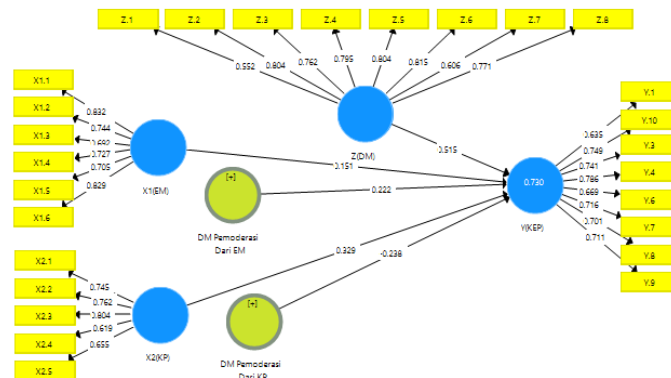


Figure 2. Results of the Outer Model Algorithm

In the testing of convergent validity, the Average Variance Extracted (AVE) value is used because this value is an indicator of convergent validity. Each construction of the latent variables is expected to have an AVE value above 0.5, given that the anticipated AVE value in this study is more than 0.5 to demonstrate adequate validity.

Table 3. Reliability and AVE Values

Construct Reliability and Validity	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Entrepreneurial Marketing	0.850	0.861	0.889	0.573
Product Quality	0.767	0.781	0.842	0.519
Purchase Decision	0.863	0.862	0.893	0.511
Digital Marketing	0.883	0.897	0.907	0.555
Digital Marketing as Moderator of Entrepreneurial Marketing	1.000	1.000	1.000	1.000
Digital Marketing as Moderator of Product Quality	1.000	1.000	1.000	1.000

2) Hypothesis Testing

T statistics and P values, as presented in Table 4, were utilized to validate the research hypotheses. Hypotheses exhibiting T statistics greater than 1.96 and P values less than 0.05 are deemed to be supported.

Table 4. Path Coefficients Direct Influence

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
Entrepreneurial Marketing -> Purchase Decision	0.151	0.163	0.082	1.849	0.065	Rejected
Product Quality -> Purchase Decision	0.329	0.318	0.060	5.512	0.000	Accepted
Digital Marketing -> Purchase Decision	0.515	0.504	0.076	6.761	0.000	Accepted
Digital Marketing as Moderator of Entrepreneurial Marketing -> Purchase Decision	0.222	0.219	0.058	3.842	0.000	Accepted
Digital Marketing as Moderator of Product Quality -> Purchase Decision	-0.238	-0.245	0.060	3.969	0.000	Accepted

In the study, one hypothesis (H1) was rejected due to its T statistic being below 1.96 and its P value below 0.05, indicating no significant effect of Entrepreneurial Marketing on Purchase Decisions. Conversely, four other hypotheses were supported, demonstrating significant effects of Product Quality and Digital Marketing on Purchase Decisions, both directly and when moderated by Digital Marketing, with T statistics exceeding the critical value of 1.984. This shows that while Entrepreneurial Marketing alone did not significantly influence Purchase Decisions, the combination of high Product Quality and effective Digital Marketing strategies plays a crucial role in shaping consumer choices.

3) Koefisien Determinasi (R Square)

The purpose of the coefficient of determination testing is to assess the extent to which a model can demonstrate the influence of independent variables collectively on the dependent variable, as indicated by the adjusted R-Square value (Ghozali, 2017). Calculating the R Square value is one method to determine the coefficient of determination. From this value, the contribution of the dependent variables in the regression model to explain the changes in the dependent variable can be observed. According to (Ghozali, 2017), a situation where the coefficient of determination value is close to one and far from zero suggests that the independent variables do not provide a sufficient explanation of the dependent variable. Conversely, a coefficient of determination value close to one indicates that all the necessary data to predict the dependent variable can be obtained from the independent variables.

Table 5. Coefficient of Determination

	R Square	R Square Adjusted
Purchase Decision	0.753	0.744

Based on Table 5, the Coefficient of Determination (R-Square) for the Purchase Decision variable is 0.753, meaning that the independent variables collectively account for 75.3% of the variance in Purchase Decisions. The remaining 24.7% is influenced by other variables not tested in this study.

4) Regression Equations

The regression model is detailed in Table 4, yielding the following equation for Purchase Decision:

Model:

$$\text{Purchase Decision} = 0.151 \text{ Entrepreneurial Marketing} + 0.329 \text{ Product Quality} + 0.515 \text{ Digital Marketing} + (0.515 * \text{Entrepreneurial Marketing}) + (0.515 * \text{Product Quality})$$

(3)

This equation implies that to enhance Purchase Decisions, companies should focus on improving Entrepreneurial Marketing and Product Quality through digital marketing channels.

Discussion

The study's findings unveil complex interactions between Entrepreneurial Marketing, Product Quality, Digital Marketing, and their consequences on Purchase Decisions in the digital consumer landscape. Despite Entrepreneurial Marketing not exerting a direct influence on Purchase Decisions, its role in fostering innovation is deemed vital, echoing the sentiments of previous research that highlights the intricacies of marketing innovations in influencing consumer decisions (Dachi, 2020; Permatasari & Maryana, 2021; Santoso et al., 2020; Silaban et al., 2019).

The analysis substantiated the critical influence of Product Quality and Digital Marketing on Purchase Decisions, corroborating the sustained importance of quality and the significant impact of digital platforms on consumer behavior. This underscores the concept that quality is crucial for ensuring consumer satisfaction and loyalty, whereas digital marketing transcends traditional advertising to profoundly influence consumer engagement and purchasing decisions (Kurnia & Wijaksana, 2020; Lisdiana, 2021; Sari & Hidayat, 2021).

Moreover, Digital Marketing emerged as a key moderator, enhancing the effectiveness of Entrepreneurial Marketing strategies and elevating the visibility and perceived value of Product Quality, showcasing its indispensable moderating role. Such findings accentuate the necessity for businesses to leverage digital channels to augment their marketing initiatives and consumer appreciation of product quality (Agustinus & Marbun, 2020; Asy'ari, 2021; Khourouh et al., 2020; Ripah & Bisnis, 2022).

Collectively, this discussion encapsulates the core insights of the study, illustrating the crucial dynamic between digital marketing strategies, product quality, and entrepreneurial marketing in steering consumer purchase decisions. It highlights the importance of fusing innovative marketing techniques with solid digital marketing strategies for successfully navigating the digital marketplace (Aziz, 2020; Putri & Marlien, 2022; Rahmawati, 2020; Setyawati et al., 2022).

Conclusion

This study meticulously unraveled the intricate dynamics between Entrepreneurial Marketing, Product Quality, Digital Marketing, and their collective impact on Purchase Decisions within the digital consumer sphere. Through quantitative scrutiny and Structural Equation Modeling (SEM), it was discovered that while Product Quality and Digital Marketing significantly influence Purchase Decisions, Entrepreneurial Marketing's direct impact appeared less pronounced. However, a notable finding emerged regarding Digital Marketing's moderating role, significantly enhancing the effects of both Entrepreneurial Marketing and Product Quality on Purchase Decisions. These insights suggest a nuanced interplay of digital platforms in marketing strategies and product quality enhancement, highlighting areas for future exploration, such as the direct impacts of Entrepreneurial Marketing strategies and the evolving role of new digital marketing technologies. Despite its contributions, this research acknowledges limitations such as

sample size and the scope of generalizability, suggesting a cautious interpretation of the findings across different contexts.

Building on these findings, the study offers practical recommendations for businesses to leverage digital marketing strategies effectively, emphasizing the integration of high-quality product development with innovative digital marketing efforts. The acknowledgment of study limitations points towards the necessity for broader research to enhance the generalizability and applicability of the findings. Furthermore, this research significantly contributes to the existing body of knowledge by elucidating the moderating role of digital marketing in shaping consumer purchase behaviors. In closing, the exploration into the nuanced relationship between marketing strategies, product quality, and digital platforms underscores the critical role of digital innovation in today's marketing landscape, offering a foundation for further academic investigation and practical application in the rapidly evolving digital consumer market.

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